

2012 DIGITAL RATE CARD



WEBSITE ADS:	AD SIZE	RATE
Skyscraper Ad	120x600	\$1,020/month
Tile Ad	125x125	\$650/month
Banner Ad	468x60	\$585/month
Article Sponsorship	300x250	\$335/story

Video Clip = \$2,710/month
 Rich Media = \$1,390/month
 Blog Sponsorship = \$205/month
 Micro Site = \$180/month
 Podcast Sponsorship = \$165

SOCIAL MEDIA ADS:

Twitter Sponsorships/Ads (Sponsored Tweets, Twitter Widget on Home Page, etc.) = \$440
 Facebook Sponsorships/Ads (Facebook Notes, Facebook Welcome ads, etc.) = \$440

NEWSLETTER ADS:	AD SIZE	RATE
Skyscraper Ad	160x600	\$1,020/month (2x/month)
Banner Ad	468x60	\$715/month (2x/month)
Tile Ad	125x125	\$715/month (2x/month)

Product Showcase = \$670 (2x/month)

DIGITAL EDITION ADS:

Sponsorship Ad = \$1,320/month
 Video in Ad = \$195
 Flash Animation in Ad = \$195
 Audio in Ad = \$385

WEB SPECS

File Size: 20K or less (JPG or GIF file);
 130K or less (SWF file)
Colors: 256 colors or less
Resolution: 72 dpi
File Formats: JPG, GIF (static or animated), SWF (Adobe Flash must include .FLA file)
Video: 20 MB, less than 2 minutes, Windows Streaming Media (WMV), Quicktime, Flash Video (SWF), Flash Streaming (FLV)
Animation: 30 seconds maximum without being re-initiated by the user; 15 seconds max for total animation.

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<http://portfolio.bnpmmedia.com>

You'll find our entire portfolio of digital products, samples and specs.



This eNewsletter delivers the latest bath & kitchen news to contractors, engineers and wholesalers.
Number Sent Per Issue: 16,270
Open Rate Average: 18.57%



Our contractor subscribers get the hottest news delivered straight to their inbox with this popular eNewsletter.
Number Sent Per Issue: 20,540
Open Rate Average: 22.49%



PVF wholesalers count on this twice a month eNewsletter to bring them the most up-to-date industry news.
Number Sent Per Issue: 8,622
Open Rate Average: 19.47%



The PME eNews goes out to select PM Engineer subscribers, as well as non-subscribing plumbing engineers, providing industry news twice a month.
Number Sent Per Issue: 11,300
Open Rate Average: 19.84%

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