



WELCOME ADS

Dominant branding, positioning and superior performance

The Welcome Ad, sometimes called a splash ad or interstitial, is the most prominent ad position we've ever offered on our site. This exclusive position appears upon entry to the site, before the actual destination page is served (whether the visitor first arrives via a bookmark, eNewsletter link, Google referral or any other method). The Welcome Ad is a 640 x 480 pixel unit that sits in the middle of screen, covering the entire page for up to 8 seconds, with your branding and message the only thing visible.

A distinct advantage

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

- It's the most exclusive branding and awareness opportunity of any ad position on our site.
- Because the ad doesn't compete for any share of voice on the page, it's our strongest performing ad unit.
- Because Welcome Ads occupy a privileged position on the PharmaManufacturing.com, Welcome Ad placements are subject to publisher's review and approval.
- Welcome ads are served exclusively before any page is loaded for a visitor. While the Welcome Ad appears, no other items on the page are visible.

Welcome Ad price:
One week campaign: **\$3,250**

