

# IMPRESSION BASED WEBSITE ADVERTISING

INDUSTRIA ALIMENTICIA continues to offer website advertising based on impressions, which is known as CPM. CPM stands for cost per thousand impressions and represents the price an advertiser pays for every 1,000 ad impressions served on our website. You can buy impressions based on either your advertising budget or goals for exposure to our audience. This ensures your ad will be seen repeatedly by the industry professionals you want to reach.

## BENEFITS OF CPM



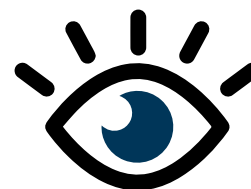
### Flexibility

Choose how many impressions to run, what positions to run in and how to target our audience



### Budget

Align your objectives with your budget, big or small, to plan your campaign



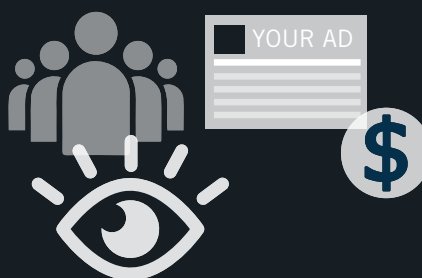
### Effective Branding

Impressions increase awareness of your company, its products and services

## START YOUR CAMPAIGN IN 3 SIMPLE STEPS

- 1. Quantity:** Decide how many impressions you want to run – as few as 5,000 and as many as your budget allows.
- 2. Ad Type:** Choose the positions you want your ads to run in – see the table on the next page for options.
- 3. Timing:** Tell us the timeframe you want your impressions served – campaigns run on a month to month basis, with you choosing the months.

## HOW TO CALCULATE YOUR CAMPAIGN RATE



For example, if a leaderboard rate is \$125 CPM, the total cost of a 30,000 impression goal is:

$$30,000 \text{ impressions} / 1000 = 30$$
$$\$125 \text{ CPM} \times 30 = \$3,750 \text{ campaign rate}$$

# ONLINE DISPLAY AD PRODUCT LIST AND RATES

ROS (RUN OF SITE)	DESKTOP	TABLET	MOBILE	CPM RATE
SUPER LEADERBOARD	970 X 90	728 X 90	320 X 50	\$156
PUSHDOWN <b>RM</b>	970 X 90 (EXPANDS TO 970 X 415)	728 X 90 (EXPANDS TO 728 X 415)	320 X 50 (EXPANDS TO 320 X 415)	\$181
LEADERBOARD	728 X 90	728 X 90	320 X 50	\$125
BILLBOARD (SUB-PAGES ONLY) <b>RM</b>	970 X 250	728 X 90	320 X 50	\$169
HALF PAGE	300 X 600	300 X 600	300 X 250	\$141
WIDE SKYSCRAPER	160 X 600	160 X 600	300 X 250	\$113
FILMSTRIP <b>RM</b>	300 X 3000 (5 PANELS AT 300 X 600)	300 X 3000 (5 PANELS AT 300 X 600)	300 X 250	\$169
MEDIUM RECTANGLE	300 X 250	300 X 250	300 X 250	\$106

HOME PAGE ONLY	DESKTOP	TABLET	MOBILE	FLAT RATE (MONTHLY)
FLOATING AD <b>RM</b>	800 X 600	768 X 768	300 X 250	SEE BRAND'S RATE CARD
RECTANGLE AD	180 X 150	180 X 150	180 X 150	SEE BRAND'S RATE CARD
MOBILE BANNER	320 X 50	320 X 50	320 X 50	SEE BRAND'S RATE CARD
SLIDER <b>RM</b>	950 X 90 (EXPANDS TO 950 X 460)	728 X 90 (EXPANDS TO 768 X 768)	320 X 50 (EXPANDS TO 320 X 480)	SEE BRAND'S RATE CARD

SPONSORSHIPS & MORE	CPM RATE
TOPIC SPONSORSHIP	\$188
TOPIC SPONSORSHIP UPGRADE <b>RM</b>	\$206
RETARGETING IMPRESSIONS - OFFSITE	\$20
	FLAT RATE (MONTHLY)
CUSTOM SPONSORSHIPS	\$3,505
FEATURED PRODUCTS	\$1,545
SUPPLIED VIDEO-12 MONTHS	\$3,000
ARTICLE SPONSORSHIP	\$670

**RM** denotes Rich Media (interactive) ads

## TOPIC SPONSORSHIPS

A topic sponsorship allows you to target visitors engaged with content around a specific topic that relates to your company and product. This sponsorship includes a leaderboard, wide skyscraper (RM), left skyscraper and middle medium rectangle ad.



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**Completing Impressions Goal:** Regarding website banner ads and purchased impressions, if a campaign does not complete its impression goal by the assigned due date, the campaign will automatically be extended by 5 days to complete the goal. An impression goal is considered complete at either +/- 5% of the purchased impressions.