Banner & Sponsorship Advertising



125 x 125
Standard Banner

Standard Size Banners: Banner Size: 125 x 125 pixels.

The rate for standard size banners is $50/1,000 guaranteed impressions. Your banner can rotate on as few as 5 and as many as 20 SupplyChainBrain.com pages which will be selected randomly each month. Ad click through percentages range from .28% to 2.2% on average.

Pages	Guaranteed Monthly Impressions	Monthly Cost
5	10,000	$500
10	15,000	$750
15	25,000	$1,250
20+	40,000	$2,000



120 x 240
Skyscraper
Banner

Skyscraper Banners: Banner Size: 120 x 240.

The rate for skyscraper banners is $65/1,000 guaranteed impressions. Your banner can rotate on as few as 5 and as many as 15 SupplyChainBrain.com pages which will be selected randomly each month. Ad click through percentages range from .38% to 2.8% on average.

Pages	Guaranteed Monthly Impressions	Monthly Cost
5	10,000	$650
10	15,000	$975
15	25,000	$1,625

Home Page Exclusive Banners: Banner Size: 300 x 70 pixels.

Limited availability. Home page exclusive banners do not rotate and ONLY run on the home page of SupplyChainBrain.com in between the weekly posted feature articles. These banners are offered at a rate of $2,000/month and are reserved on a first-come first-served basis. A maximum of 3 banners are posted each month.



120 x 600
Exclusive
Directory
Banner

Exclusive Supplier Directory & Executive Education Banners: Size: 120 x 600 pixels.

Your Supplier Directory and Exec Ed banners do not rotate. Only one banner runs per directory category each month at a rate of $500/3 months. There are over 100 Supplier Directory categories from which to choose and 11 Exec Ed location categories. You may also run a banner on the home page of either directory at a rate of $1,000/3 months. Consult your SupplyChainBrain.com representative for current availability and statistics on page views by category.

Exclusive Library Sponsorships: Size: 220 x 70 pixels.

Your logo and tagline can be placed underneath the headline of a specific Library department home page clearly indicating your company as the sole sponsor of that library department. Department options include: Case Studies, Trends, Opinions, Logistics/Transportation, Technology, Supply Chains A-Z, New Business Reports. Contact your SCB.com representative for average monthly page impressions which vary by department. Rate: $800/month.

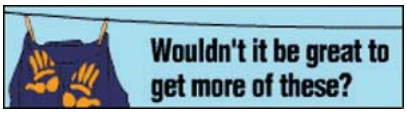
Exclusive Weekly Newsletter Sponsorships: Size: 220 x 70 pixels.

Your logo and tagline can be placed underneath the headline of a specific weekly newsletter. Your sponsorship is seen by all e-mail newsletter subscribers as well as by those who view the newsletters on SCB.com. Newsletter options include: QuickREAD, MarketWatch, e-INSIDER and Focus. Contact your SCB.com representative for current weekly impressions per newsletter. Rate: $800/month.

Creative Specifications: Send all materials to Jill Stelmack at jstelmack@kellerpubs.com. Banners and sponsorships can be GIF or JPG images and loop forever. Maximum file size accepted is 64k.



220 x 70
Library & Newsletter Sponsorship



300 x 70
Home Page Exclusive Banner