

Introducing our digital edition



extended, interactive

**REACH**

maximized, measurable

**ROI**



marketing goals, revenues

**REALIZED**



**I**nteractive marketing campaigns surrounding relevant content engage your customers and position your brand. Our digital edition offers a robust suite of multimedia advertising innovations to help you accelerate sales, increase revenue and drive ROI.

## DIGITAL EDITION ADVERTISING OPPORTUNITIES

Note: Multimedia (Audio Clips, Video Clips, Flash Files, YouTube) can be integrated into all ads with option to have ad play automatically or upon demand.

### Cover Page Opportunities

(Limit one advertiser per issue. Multimedia is an additional \$700.)

#### 1) Blow-in Ad

Digital blow-in ad appears as an overlay on the cover of the magazine – seen by everyone opening the issue.

Cost: Small - \$2100; Medium - \$2500 per issue.

#### 2) Belly Band Ad

Belly Band Ads are wide and narrow and placed over the front cover of the magazine. Cost: \$2500 per issue.

#### 3) Welcome Page Video

Play your video on the welcome page that appears alongside the cover. Cost: \$2,500 per issue.

#### 4) E-Mail Notification Sponsorship

Small web banner ad that appears in e-mail notification to subscribers that the latest digital issue is ready. Must be purchased with blow-in or belly band ad. Cost: \$450 per issue.



### How do subscribers receive the digital edition?

- Subscribers have the option to request a print or digital subscription.
- Digital subscribers receive an email notification when the latest digital edition is ready, linking to an easy-to-use web site for immediate access to their complete issue.
- No proprietary reader or special application is needed to view the issue, just a web browser adding to the user's convenience.

# Digital Ad Enhancements

## 1) Blow-in Ads

Blow-in ads can appear over your ad or editorial page of your choice. Limit 2 advertisers per issue. Cost: Small, Static - \$1,050; Multimedia - \$1,750; Medium, Static - \$1,250; Multimedia - \$1,950

## 2) Replacement Ads

Replace your entire ad or just a portion of it with multimedia. Cost: Full - \$1,500; Partial - \$1,050

## 3) Navigation Bar Sponsorship

Advertiser logo placed in right corner of navigation bar, appears on every page of the digital issue. Limit one advertiser per issue. Cost: \$3,000

## 4) Deep Links

Enhance ads with “deep links” to specific product/service web pages rather than just linking to home page. Any word, logo or image can be linked. Cost: \$250 per link

## 5) Interactive Surveys

Interactive surveys of topics interesting to readers are placed over your ad. Up to 5 questions. Cost: \$2500 per issue



Measuring tools include:

- ✓ Click-throughs
- ✓ Total ad views

## How is the digital edition a marketer's dream?

### ADS COME TO LIFE!

- Multimedia can be integrated into all ads for a more interactive reach.
- “Blow-in” ads look like pop-ups but use a new technology that browsers can't block. These can be overlaid on your print ad or editorial pages.
- All advertisements are interactive with hotlinks to URLs, ensuring interested readers will have instant access to your product information.
- Subscribers can easily read the digital edition online, download it to their desktop and pass it along to a friend, further expanding your reach.



## DID YOU KNOW?

### Digital Edition Readers....

- Take action 91% of the time when presented with advertising
- Visited an advertiser website 4x more when using digital editions versus print
- 83% looked at an advertiser's website
- 41% sent information about an advertiser to a friend
- 38% contacted advertiser for more information

Source: Texterity BPA Certified Digital Edition Survey 2007

AS&U's digital edition provides on-demand, real-time marketing for interactive reach, accelerated sales and measurable, maximized ROI. Call your advertising representative to customize your digital ad program.

## SALES CONTACTS

**Bill Perry**, National Sales Manager, (770) 618-0453, [bperry@asumag.com](mailto:bperry@asumag.com)

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**John Pellettieri**, Western Regional Sales Manager, (818) 368-5620, [john.pellettieri@penton.com](mailto:john.pellettieri@penton.com)

**Tom Nilsen**, Midwest Regional Sales Manager, (847) 634-0850, [tnilsen@asumag.com](mailto:tnilsen@asumag.com)

### AD SPECIFICATIONS:

#### Bellyband

400 pixels W x 154 pixels H.  
This yields a 5.5"W x 2.2"H ad.  
Standard file size: 100kb max.

#### E-Notification Sponsorship

125 pixels W x 125 pixels H.  
Tile ad. Standard file size: 35k max.

#### Blow-in Ad, Small

320 pixels W x 240 pixels H.  
This yields a 4.4"W x 3.3"H ad.  
Standard file size: 5MB max.

#### Blow-in Ad, Medium

400 pixels W x 300 pixels H.  
This yields a 5.5"W x 4.2"H ad.  
Standard file size: 5MB max.

#### Replacement Ad, Full

Full magazine height and width.  
Standard file size: 5MB max.

### AD GUIDELINES:

All ad standards are based upon 72 dpi files submitted in JPEG, GIF, animated GIF, or Flash format. The following multimedia file formats are supported: video (AVI, MOV), sound (MIDI), Quick Time VR, & animated HTML.

#### Types of Digital Ads

**1.** Blow-in and Belly Band ads appear in a window. They can be JPEG, GIF, animated GIF, or multimedia. The animated GIF ads play immediately upon viewing the page. Multimedia ads can play immediately upon viewing the page or the user can click on the start function to play on demand. This allows the user to control the multimedia event.

**2.** Full-page replacement ads MUST be submitted as a Flash file (looping and audio allowed) with multimedia no larger than 5 MB. These play immediately upon viewing of the page unless you request play on demand.

**3.** Interactive Surveys are subject to Penton Media Research Department Approval. Advertiser must use own survey vendor (i.e. SurveyMonkey).

#### AD REQUIREMENTS

Advertisers must provide the following information with their digital ad order.

**1.** Multimedia file type (for example, SWF, AVI, MOV, MPG, HTML, or animated GIF) and version information.

**2.** Play option: play on viewing or play on demand.

**3.** Loop option for multimedia ads: repeat audio/video or do not repeat.

**4.** Deep link: provide URL address for link (not to exceed 255 characters).

