

# ONLINE ADVERTISING

# 1

## LEADERBOARD \$1,195/month

- DIMENSIONS** 728 x 90 pixels
- FILE SIZE** 40k limit
- POSITION** Top of every page viewed within the site
- AVAILABILITY** 4 ad slots per month
- ROTATION** Maximum 4 ads rotate randomly
- FORMAT** JPEG, GIF, animated GIF, or Flash

# 2

## SKYSCRAPER \$1,295/month

- DIMENSIONS** 300 x 600 pixels
- FILE SIZE** 40k limit
- POSITION** Right-hand side on every page viewed within the site
- AVAILABILITY** 4 ad slots per month
- ROTATION** Maximum 4 ads rotate randomly
- FORMAT** JPEG, GIF, animated GIF, or Flash

# 3

## MEDIUM RECTANGLE \$795/month

- DIMENSIONS** 300 x 250 pixels
- FILE SIZE** 40k limit
- POSITION** Home page and right side within content
- AVAILABILITY** 10 ad slots per month
- ROTATION** Maximum 10 ads rotate randomly
- FORMAT** JPEG, GIF, animated GIF, or Flash

# 4

## RECTANGLE \$195/month

- DIMENSIONS** 300 x 100 pixels
- FILE SIZE** 40k limit
- POSITION** Bottom of every page
- AVAILABILITY** 10 Ad Slots
- ROTATION** Maximum 10 ads rotate randomly
- FORMAT** JPEG, GIF, animated GIF, or Flash

## More than 69,709 page views per month!

(based on Google Analytics reporting)

- ▶ Avg. Overall Visitors per Month: 40,221
- ▶ Avg. Overall Visitors per Year: 482,654
- ▶ Avg. Overall Page Views per Month: 69,709
- ▶ Avg. Overall Page Views per Year: 836,506

The screenshot shows the Ethanol Producer Magazine website. At the top, there is a navigation bar with links for Home, Magazine, Blogs, E-Newsletters, Events, Players, Jobs, Advertise, Store, and Directory. Below the navigation bar is a large red banner for the 'LEADERBOARD' with the text 'More than 69,709 page views per month!'. The main content area features a 'LATEST NEWS' section with several articles, including 'Nearly 42,500 comments filed on 2017 RFS proposal' and 'US ethanol production sets new weekly record'. There are also several advertisements for 'MEDIUM RECTANGLE' and 'RECTANGLE' ad slots. On the right side, there is a 'Join Our Mailing List' section and a 'MAGAZINE: LATEST ISSUE' section. At the bottom, there is a 'TWITTER' section with tweets from @EthanolMagazine and a 'JOBS' section listing various positions like Regional Sales Manager and E-NG Water Technician.

## EthanolProducer.com Schedule

### ISSUE ONLINE INSERTION/ARTWORK

January 2017	December 15, 2016
February 2017	January 13
March 2017	February 15
April 2017	March 15
May 2017	April 14
June 2017	May 15
July 2017	June 15
August 2017	July 14
September 2017	August 15
October 2017	September 15
November 2017	October 13
December 2017	November 15