

# PACKAGING STRATEGIES

# 2015

Helping people succeed in business with superior information.



## AD SIZES 1X

### Website Advertisements

Leaderboard Ad	728 x 90	\$1,145
Medium Rectangle Ad	300 x 250	\$2,500
Rectangle Ad	180 x 150	\$850
Article Sponsorship Ad	180 x 150	\$600
Skyscraper	120 x 600	\$1,305

### Rich Media

Floating Ad	468 x 60	\$1,115
Expandable Banner	468 x 60 (468 x 400)	\$1,305
Expandable Skyscraper	120 x 600 (300 x 600)	\$1,305
Page Peel	150 x 150 (600 x 600)	\$1,115
Countdown Clock	125 x 150	\$655

### eNewsletter

Top Banner	468 x 60	\$1,960 net per edition
Second Ad Spot	468 x 60	\$1,640 net per edition
Third Ad Spot	468 x 60	\$1,305 net per edition
Medium Rectangle	300 x 250	\$1,200 net per edition
Second Ad Spot	300 x 250	\$1,000 net per edition

### Video

Homepage	320 x 240	\$1,685
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### Digital Magazine

Sponsorship	Contact us	\$1,640
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### Social Media Sponsorship

Facebook	Contact us	\$405 - \$5,675
Twitter	Contact us	\$260 - \$5,675

### Webinar Sponsorship

Single-sponsor	Contact us	\$10,000
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### Podcasts

Sponsorship	Contact us	\$3,265
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### Mobile App

Embedded Banner	Contact us	\$2,000
Full Screen Interstitial	Contact us	\$1,500

### WEB SPECS

**File Size:** 20K or less (JPG or GIF file); 130K or less (SWF file)

**Colors:** 256 colors or less

**Resolution:** 72 dpi

**File Formats:** JPG, GIF (static or animated), SWF (Adobe Flash must include .FLA file)

**Video:** 20 MB, less than 2 minutes, Windows Streaming Media (WMV), Quicktime, Flash Video (SWF), Flash Streaming (FLV)

**Animation:** 30 seconds maximum without being re-initiated by the user; 15 seconds max for total animation.

### SHIP MATERIALS AND INSERTION ORDERS TO:

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### PLEASE VISIT BNP MEDIA'S PORTFOLIO WEBSITE

<http://portfolio.bnpmedia.com>

For our entire portfolio of digital products and services.



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