

ONLINE OPPORTUNITIES WITH LEADS

EMAIL Opt-in subscribers 36,000+
EE DIGITAL EDITION (BPA-audited: 7,277) Monthly Blast: 36,000+

- **EWEEKLY EE-news AD WITH LEADS** Top Position \$1,700 net Other Positions \$1,500 net
Send us your headline, up to 25 words of text, image (300 x 300 pixels) and up to 3 links and we'll do the rest.

- **EXCLUSIVE MONTHLY "SPECIAL REPORTS" WITH LEADS** \$6,500 net
Exclusive monthly sponsorship of a special EE staff-written report on a specific industry topic – see 2012 Editorial Calendar for topics. Includes all leads of subscribers who click:
 - your sponsorship banner at front of emailed article
 - your ad that is on the right side of each online article page (3-4)
 - your pop-under ad that appears when online article is closed
 - your exclusive ad, left-of-cover, on the monthly EE digital edition

- **ePRODUCT SHOWCASE WITH LEADS** Top Position \$1,000 net Other Positions \$750 net
Monthly product-only email. Send us your headline, up to 50 words of text, image (300 x 300 pixels) and up to 3 links to your web page of choice and we'll do the rest.

- **MONTHLY EE DIGITAL EDITION WITH LEADS** No charge
Your print ad delivers leads from online subscribers who receive the EE issue via email. Increase visibility for your digital edition ad by having our art department add animation for a nominal fee.

MONTHLY WEBSITE POSITIONS

- **LEADERBOARD: TOP** run-of-site
standard leaderboard 728 x 90 pixels \$2,125 super leaderboard 964 x 90 pixels \$2,500
- **LEADERBOARD: BOTTOM** run-of-site
standard leaderboard 728 x 90 pixels \$1,250 super leaderboard 964 x 90 pixels \$1,500
- **BLOCK AD / VIDEO AD** run-of-site
300 x 250 pixels \$2,000 video ad (add \$350 production fee)
- **SPONSORS' LINKS BY CATEGORY** home page only, for print advertisers: No Charge
- **HOME PAGE POP-UP / SITE POP-UNDER**
Share flash or animated gif message 600 x 400 pixels \$4,000
- **ADVERTORIAL BANNER** Your headline, 50 words, image (300x300 pixels), and up to 3 web links
run-of-site, upper \$1,800 run-of-site, lower \$1,600
- **PAGE CURL** Upper right opens over top quarter of screen with mouse roll-over.
home page only 500 x 500 pixels \$3,500 net
- **DOUBLE SKYSCRAPER** run-of-site 320 x 600 pixels \$1,850
- **STANDARD BANNER** run-of-site
upper 468 x 60 pixels \$1,500 run-of-site, lower 468 x 60 pixels \$1,200
- **BUTTON** run-of-site 125 x 125 pixels \$700