

2013 Videos

Multi-Media Box Videos

Use the high engagement factor of video to attract customers as never before. Promote your brand, drive buyers to your website, demo products and experience a lift in sales through online video advertising.

Video Ad Includes

- Headline (3 words or less)
- Description (28 words or less)
- Weblink

Video Rotation

- Week 1: Mainframe video box on home page
- Weeks 2-3: Thumbnails on home page

Leaderboard Video Sponsorship

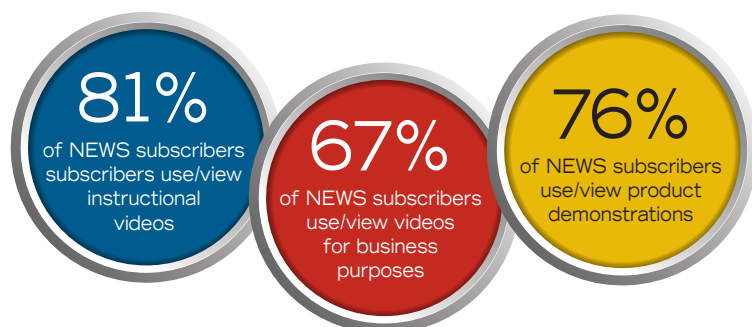
Sponsorship includes a video and leaderboard ad. The video appears in the multi-media box and the leaderboard ad (728 x 90 pixels) appears in a prominent position on the video player page for 3 weeks.

Editorial Sponsored Videos

Sponsor an editorial video on our website and reach a highly-engaged and targeted audience. Your video ad will be seen before the editorial video and is available in 15 second and 30 second ad durations.

Extra Edition "How-To" Videos

Post your technical or training video to Extra Edition — our second most visited web page — and reach thousands of contractors who are searching for service and maintenance, technical and business management information.



Source: 2011 Reader Preference/Profile Study

Leaderboard Video Sponsorship
728 x 90 pixels

Multi-Media Box Videos

Advertiser Cost	\$2,585 for 3 weeks	Less than 2 minutes
Non-Advertiser Cost	\$2,845 for 3 weeks	Less than 2 minutes

Leaderboard Video Sponsorship

Advertiser Cost	\$3,230 for 3 weeks	Less than 2 minutes
Non-Advertiser Cost	\$3,550 for 3 weeks	Less than 2 minutes

Editorial Sponsored Videos

	15 Seconds	30 Seconds
Advertiser Cost	\$830 for 2 weeks	\$1,245 for 2 weeks
Non-Advertiser Cost	\$910 for 2 weeks	\$1,360 for 2 weeks

Extra Edition "How-To" Videos

Advertiser Cost	\$1,380 per month	Less than 10 minutes
Non-Advertiser Cost	\$1,530 per month	Less than 10 minutes

Video Ad Specs

Video Size: 320 x 240 pixels

File Size: 20 MB

Formats: Windows Streaming Media (.WMV), Quicktime, Flash Video (.SWF), Flash Streaming (.FLV)

Contact a sales rep for more information.

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