

Advanced Imaging International Digital Edition and

ADVANCEDIMAGINGPRO.COM – DELIVERING CORE TECHNOLOGY TO A MARKET-DRIVEN AUDIENCE

The internet has truly revolutionized business. To have an effective advertising and marketing campaign, businesses must include delivering their messages in print and online. Advancedimagingpro.com is providing the electronic imaging community a comprehensive mecca of daily updated industry news, data and photos. Additionally, the site features more than 20 sections covering the latest updates on both core industry verticals and product categories such as software, data path, frame grabbers, displays, lenses, cameras/sensors, optics, storage, processing, illumination and more. Advancedimagingpro.com is a pioneer in web product advertising and is recognized as a leader in the imaging industry for delivering great value to their interactive customers.

EXCLUSIVE WEBSITE CATEGORY SPONSORSHIP

Your business can effectively “own” a product category on advanceimagingpro.com. This brand awareness opportunity is limited to one customer per category and creates immediate attention and offers brand strength. A 728 x 90 leaderboard, a 120 x 120 tile and a 120 x 600 skyscraper are included. Over 36,000 imaging professionals will see your message every month and be able to access your information instantly! This truly is a unique chance to showcase your products and an exclusive that is very attractive.

SITE ADVERTISING HELPS BUILD YOUR BRAND AND CREATES AWARENESS

An industry-specific website provides the best opportunity to consistently brand products and services. Display ads can produce high impressions by placing your company's name in front of more than 36,000+ unique visitors per month. Stay connected with your target audience 24/7/365 with fixed or rotating display ads. A web “leaderboard,” “tile” or “banner” is an excellent opportunity to stay connected with readers. The leaderboard appears at the very top of the page and is 728 x 90; the tile appears just below the Advanced Imaging masthead and is 120 x 120. Other sizes are available, but these are two of the most common.

WEBINARS, WEBCASTS, PODCASTS

Educate your customers with webinars, webcasts and podcasts. These effective tools are used to teach and inform potential customers. PowerPoint presentations or tutorials on your products can prove to be a great opportunity to become an authoritative industry leader. Live presentations are easily done from your office, conference room or from your exhibition booth. Information on participants and viewers also is captured for future marketing opportunities.

E-BLASTS AND LEADS FOR NEW BUSINESS

An effective and attention-getting technique is to devote an e-blast to your company and its products, as well as generating new leads for business. Our direct e-mail programs can be customized to send out a message to all or a subset or our opt-in subscribers. E-blasts are 3x more likely to be read and acted upon than traditional card-and-postage direct-mail campaigns, and are much more economical too, considering the cost of design, printing and postage. Over 32,000 imaging professionals will see your message and be able to access your information instantly! The best of these e-blasts contain links back to your site, and are a natural for driving traffic and new product announcement.

Also available are e-product showcase e-blasts. Similar to the print version, your 50-word message and graphic are e-mailed to 32,000 imaging professionals along with other companies to create a fantastic value that's hard to beat.

WEEKLY E-NEWSLETTERS

A prominent and cost-effective method of marketing products is to become a sponsor of advanceimagingpro.com's weekly e-newsletter. Over 32,000 imaging professionals will see your message and be able to access your information instantly! E-newsletters focus on weekly topics (see 2008 calendar), late-breaking news on products, recent transactions and advancements in imaging, upcoming events, and other areas of general interest. Target your message for a product release, or choose regularly scheduled times of the month or year, whichever matches your marketing program best.

ARCHIVED ISSUES AND SEARCH OPTIONS

Need to find an old article in Advanced Imaging? How many times did my competitor advertise this past year? Was my business mentioned in an editorial article during the past year? The answers to these questions can be found by searching previous issues of Advanced Imaging at advancedimagingpro.com/international/. Simply visit this website and have the entire imaging industry at your disposal. It's a fantastic new feature that is a wonderful tool.

2008 ADVANCED IMAGING INTERACTIVE RATE GUIDE (Positions subject to availability)

Online Buyer's Guide	Premium Listing	\$995/year
Exclusive category sponsorship	Only one customer per category Includes: 728 x 90 leaderboard, 120 x 120 tile, and 120 x 600 skyscraper	\$2,000/mo.
728 x 90 Run of Site	LEADERBOARD - 4 Total Available	\$1,700 (1x) \$1,500 (6x) \$1,600 (3x) \$1,200 (12x)
468 x 60 Run of Site	BANNER	\$1,350 (1x) \$1,250 (6x) \$1,300 (3x) \$750 (12x)
120 x 120 Fixed Homepage	TILE (Button)	\$800 (1x) \$600 (6x) \$700 (3x) \$500 (12x)
120 x 120 Run of Site - Position A	TILE (Button)	\$1,500 (1x) \$1,300 (6x) \$1,400 (3x) \$1,000 (12x)
120 x 120 Run of Site - Position B	TILE (Button)	\$900 (1x) \$700 (6x) \$800 (3x) \$500 (12x)
120 x 600 Skyscraper Run of Site - Position A	SKYSCRAPER	\$1,700 (1x) \$1,500 (6x) \$1,600 (3x) \$1,200 (12x)
120 x 600 Skyscraper Run of Site - Position B	SKYSCRAPER	\$1,400 (1x) \$1,100 (6x) \$1,300 (3x) \$900 (12x)
120 x 60 Run of Site	TILE (Button)	\$1,050 (1x) \$850 (6x) \$950 (3x) \$750 (12x)
120 x 60 Fixed Homepage	TILE (Button)	\$600 (1x) \$400 (6x) \$500 (3x) \$300 (12x)
300 x 250 Medium Rectangle	BOOMBOX	\$1,700 (1x) \$1,500 (6x) \$1,600 (3x) \$1,300 (12x)
Product Showcase	e-Mailed once per month No more than eight advertisers to a mailing	\$1,200 (1x) \$900 (6x) \$1,000 (3x) \$700 (12x)
e-Mail Blasts	Exclusive mailing for the advertiser Over 20,000 opt-in subscribers	\$0.35 per name (1x) \$0.30 per name (3x) \$0.25 per name (6x) \$0.20 per name (12x)
e-Newsletter Sponsorship 468 x 60	BANNER (At top of page) Over 32,000 opt-in subscribers including Europe Monthly Sole Sponsorship of editorial highlights e-Newsletter prepared by the editor of Advanced Imaging Magazine 468 x 60 Banner with links	\$1,100 per week (1x) \$ 900 per week (3x) \$ 850 per week (6x) \$ 800 per week (12x)
e-Newsbrief Sponsorship 468 x 60	BANNER (At top of page) Over 20,000 opt-in subscribers Weekly update on breaking news, and product announcements	\$1,100 per week (1x) \$ 900 per week (3x) \$ 850 per week (6x) \$ 800 per week (12x)
e-Newsbrief Sponsorship 120 x 600	SKYSCRAPER Over 20,000 opt-in subscribers Weekly update on breaking news, and product announcements	\$1,000 per week (1x) \$900 per week (3x) \$800 per week (6x) \$700 per week (12x)
e-Newsbrief Sponsorship 120 x 120	TILE (Banner) - 2 available Over 20,000 opt-in subscribers Weekly update on breaking news, and product announcements	\$800 (1x) \$600 (6x) \$700 (3x) \$500 (12x)
e-Newsbrief Text with Logo	40 words of text - JPEG logo or product photo Weekly update on breaking news, and product announcements	\$600 (1x) \$400 (6x) \$500 (3x) \$300 (12x)
Webcast	Online seminar, training or press conference style Promotion and registration features Archived for one year and re-broadcasting available	\$15,000: exclusive \$10,000: co-sponsorships
Podcast	1 e-Blast sent to selected opt-in database to promote podcast. 1 e-Newsletter text ad Company logo appearing in Studio Photography or Photo Trade News promoting the podcast. Archived for one year on Imaginginfo.com May also be archived on sponsors site or sponsor can email the podcast to customers and prospects	\$4,500 exclusive
Custom Online Surveys	Conduct market research using a questionnaire, survey or poll	1-5 questions \$500 + \$.35/email 6-10 questions \$750 + \$.35/email
Catalog Hosting	Advancedimagingpro.com can link an entire catalog database File size is unlimited	\$1,500 for six months \$2,500 for 1 year

For placement specifications visit: <http://www.cygnusinteractive.com/adspecs/>