



# Online Pricing

## Banners

728x90 Leaderboard – 4 sponsors	
Print advertiser rate:	\$1,200 net/month
Standard rate:	\$1,500 net/month

468x60 Banner – 4 sponsors (Middle and Bottom home page only)	
Print advertiser rate:	\$800 net/month
Standard rate:	\$1,050 net/month

160x600 Skyscraper – 4 sponsors	
Print advertiser rate:	\$900 net/month
Standard rate:	\$1,200 net/month

336x280 Box Unit – 4 sponsors	
Print advertiser rate:	\$1,000 net/month
Standard rate:	\$1,300 net/month

120x60 Small Button Left Hand Column – 1 sponsor per position	
Print advertiser rate:	\$850 net/month
Standard rate:	\$1,000 net/month

160x120 Button Right Hand Column – 2 sponsors	
Print advertiser rate:	\$600 net/month
Standard rate:	\$750 net/month

Homepage New Products - 100x100 image, 50-60 words text, URL	
Print advertiser rate:	\$750 net/month
Standard rate:	\$850 net/month



## Special Sections

Sponsored Text Links	
Print advertiser rate:	\$250 net/month
Standard rate:	\$300 net/month

336x280 Embedded Targeted Ad - Banner on specific targeted story	
Print advertiser rate:	\$1,500 net/month
Standard rate:	\$1,900 net/month

Hot Topic Area Sponsorship - Sole Sponsorship, 468x60 on Topic Main Page	
Print advertiser rate:	\$1,000 net/month
Standard rate:	\$1,300 net/month

Exclusive Product Category Sponsorship Includes linkable "Sponsored by" on main page, 468x60 at top of Specific Category page, and first product listing, 200x200 image and linkable URL	
Print advertiser rate:	\$500 net/month
Standard rate:	\$700 net/month

White Paper Hosting Listing includes: white paper title, company name, brief abstract, and link to white paper	
Print advertiser rate:	\$700 net/month or \$1,000 net/year
Standard rate:	\$900 net/month or \$1,200 net/year

Vendor Catalog Listing Listing includes: company name (linked), 60-80 word description, 130x170 catalog cover image	
Print advertiser rate:	\$800 net/month
Standard rate:	\$950 net/month

Webinars	\$10,000 net (Basic Package)
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