

Digital Ad Rates

	Placement	Dimensions	Pricing (All rates are net)
www.Impressionsmagazine.com www.ImpressionsExpo.com All placements serve ROS. Pricing based on 20% SOV. Retargeting programs available. Ask your rep for details.	Top Leaderboard	728x90 + 300x50	\$1,220/month
	Top Rectangle	300x250	\$1,220/month
	2nd Rectangle	300x600 or 300x250	\$1,440/\$950/month
	3rd Rectangle	300x250	\$740/month
	Anchor	728x90 + 300x50	\$740/month
High Impact Placements All High Impact Placements excluding Wallpaper serve once per unique per 24 hours.	Prestitial – Homepage	600x400	\$2,070/month
	Interstitial – ROS	600x400	\$2,070/month
	Sliding Billboard – Homepage	1000x30	\$2,330/month
	Wallpaper – Homepage or Section Front		\$2,070/month
Impressions Newsletter Newsletter deploys twice monthly.	Top Leaderboard	728x90	\$1,320/month
	Top Rectangle	300x250	\$1,320/month
	2nd Rectangle	300x250	\$1,055/month
	3rd Rectangle	300x250	\$840/month
	Anchor	728x90	\$840/month
Product Guide Newsletter Newsletter deploys twice monthly.	Sponsorship - Logo and Ad	136x274	\$14,580/year
	Ad Units	136x274	\$1,320/unit
Impressions Expo Exhibitors Sneak Peek Newsletter Deploys 2x pre-show and 1x post show	Top Feature Spotlight – one per newsletter	560x300	\$975/per newsletter
	Sub feature Spotlight	260x260	\$675/per newsletter
	Standard Spotlight	260x200	\$475/per newsletter
Impressions Insider eBlast Sent to the entire Impressions eBlast audience.	Sponsorship	HTML file	\$5,100/eBlast
	100% exclusive brand message		
Custom eBlasts	Partner eBlast	HTML file	\$200 CPM
	Non Partner eBlast	HTML file	\$400 CPM
	Additional Targets	HTML file	\$15 CPM
Impressions Digital Edition Print edition with added click-thru capabilities.	Mobile Browser		
	Logo	88x31	\$1,000/month
	Text Message	1024x31	
	Sponsorship		
	A - Skyscraper Sponsor left-of-cover	190x783	\$2,030/month
	B - Skyscraper Sponsor right-of-cover	190x783	\$2,030/month
Catalog Request	Loader & Toolbar		\$1,520/month
	Virtual Catalog		Custom
	Individual Ad Unit 1x		\$1,100
	Individual Ad Unit 3x		\$900
	Catalog Hosting		\$225
Lead Generation	Catalog Package		\$4,050
	Webinars		See rep for details
	White Papers		\$500/month
Retargeting Program			3 months \$1,100, 6 months \$1,600
	Sponsorship	728x90 + 300x250 + 160x600 + 320x50	See rep for details
Facebook and Instagram Social Media Program	Sponsorship		See rep for details

All rich media ad units should be 3rd party served. Serving fees may apply if client/agency does not pay directly. Our ads are served through Dart for Publishers (DFP). Creative Delivery Deadline – 5 full Business days for Standard Media. 10 full business days for Rich Media and Video. Email all creative submissions to Ad Operations and Media Trafficking at: creative@EmeraldX.com, please include IO.