

2013 DIGITAL RATE CARD

WEBSITE ADS

(GROSS)

Expanded Leaderboard	\$2,485/month
Leaderboard	\$1,955/month
Medium Rectangle	\$1,580/month
Rectangles (two adjacent spots)	\$800/month
Wide Skyscraper	\$2,525/month
Article Sponsorship	\$500/story
Page Peel	\$1,580/month
Floating Ad	\$2,175/month
Registration Log-In Page	\$600/month
Featured Products	\$500/month
Topic Sponsor	\$195/month
Showroom	\$3,500/month
Video Sponsorship Banner	\$1,675/month
Expanded Skyscraper	\$3,455/month
Half-Page Skyscraper	\$2,700/month
Slider	\$2,485/month
Pushdown	\$2,445/month
Billboard	\$2,445/month
Filmstrip	\$2,445/month



SOCIAL MEDIA ADS:

Twitter Sponsorships/Ads (Sponsored Tweets, Twitter Widget on Home Page, etc.)	\$505
Facebook Sponsorships/Ads (Facebook Notes, Facebook Welcome ads, etc.)	\$505

ENEWSLETTER ADS:

RATE

Skyscraper Ad	\$1,175/month (2x/month)
Banner Ad	\$825/month (2x/month)
Tile Ad	\$825/month (2x/month)
Product Showcase	\$765 (2x/month)

DIGITAL EDITION ADS:

Sponsorship Ad	\$1,515/month
Video in Ad	\$225
Flash Animation in Ad	\$225
Audio in Ad	\$445

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.

PLEASE VISIT BNP MEDIA'S PORTFOLIO WEBSITE

<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: 14,300
Open Rate Average: 17.47%



Our contractor subscribers get the hottest news delivered straight to their inbox with this popular eNewsletter.

Number Sent Per Issue: 18,100
Open Rate Average: 16.48%



PVF wholesalers count on this twice a month eNewsletter to bring them the most up-to-date industry news.

Number Sent Per Issue: 7,030
Open Rate Average: 17.94%



The PME eNews goes out to select

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: 9,800
Open Rate Average: 19.92%

BOB MIODONSKI

Plumbing Group Brand Leader
 Ph: 847-405-4007 • Fx: 248-502-1023
 miodonskib@bnpmmedia.com

SCOTT FRANZ

Integrated Media Specialist
 Water Heaters/Tools/
 Trucks/Fire Protection
 Ph: 937-748-9975 • Fx: 248-502-2083
 franzs@bnpmmedia.com

JEAN ESLICK

Integrated Media Specialist
 Bath & Kitchen/Software
 Ph: 773-710-9971 • Fx: 248-786-1386
 eslickj@bnpmmedia.com

ROY WAGNER JR.

Integrated Media Specialist
 Radiant & Hydronics/Waterworks
 Ph: 401-737-7871 • Fx: 401-738-0086
 jr119@aol.com