

# 2012 VIDEOS

Make an Impact and Engage Customers.

## 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 35 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.

### 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)



MULTI-MEDIA BOX VIDEOS		
Advertiser Cost	\$2,245 for 3 weeks	Less than 2 min.
Non-Advertiser Cost	\$2,470 for 3 weeks	Less than 2 min.

LEADERBOARD VIDEO SPONSORSHIP	
Advertiser Cost	\$2,805 for 3 weeks
Non-Advertiser Cost	\$3,085 for 3 weeks

EDITORIAL SPONSORED VIDEOS		
	15 SECONDS	35 SECONDS
Advertiser Cost	\$720 for 2 weeks	\$1,080 for 2 weeks
Non-Advertiser Cost	\$790 for 2 weeks	\$1,180 for 2 weeks

EXTRA EDITION "HOW-TO" VIDEOS		
Advertiser Cost	\$1,200 per month	Less than 10 min.
Non-Advertiser Cost	\$1,330 per month	Less than 10 min.

Contact a sales rep for more information.

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