

Digital Edition

Overview

As the Digital Edition sponsor you gain high visibility and high impact around reader engagement with the digital replica of our print edition. You're the first thing the reader sees! So you benefit from the first moment the reader opens the issue. This positions you as a leader in the industry and ahead of your competition. With promotional mailings each month driving readers to the digital edition, which is also archived on our site, you're gaining consistent exposure.

Specs



Full Page: See rates & specs page

Leaderboard: 728 x 90, gif or jpg, 45kb

Banner Ad: 940 x 60, gif or jpg, 45kb

Program Features

Primary Sponsorship.....\$2,500 issue/edition

- Single or multiple issue sponsorship or digital edition
- Left-hand page facing the digital edition front cover
- Leaderboard (728x90) on two separate e-blasts for each edition
- Traffic driver promotional items
- Sponsorship recognition on digital edition promotion ad in print

Digital Ad Link.....\$150/\$100 additional

- Live link on ad and in Ad Index

Banner Ad.....\$350/per unit

- Rotating Banner Ad that will appear above the digital edition (max 3)

Enhanced Digital Ad

- Substitute the print ad with one designed with the digital format in mind
- Place unique buttons and calls for action that will drive interaction with your ad
- Your ad can be linked to any URL (max 4)

Enhanced Digital Ad Extras

- Basic Enhancement Link.....\$150 | \$100/additional
- Digital Call for Action Ad (7.875x10.75 PDF).....\$500
- Digital Call for Action Spread (15.75x10.75 PDF).....\$1,000
- Multimedia Add On (YouTube or Vimeo formats only):
 - Audio.....\$175 | 2 minutes
 - Video.....\$200 | 2 minutes