

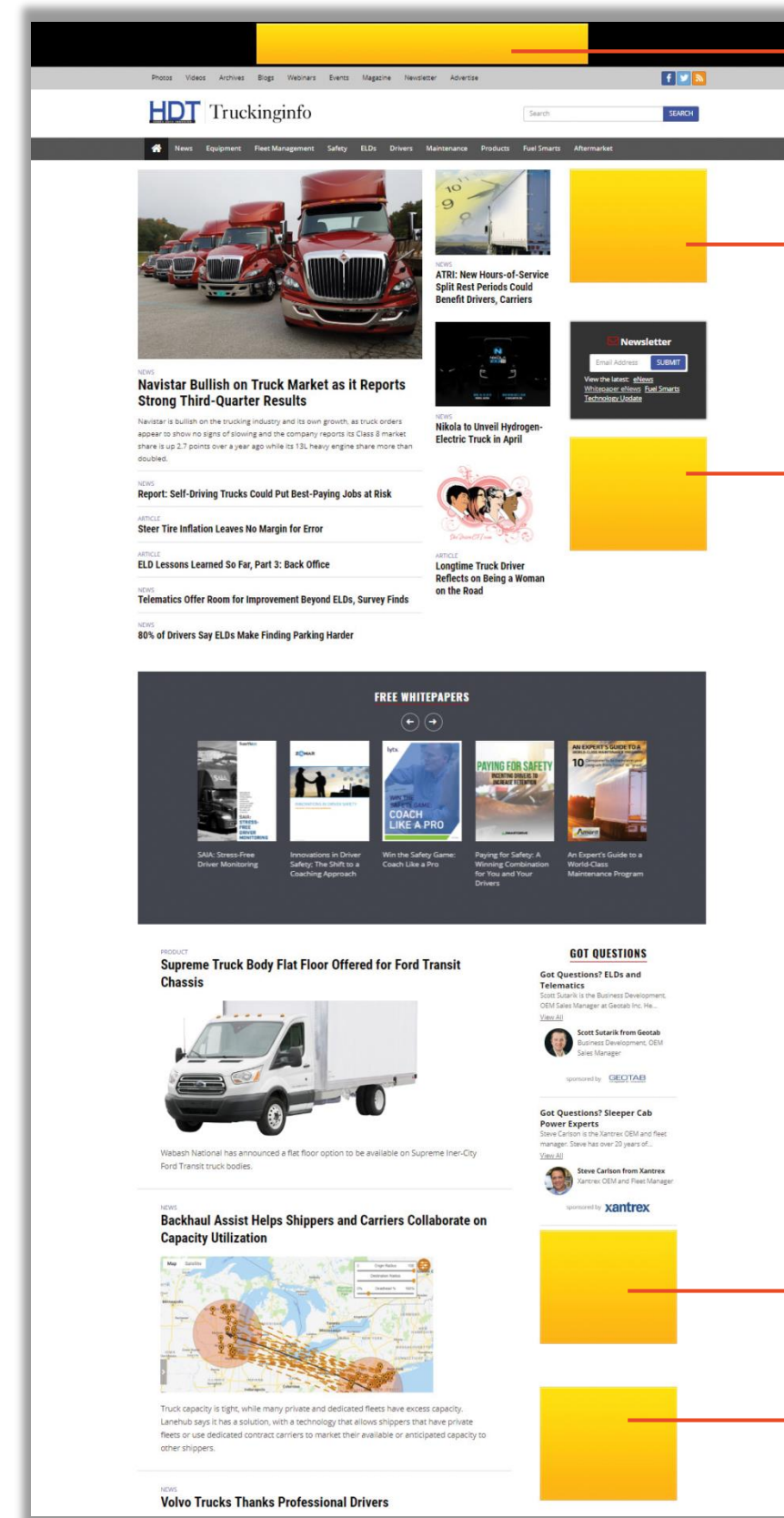


Digital Advertising

Attention-grabbing banner ads provide you with a cost-effective way to build brand awareness and provide tangible results. Banners drive traffic to your website to help you develop highly qualified leads.

Banners can either be run of site or targeted to sections based on availability. 30,000 to 300,000 impressions available per month.

Bobit Business Media Digital Cancellation policy
 In case a digital placement must be cancelled, BBM must be notified in writing 30 days prior to the contracted launch date in order to avoid being billed. Advertiser and or ad agency will remain liable for amounts due for any custom content or development completed prior to the effective date of termination.



A. TOP LEADERBOARD

Size: 728x90
 Rate: \$90 CPM

B. RIGHT RECTANGLE 1

Size: 300x250
 Rate: \$85 CPM

C. RIGHT RECTANGLE 2

Size: 300x250
 Rate: \$75 CPM

D. RIGHT RECTANGLE 3

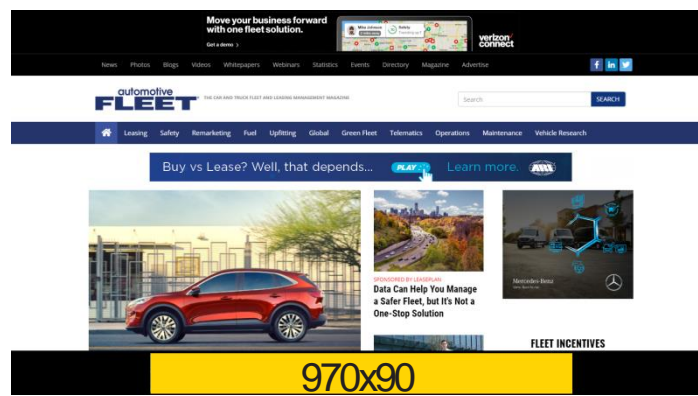
Size: 300x250 or 300x600
 Rate: \$60 CPM or \$70 CPM

E. RIGHT RECTANGLE 4

Size: 300x250 or 300x600
 Rate: \$45 CPM or \$70 CPM

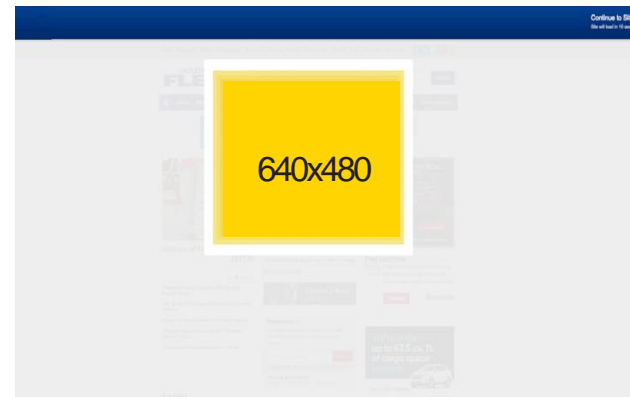


High Impact



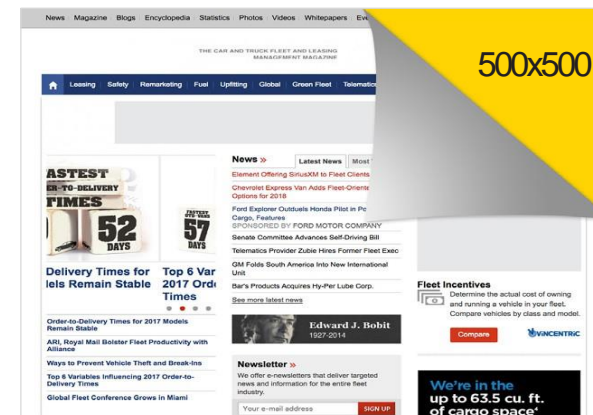
PUSH-UP LEADERBOARD

This unit pushes up from the bottom of the browser window and stays in view as the user scrolls for an always above the fold and in-view experience. This unit auto collapses after 15 seconds and can be closed by the user. Accommodates either a standard 728x90 or IAB Super Leaderboard 970x90.



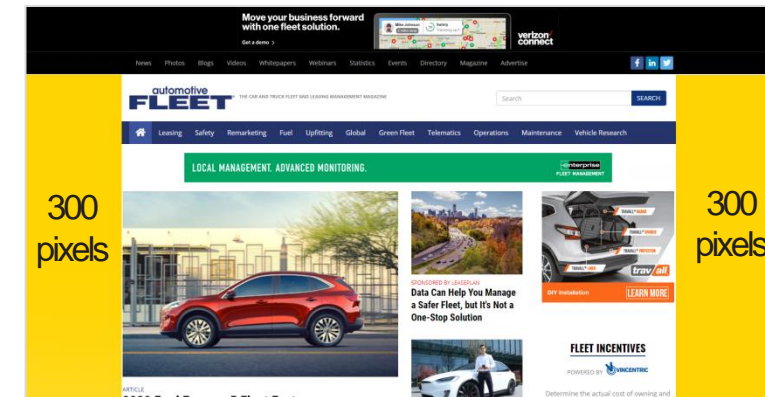
PRESTITIAL

Prestitials are well-known to be a high impact ad position that can generate very high click rates. The prestitial displays as an overlay for 15 seconds when a user goes to our site. Users are given the option to skip past the prestitial to go straight to the site.



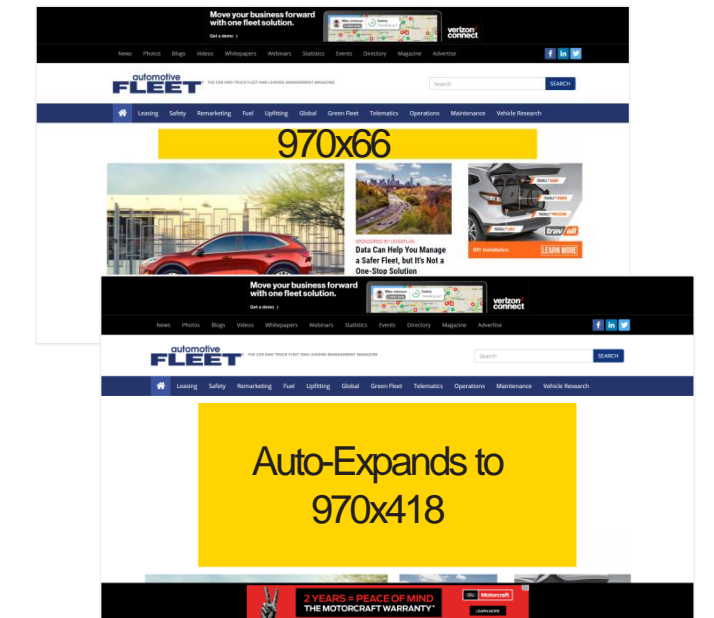
PAGE PEEL

Page peels engage a user in an interactive way. It starts as a page curl in the upper right corner of the page. When the curl is moused over, the page peels down to present a 500x500 clickable ad. Client provides material, or we can assist with creation of the ad. We track and report on hovers as well as clicks.



SITE SKIN

Site skins make a dramatic impact by taking over the background of the page, with 300 pixels of the image showing on both sides of the screen. The site skin can be appear on all pages of the site for high impact. Site skins may appear differently based on screen type and their settings. Consult with your sale rep for further details.



PUSH-DOWN LEADERBOARD

This site-served rich media unit automatically expands from the top of the page for a highly impactful experience with excellent user engagement. 970x66 (small image) and 970x418 (expanded image)

For high-impact rates, please contact your sales representative. See page 56.

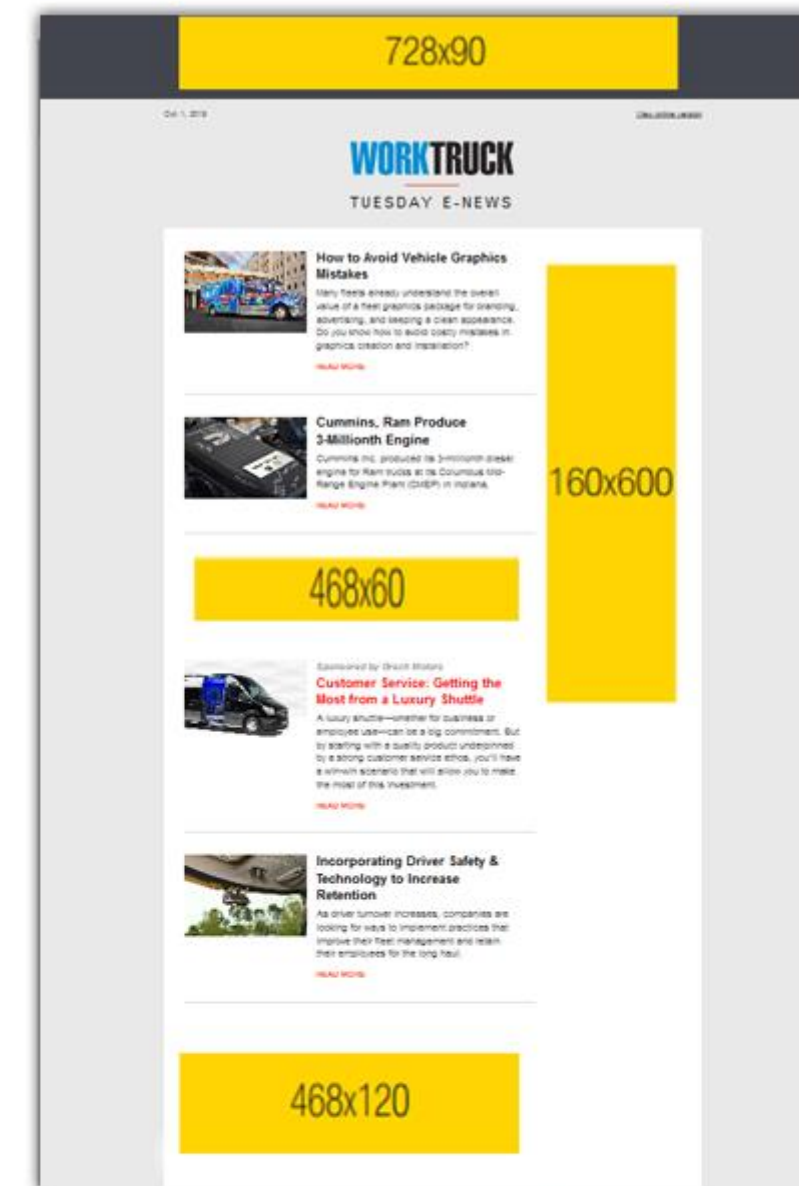


Newsletter Advertising

News is the lifeblood of the industry and our readers need to know what's happening as it's happening. The Fleet Group has targeted newsletters from all of its brands our readers depend upon to do their jobs better, safer and more profitably.

Daily Newsletters

Position	Size	Investment
Top Leaderboard	728x90	\$2,000
Right Skyscraper 1	160x300 or 160x600	\$1,750
Right Skyscraper 2	160x300 or 160x600	\$1,500
Inline 1	468x60 or 468x120	\$1,500
Inline 2	468x60 or 468x120	\$1,250
Inline 3	468x60 or 468x120	\$1,000
Inline 4	468x60 or 468x120	\$500
Breaking News/Sponsorship		
Breaking News	High-profile updates sent as news breaks, usually 3-5 times a month. Sponsorship includes banner and logo image.	\$2,500/month exclusive sponsorship



BREAKING NEWS



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