Expanded Opportunities = Increased Exposure

MyPRINTResource.com

181,393
Average Monthly Page Views*

49,673
Average Monthly Unique Visitors*

990
Average Video Network Monthly Views*

24,000
Average Monthly Video Network Minutes*

42,400+
eNewsletter Subscribers

43,200+
eBlast Subscribers

*July 2013 - Sept. 2013

Rotating and fixed ads on home or interior pages can increase exposure to influential customers. AdRelevance reports 63% of all online ads are created for branding purposes.

Contextual Advertising

Contextual advertising allows you to place your ads on all company pages, product listings, relevant articles, video and other content tagged with a specific keyword. All content on the Cygnus website is strategically tagged with relevant keywords commonly used in the industry. We can then place your ads on these content pages based on one or more keywords you want to target. So as visitors to the Cygnus website browse content related to these keywords, we deliver your relevant messaging on all of these pages.

Your Valued Proposition

- Optimize your marketing campaign with targeted delivery
- Reach potential customers as they're consuming content relevant to your product
- Establish brand "ownership" of a product category or topic
- Increase effectiveness of marketing spend

Key Findings of Contextual Advertising

- 69% find online advertising has "some" or "a lot" of value when the online ads were relevant to the story or the content of the page (Seattle Times online survey)
- Average of 200% increase in click-through rates of contextual banner ads (Performance Metrics of Ads on Cygnus website)

Cost per thousand: $150

Website Advertising

Top Leaderboard - 728 x 90 Size
Location: Top of the Page, Above All Content
Max file size: 28KRich Media: Yes
Print: $3,600 **Non-Print:** $4,200

Rectangle - 300 x 250 Size
Location: Middle of the Page, Within Content
Max file size: 30K
Rich Media: Yes
Print: $3,600 **Non-Print:** $4,500

Half Page Ad - 300 x 600 Size
Location: Right Column, Portion Above the Scroll
Max file size: 28K
Rich Media: Yes
Print: $3,600 **Non-Print:** $4,200

White Paper Programs
Button - 120 x 120 Size
Print: $3,200 **Non-Print:** $3,800

Footer Leaderboard - 728 x 90 Size
Location: Bottom of the Page
Max file size: 28K
Rich Media: Yes
Print: $3,200 **Non-Print:** $3,800

Welcome Ad - 550 x 480 Size
Location: Above the Fold Home Page & ROS
Max file size: 40K for the Initial File Size. An additional 80K can be added, if downloading during the ads presentation (polite download)
Time Sequence: 1x per day per user
Print: $3,000 per wk
Non-Print: $3,800 per wk

Wallpaper Ad
$2,975 per month on a 50% rotation

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