

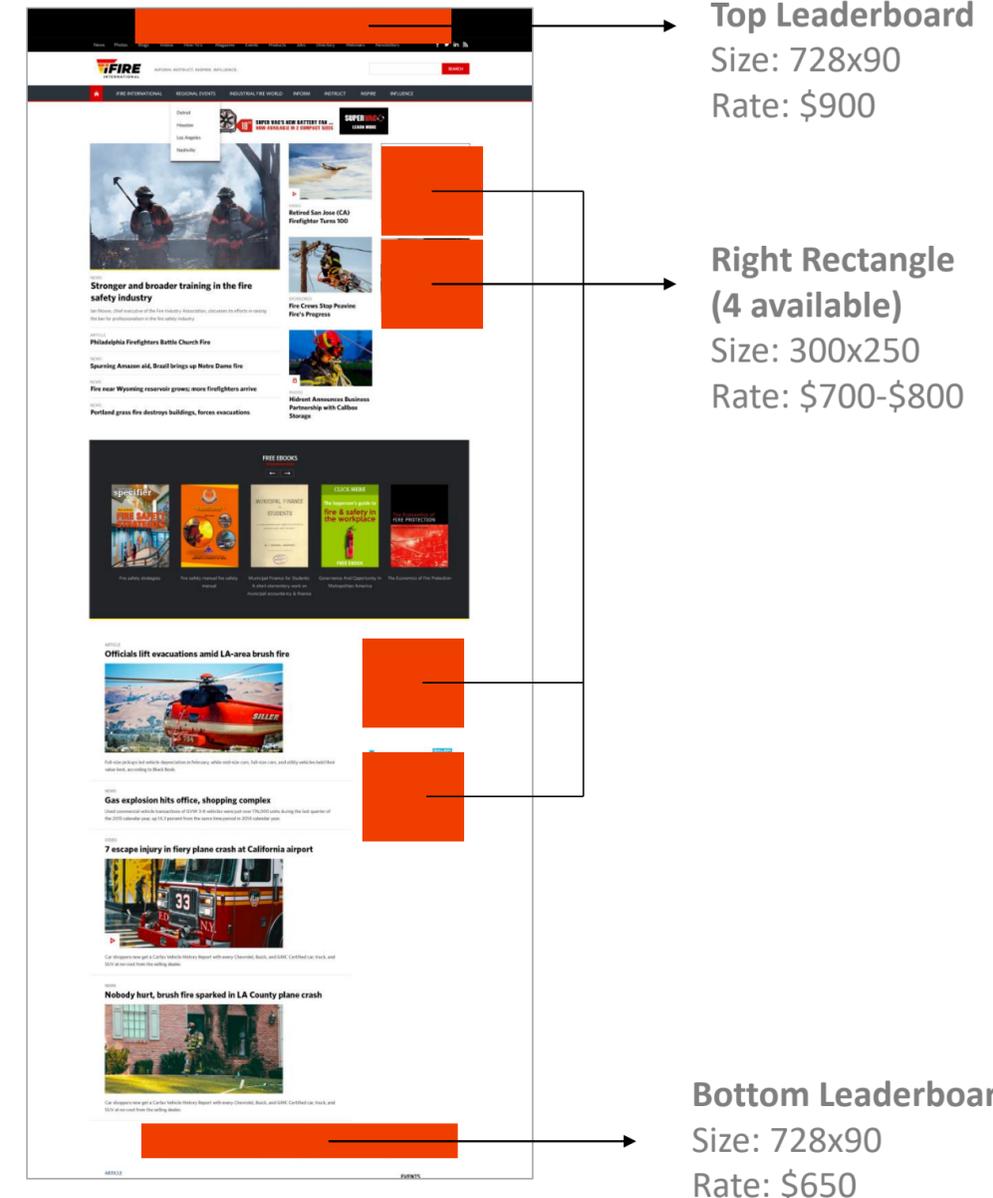
IFW Digital Advertising Opportunities

The goal for our website is to provide a return on your online advertising investment. We will provide monthly performance reports for your campaign. We **optimize** our site to drive traffic and ensure high impressions to your online ads.

We focus not only on the overall site performance, but on the **engagement** of our site users: How long they spend on the site, how often they visit and how many pages they view.

Display ads are attention-getting and brand-building, as well as a cost-effective and simple way to complement your print advertising campaign. You can use a variety of formats in your display ads, including static, HTML5, expandable and video.

Take over a specific channel on our website and serve ads in all of our available placements with our Channel Takeovers. You'll get the impressions for an entire month on whatever channel you choose.



NEWSLETTER

IFW BRIEFING will be deployed monthly.

AD SIZES & RATES

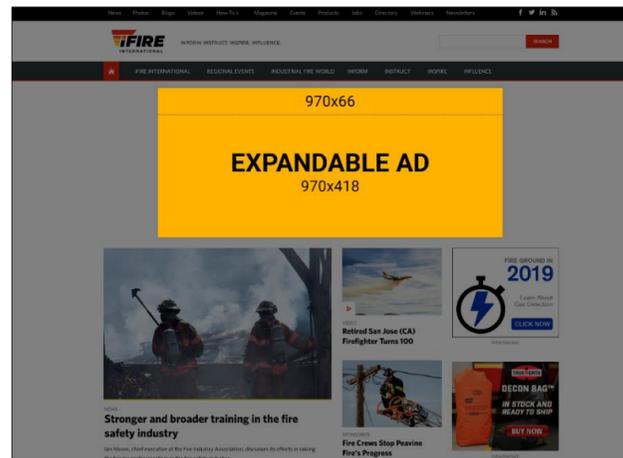
Leaderboard
Size: 728x90
40kb max file size
Rate: \$750

Right 1 & 2
Size: 160x600 or 180x150
40kb max file size
Rate: \$600

Speed Bumps
Size: 468x60 or 468x120
40kb max file size
Rate: \$500

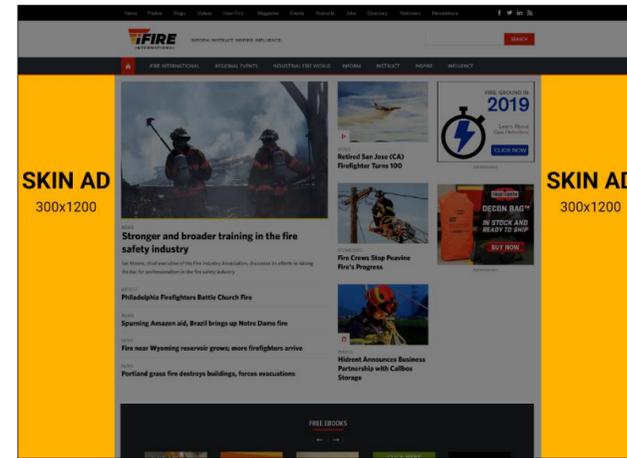
Additional IFW Marketing Opportunities

Expandable Banners



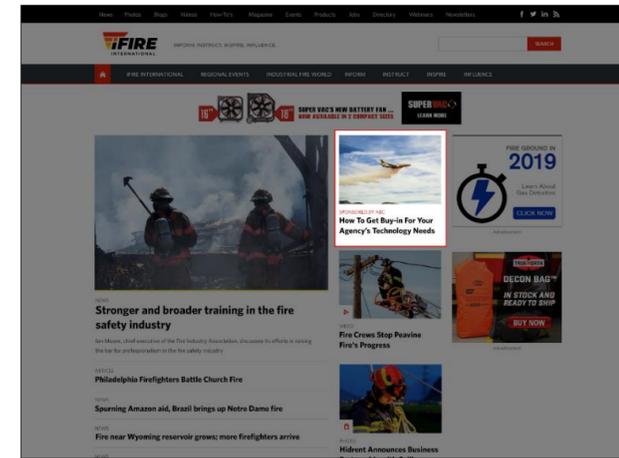
A push-up leaderboard pops up at the bottom of the page and will display for a period of time, even as the user scrolls. 728x90 or 970x90 sizes are accepted. Up to 4 advertisers per page. Rate: \$600 per month/3-month minimum

Site Skin



Get your message across with this ad placement. Site skins are impactful with highly visual designs that the user can't miss. 1580x1200, each side in view is 300x1200. Max file size should be 100KB. JPG, GIF (not animated), PNG. Run-of-site. Rate: \$750 per month

Sponsored Content



Your content will be highlighted in our daily newsletter weekly. It is optimized for mobile and tablet readers, live on our site for 30 days on home page and channel pages, and will include a Facebook post boosted for three days. Rate: \$750 per month

Product of the Month



Receive prime real estate placement on our top 300x250 ROS ad position. Ad will feature your product name, product image, copy and link to your site. Also included is a dedicated email highlighting your product with 100% share of voice. Rate: \$1,400