

# ONLINE OFFERINGS

Take advantage of *EC&M's* diverse selection of offerings to expand your reach. These online opportunities give you the flexibility to shape an integrated program that best fits your needs.

## Reach Prospects in Real Time

Timing is critical. Our online marketing solutions can reach the right prospect, at the right time, with the right message.

By leveraging our expertise in e-mail and search-engine marketing, we are able to cultivate an audience of business decision-makers while they are researching products and services. *EC&M's* superior editorial provides buyers with the information they need to get their jobs done. Our advanced targeting capabilities allow you to focus your marketing message on prospects with the most interest in your offering.

## Website Advertising and Sponsorship

Our sponsorship opportunities combine the trust and authority of *EC&M* with action – the traffic you want, where you want it. Contact your Sales Representative for *EC&M* Web opportunities.

## EC&M Rates

### 1) Top Leaderboard Banner..... 728x90

Attention-grabbing top banner position integrated into site's horizontal navigation bar. File size limit: 35k **\$49 net cpm**

### 2) Boom Box Banners (2)..... 300x250

Integrated right into the core of *EC&M's* freshest content, these premium banners provide impact with large creative options. File size limit: 35k **\$55 net cpm**

### 3) Rectangular Banners (2) ..... 180x150

These banner positions are integrated into the center column's content, above-or-below the fold. File size limit: 35k **\$33 net cpm**



## One-Stop Technology Sponsorship Opportunity

Finding all the information on the hottest electrical topics has never been easier. *EC&M's* One-Stop landing pages quickly connect our readers with critical and timely news, commentary, research, and metrics on the most important electrical topics. These focused, high-traffic pages open unique marketing opportunities for advertisers. You can be the sole owner of all of the advertising real estate on a One-Stop page, exclusively positioning your brand alongside specific, relevant content.

### One-Stop Topics currently include:

- ▶ National Electrical Code (NEC)
- ▶ Power Quality
- ▶ Design/Engineering
- ▶ Construction
- ▶ Ops & Maintenance (Operations & Maintenance)
- ▶ Market Trends
- ▶ Product Depot
- ▶ Lighting
- ▶ Voice/Data/Video
- ▶ Grounding
- ▶ Training

### One-Stop Sponsorships include:

Exclusive positions on One-Stop landing page & articles linking from One-Stop.

- ▶ Top Leaderboard (728x90): File size limit: 35k
- ▶ Premium Boom Box Banner (300x250): File size limit: 35k
- ▶ Rectangular Banner (180x150): File size limit: 15k

**Rates:** \$3,985 net per month, with minimum three-month commitment.