

Gain Maximum Brand Exposure

ROS Banners

Digital advertising is a great way to provide solutions to industry problems, make recommendations for using emerging technologies or expand on brand awareness via our existing industry network of sites.

Leaderboard (728 x 90 pixels)

A Leaderboard is a “supersized” banner that appears at the top of the page, directly within the user’s view.

Rectangle (300 x 250 pixels)

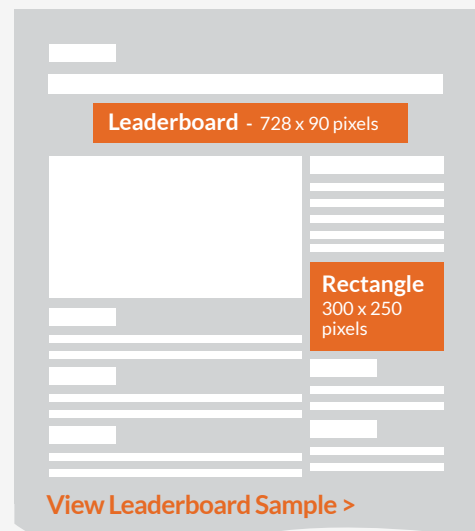
A Rectangle ad is a powerful creative option for your campaign, giving you a highly prominent position.

Half Page (300 x 600 pixels)

The Half Page Ad is a very large format ad unit that is impactful and receives high click through rates.

Useful For:

- High-impact messaging
- Staying “top-of-mind”
- Thought leadership
- Brand awareness
- Show subject matter expertise
- Driving high quality leads



[View Leaderboard Sample >](#)

[View Rectangle Sample >](#)



[View Sample >](#)

37% of marketing managers

believe that the most important channel for engaging customers is content-led websites.

Capture 100% Share Of Voice

Website Advertising

Page Domination

Page Domination gives you high messaging impact on our branded sites. Your ads cannot be missed - which generates higher levels of engagement and higher click-through rates – because your ads appear simultaneously in three different positions on the page. Your purchased impressions are divided equally among the three different ad units:

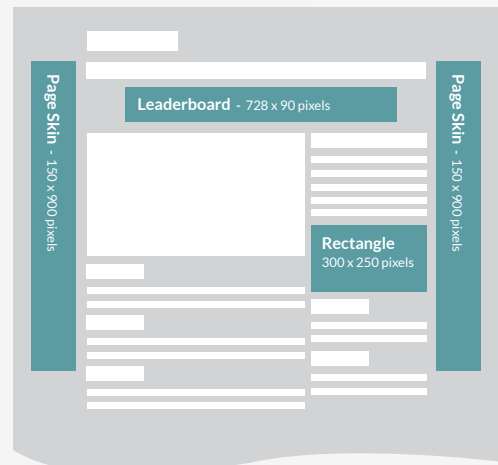
- Page Skin (150 x 900 on left of page and 150 x 900 on right of page)
- Leaderboard (728 x 90 px at top of page)
- Rectangle (300 x 250 in right rail)

Site Intro / Welcome Ads

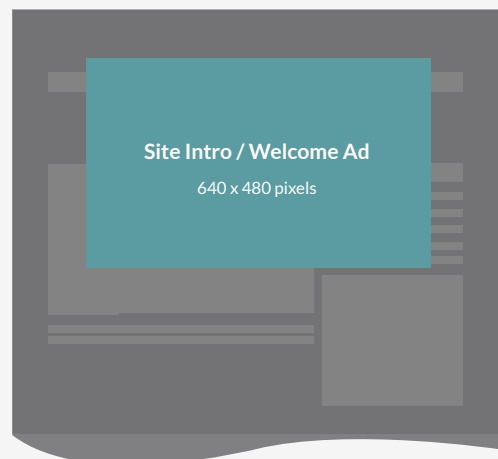
Site Intro / Welcome ads are placed before the entry of our branded sites. They offer a unique platform to capture audience attention.

Page Wrap

You'll capture audience attention with this high impact, visually engaging ad experience. The Page Wrap surrounds the webpage giving your company's message a strong presence on our site.



[View Sample >](#)



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Put Your Brand In The Spotlight

Interactive Website Advertising

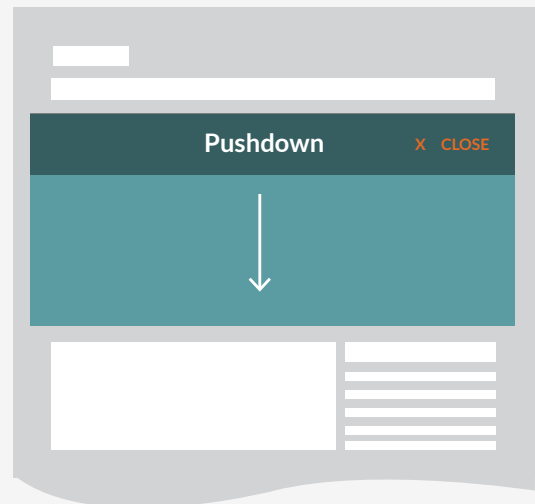
Pushdown

The Pushdown ad allows you to tell your company's story in a seamless, attention grabbing way, through videos, photos, and animation. This large 970x90 banner pushes down site content to expand to 970x415. Key features include:

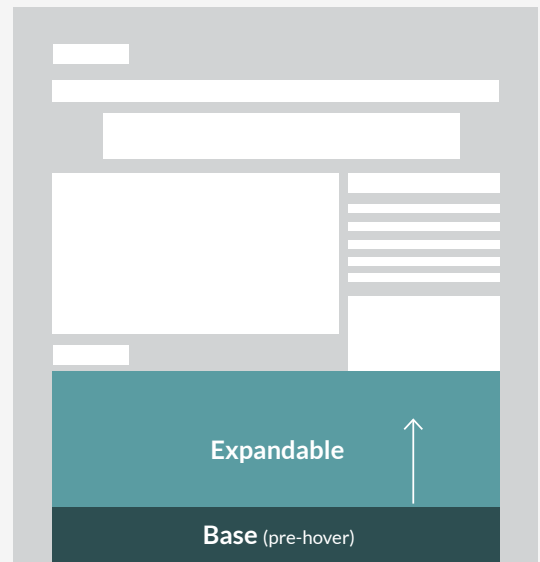
- Full, rich media interactivity
- Auto-expanding canvas
- Seamlessly retracts after a set period, or if the user opts to close the ad
- Full support in ad creation

Floor Ad

The Floor Ad is one of the newest premium Rich Media offerings from Penton. The Floor Ad is a fixed, adhesion unit that sits at the bottom of the browser, remaining persistently in the user's view even as they scroll down on the page. The Floor Ad begins as a collapsed 960x90 unit but on click or extended hover, the ad spawns a 960x275 canvas that can support social, video, images and custom content integrations.



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Interactive Website Advertising (continued)

Sidekick

The Sidekick is no ordinary Half Page Ad. Starting out at 300 x 600 pixels, the Sidekick “kicks” out to the side of the site’s browser, offering an expanded, interactive experience. A large canvas with rich creative possibilities is delivered giving the viewer control of the ad experience.

Filmstrip

The Filmstrip enables enhanced storytelling within a single ad creative. Viewable through a standard 300 x 600 window, these 300 x 3000 ad units are fully controlled by the user, offering an engaging and wide range of displayed content. Simple engagement features include scroll, click, hover, and touch; allowing the user to explore up to five different segments of the full creative.

In-Article Videos

Provide an interactive experience to potential clients with our new in-article videos. Utilize this high-impact placement to generate brand awareness within an editorial article 500 words or more. Your company’s video is placed directly into the top half of the article and automatically plays once as the user scrolls down to read. Audio is enabled as the user’s cursor is placed over the video. Simple engagement features include click, hover, and touch and volume control.



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[View Sample >](#)



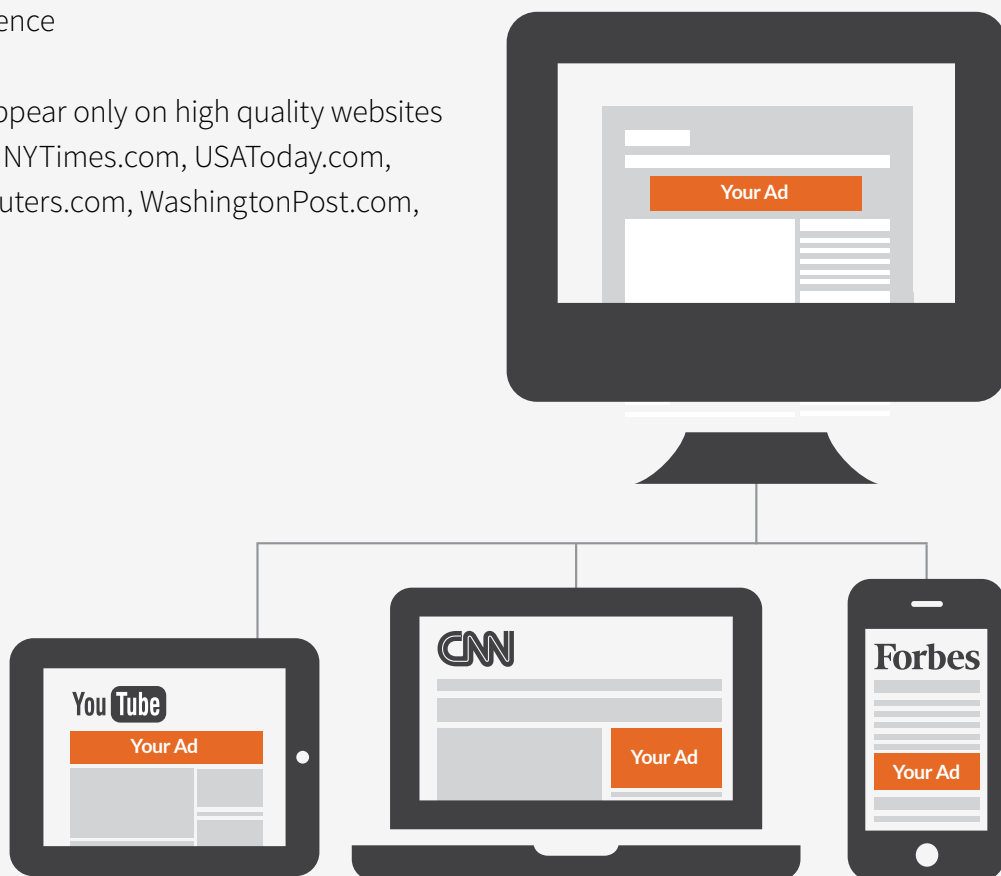
[View Sample >](#)

Expand Your Advertising Campaign

Audience Extension & Retargeting

Our audience extension retargeting allows you to reach your audience when they're not on one of our branded websites. Your ad will continue to appear to the users of a branded site even after they have left reinforcing your message to buyers and decision makers on a larger scale.

- Recapture your audience's attention to boost brand awareness and stay top of mind
- Increase ROI by serving focused ads to a pre-qualified audience
- Ensure your ads appear only on high quality websites such as CNN.com, NYTimes.com, USAToday.com, Mashable.com, Reuters.com, WashingtonPost.com, and many more

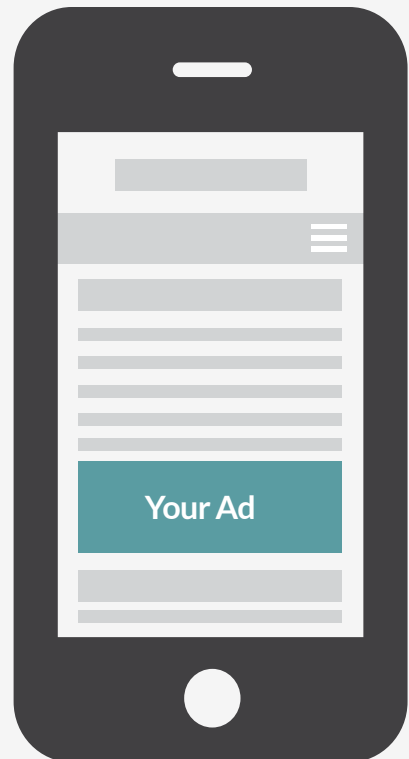


Reach Your Audience On-The-Go

Mobile

Our mobile advertising allows you to communicate your message to manufacturing professionals anywhere, anytime through smartphone and tablet devices. Mobile users are automatically redirected to optimized mobile sites for each brand.

With two unique opportunities, you can capture 100% share of voice with the smartphone-only 320x50 banner appearing on every page of a mobile website or run targeted banner ads displaying your message on category and article pages.



[View Sample >](#)

Be Recognized As An Expert

Category / Topic Branded Channel Sponsorship

Several Manufacturing & Supply Chain brands have Category/Hot Topic Channel pages that quickly connect our readers with critical and timely news, trends, products and commentary on key industry topics. Sponsorship packages can drive visibility to your products, videos, infographics, research and more.

You receive:

- Exclusive 728 x 90 Leaderboard / 300 x 250 or 300 x 600 Rectangle
- Three content pieces (articles, whitepapers, or research)
- Two Products

Update your branded channel to include:

- Custom content creation
- Sponsored blogs
- High Impact or Rich Media ad units
- Twitter feed integration
- Targeted eblasts driving traffic to your content assets

Hot Topic

Work with our award winning editorial team to choose a trending topic to sponsor.