

## WEBSITE ADVERTISING

Website advertising is an effective way to accomplish two distinct missions: brand awareness and measurable engagement. *Smart Industry* offers a range of advertising units to meet your goals, ranging from leaderboards to welcome ads. And with some 15,000 user sessions and 28,000 page views each month, the opportunities to connect with engaged readers abound. Most ad formats are purchased on a cost-per-thousand basis. The welcome ad, however, is priced based on a flat monthly fee, and is the most prominent ad position we offer. This exclusive position appears upon entry to the site, before the actual destination page is served (whether the visitor first arrives via a bookmark, e-newsletter link, Google referral or any other method). This 640 x 480 pixel unit sits in the middle of screen for up to eight seconds, with your branding and message the only thing visible. Clients can expect to reach approximately 5,000 unique ad impressions for 2 weeks with their welcome ad message.



The Welcome Ad

	Medium Rectangle: \$150	Leaderboard: \$160	Billboard: \$170	Welcome Ad: \$2,750 net/ 2 weeks
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
Third Party Tags	Yes	No	No	Yes
Formats	JPG, GIF, PNG, HTML5	JPG, GIF, PNG	JPG, GIF, PNG	JPG, GIF, PNG