

Digital Advertising

Website

What's Hot at SupplySide East \$2,500

What's Hot at SupplySide West \$3,000

Leaderboard (728x90)

Highly visible units at top and middle of page \$3,000/month

Left Rectangle

Description: Placed on the left-hand side of Natural Products INSIDER page \$2,500 per month

Right Rectangle

Description: Placed on the right-hand side of Natural Products INSIDER page \$2,500 per month

Welcome Ad/Prestitial (640x480)

Loads on first visit, "Sponsored Introduction" is displayed with a countdown \$3,000-4,000/week

Floor Ad

Fixed, adhesion ad unit that sits at the bottom of the page, remaining in the user's view as they scroll \$3,000-4,000/week

Sponsored Content

Native infeed headline placement with link to native article or advertiser's site \$1,500/month

Email Newsletter Advertising

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Email newsletter is sent twice weekly, with the following available ad units:

670x90 or 468x60 \$1,500/week

180x150 (2 available per email newsletter, adjacent in middle of content scroll) \$1,000/ea.

Content Marketing

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Digital Magazine \$6,000/Issue

Deep Dive Report \$15,000/Report

Webinar \$10,000 pre-recorded/\$12,000 live

White Paper \$6,000

Formulator's Resource \$3,000

Infographic (client provided) \$3,000

Infographic (incl content creation) Custom quote