

HIGH IMPACT WELCOME AD:

DOMINANT BRANDING, POSITIONING AND SUPERIOR PERFORMANCE

What Is a Welcome Ad?

Quite simply, it's the most dominant ad position we've ever offered on our site. The exclusive position appears 'run of site' on any page a user enters. The Welcome Ad is a 640 x 480 unit that covers the entire page for up to eight seconds, with your branding and message the only thing visible.

Why Use a Welcome Ad?

Because it's the only thing visible on the screen for up to eight seconds, the Welcome Ad offers an unrivaled blend of features and benefits:

- It's the most exclusive branding and awareness opportunity on ChemicalProcessing.com
- Your ad does not compete for any share of voice on the page.
- Welcome ads are the best performing ad unit

How Does a Welcome Ad Work?

- Welcome Ads are served just the same as any other ad unit on our site, except the Welcome Ad is served exclusively before any page is loaded for a visitor.
- While the Welcome Ad appears, no other items on the page are visible.
- The browsers of site visitors are 'cookie'd' when they view a Welcome Ad, so we know they've seen it.
- The ad appears for eight seconds, then fades to a visitor's requested page.
- Clients purchase the ad for a simple, flat fee for a one-week period



Welcome Ad Price:
One-week campaign:
\$3,250 net