

# WEBSITE DISPLAY ADVERTISING

Website advertising is an effective way to accomplish two distinct missions with your target audience: creating brand awareness and developing measurable engagement. *Control Design* offers a wide range of online advertising units to meet your goals, including leaderboards, boomboxes, buttons and other high-impact options. You choose which unit works best for you, where you'd like it to appear and for how long.

### Why Use Website Ads?

- Branding and awareness
- Flexibility
- Engagement with *Control Design's* audience of 45,000 visitors per month

### How Do Website Ads Work?

First, decide which ad unit you'd like to purchase. Each is a different size and commands varying amounts of attention on a page. Next, determine how many thousand impressions you'd like to purchase. The cost for each of our ads is based on a rate for every thousand impressions you'd like. Then decide how long you'd like your ad to run on our site. Once that's all been determined, simply provide us with the creative for your ad, and we'll post it for you and provide reports on ad performance.

### Website Advertising FAQs

#### How are your ads served?

All digital marketing campaigns on ControlDesign.com are managed using Google Ad Manager.

#### Do you accept third-party tags?

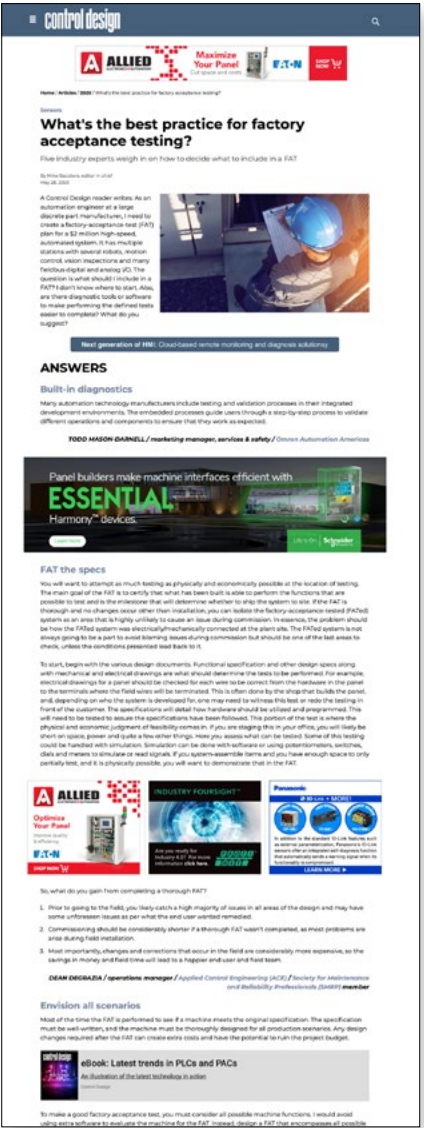
Yes.

#### What kind of click-through rates can I expect for my ad?

It's hard to predict click-through rates for an ad, because so much is dependent upon the ad creative you use. Our experience shows that ads that use provocative text that aligns with a related and compelling image (not just ordinary stock art) are very effective. Ads that understand how to utilize space and how to create an effective 'call to action' also generate much better response from our audience.

## Website Display Ads Program Pricing:

From \$140 per thousand impressions (gross)



# WELCOME ADVERTISEMENTS

The Welcome Ad, sometimes called a Splash Ad, 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 (users can close the ad at any time and proceed to their destination).

## Why Sponsor 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 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, when our clients focus on using the ad to feature a simple and compelling message, it's our strongest performing ad unit, as well. Because Welcome Ads occupy a privileged position on the *Control Design* website, this position is reserved for particularly time-sensitive or important announcements, such as an upcoming event or new product launch. As such, all Welcome Ad placements are subject to publisher's review and approval.

## How Does a Welcome Ad Work?

- Welcome Ads are served 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. Because of that, we can limit how often they view it in a subsequent period, making sure they won't find your message too intrusive.
- The ad appears for eight seconds, then fades to a visitor's requested page. There are buttons on the ad, however, that allow the visitors to continue on to their destination page at any time.

## How Much Can I Expect to Pay?

Welcome Ads are priced based on duration. For a fee of \$2,900 net, clients can expect to deliver a Welcome Ad impression to more than 7,000 unique site visitors over a one-week period.

**Welcome Ads Program Cost:**  
**\$3,412 gross (\$2,900 net) for one week**



# WEBSITE DISPLAY RATES & SPECIFICATIONS

	Standard Ad Units (gross rates per thousand impressions except for welcome ad which runs weekly)			
	Medium Rectangle: \$140	Leaderboard: \$160	Billboard: \$180	Welcome Ad: \$3,412/week
AVAILABILITY	CURRENT	CURRENT	CURRENT	CURRENT
PLATFORMS SERVED	DESKTOP & MOBILE	DESKTOP & MOBILE	DESKTOP & MOBILE	DESKTOP & MOBILE
Dimensions (WxH in pixels)	300x250	728x90	970x250	640x480
Maximum Expanded Dimensions	Expansion not allowed for these units			
Max File Load Size	40 KB	60 KB	60 KB	60 KB
Max Animation Frame Rate	24 fps	24 fps	24 fps	24 fps
Maximum Animation Length	15 fps	15 fps	15 fps	15 fps
Maximum Video Length	Video not allowed for these units			
Audio Initiation	Must be user initiated (on click: mute/un-mute); default state is muted			
Hot Spot	Not to exceed 1/4 size of ad. Only initiated when cursor rests on hotspot for at least 1-sec. Must NOT initiate audio.			
Z-Index Range	0-4,999	0-4,999	0-4,999	0-4,999
Formats	JPG, GIF, PNG, HTML5	JPG, GIF, PNG, HTML5	JPG, GIF, PNG, HTML5	JPG, GIF, PNG

\* Additional style guidelines available upon request