

THE FOOD PROCESSING 'WELCOME' AD

DOMINANT BRANDING, SUPERIOR PERFORMANCE

FoodProcessing.com's BEST performing ad

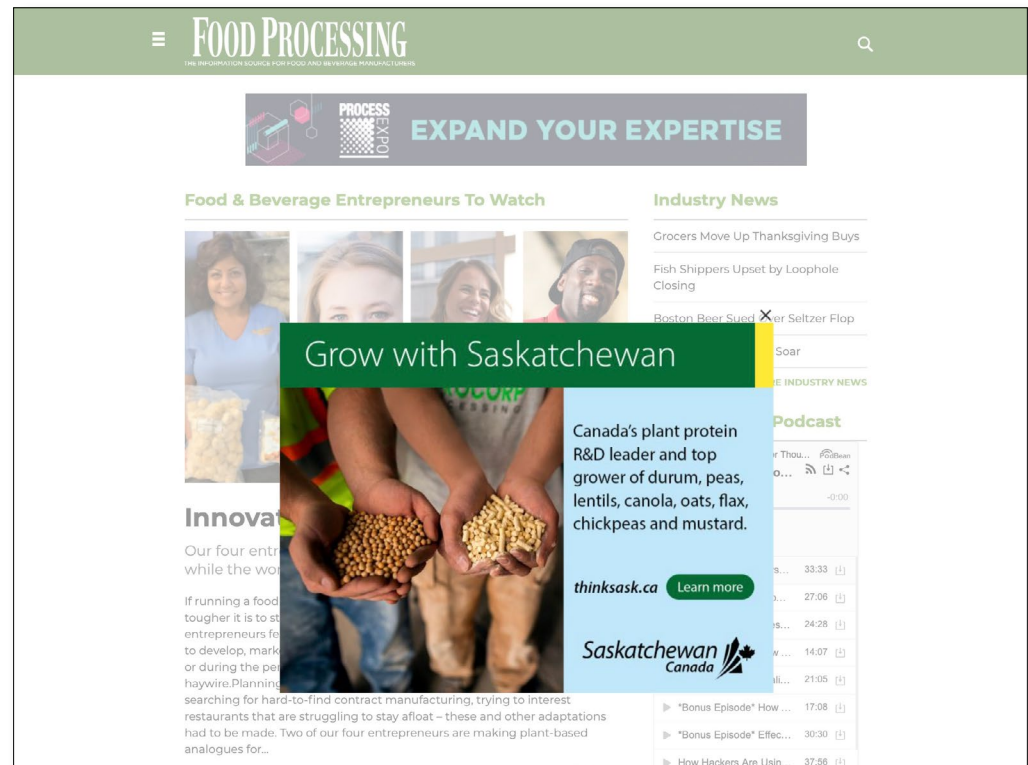
Welcome Ads are the most dominant ad position offered on Foodprocessing.com. They offer a powerful branding opportunity, your company's ad is the only message visible to our website visitors for 8 seconds or until a visitor chooses to close the ad.

Why invest in a Welcome Ad?

- Welcome ads are our best performing ad unit, averaging a 2-4% CTR
- It's the most exclusive branding and awareness opportunity on Foodprocessing.com.com
- Your ad does not compete for any share of voice on the page
- A large 640 x 480 unit that is featured in the middle of a white screen that covers the entire page for up to eight seconds.

Welcome Ad Specifications:

- 640 x 480 pixels
- File format is JPG, PNG, or GIF
- 60k file size limit
- Food Processing must approve all ad copy for the unit to conform to Putman Media standards



Rate:

10,000 estimated impressions
\$375 CPM Net., Run of Site