

Advanced Imaging Online Opportunities

INTERACTIVE MARKETING

Advancedimagingpro.com, the website of *Advanced Imaging* magazine, provides real-time news, data and analysis to the electronic imaging community. The site features more than 20 unique information sections covering both the core industry verticals and product categories. And, our 35,000+ opt-in email subscribers value our e-newsletters, e-trade show updates and industry information – they both read us regularly and, even more important, they are responsive.

WHY INTERACTIVE ADVERTISING SHOULD BE KEY TO YOUR MARKETING EFFORTS

Business decision-makers are turning to multiple sources for gaining industry knowledge. Studies show that most often, both trade magazines and industry-specific websites and newsletters are the leading sources for gaining knowledge. With *Advanced Imaging* magazine and Advancedimagingpro.com, you have the ability to “surround” your key target audience with your message and allows you to stay in front of them when they seek out industry information.

A recent Harris Interactive study of more than 500 business executives found that when asked what are the effects of viewing a marketing message in multiple media:

- 93% agreed that it makes the company or brand “top of mind”
- 86% agreed that it provides you with more information about the brand or company
- 87% agreed that it makes you more likely to consider the company’s products or services for purchase.

Facts about the Advancedimagingpro.com’s audience online usage:

- 40% say their primary source of industry news is from websites and e-newsletters
- 90% use websites for researching product; 47% use websites for making purchasing decision;
- 63% visited a company website because of an ad viewed on Advancedimagingpro.com’s website; 32% requested sales material; 22% recommended or specified a brand;
- 70% of the visitors to Advancedimagingpro.com also receive *Advanced Imaging* magazine

Data collected from 380 completed online surveys performed in June, 2008. Complete survey results are available from your sales representative upon request.

WEBSITE

728x90 Banner

120x120 Banner

120x600 Banner

300x250 Banner



NEWSLETTER

468x60 Leaderboard

Hot Product Showcase

120x120 Banner

120x600 Banner



LET US HELP YOU REACH YOUR IDEAL AUDIENCE

Advancedimagingpro.com can keep you "connected":

Display Ads – Rotating and fixed ads on home or interior pages increase exposure to influential customers. Programs starting at \$750 - \$1,300 per month.

E-Newsletter – Over 35,000 opt-in subscribers personally requested they receive the Advancedimagingpro.com weekly e-Newsletter. Reach this loyal audience surrounded by the best content in the industry. Advertising opportunities start at \$500 per issue.

Product Showcase Blasts – Your buyers are looking for new products. Engage them by showcasing a new product or service. Programs starting at \$700.

E-Mail Blasts – Sponsored exclusively by YOU, e-blasts can work to secure instant purchases and help to increase traffic

to your web site with links embedded into the page. Our lists are 100% opt-in! \$350 per thousand email addresses.

Section Sponsorships – There are 12 vertical market sections and nine product sections within Advancedimagingpro.com that you can brand against. Fixed advertising positions and whole section sponsorships are available, prices starting at \$575 per month.

Web Casts – Customized content delivered to decision-makers where they want to view it. Web Casts are great for sales lead generation and are a direct communication path to talk with your prospects live! Exclusive sponsorship available.

Video – Broadcast your product demonstration, new product or program announcements, company message or the possibilities are endless. If you have video or are developing video it will be visible here! Programs start at \$750 per month for a 3-month commitment - let's make it happen together!



Product Showcase Blast



Show E-Daily Sponsor

| | Cygnus Print Advertisers | Non Print Advertisers |
|--|-----------------------------|--------------------------|
| HOMEPAGE | | |
| Rotating Leaderboard - 728x90 | \$1,350 | \$1,650 |
| Fixed 120x120 Above the fold | \$1,050 | \$1,350 |
| 120x600 Skyscraper | \$1,250 | \$1,650 |
| 300x250 Below the fold | \$1,150 | \$1,450 |
| Fixed 120x120 Below the fold | \$950 | \$1,250 |
| Fixed 468x60 Below the fold | \$775 | \$1,025 |
| WELCOME PAGE | | |
| 640x480 on Homepage | \$1,050 | \$1,350 |
| SECTION FIXED POSITIONS | | |
| Product or Market Sponsorship (300x250 and 120x120) | \$1,350 | \$1,650 |
| 120x600 (Skyscraper) | \$1,150 | \$1,450 |
| 468x60 (Banner) | \$575 | \$725 |
| ROS | | |
| 120x600 (Skyscraper) | \$1,150 | \$1,350 |
| 468x60 (Banner) | \$775 | \$1,025 |
| NEWSLETTERS | | |
| Weekly eNewsbrief - Hot Products | \$675 | \$875 |
| Weekly eNewsbrief - Leaderboard (458x60) | \$825 | \$925 |
| Weekly eNewsbrief - Skyscraper (120x600) | \$650 | \$850 |
| Weekly eNewsbrief - Button (120x120) | \$550 | \$750 |
| ProductWatch (Monthly) – Per Spot | \$750 | \$950 |
| WEBINAR ALL-INCLUSIVE | | |
| MARKETING CAMPAIGN | \$12,500 | \$15,000 |
| E-MAIL BLASTS | | |
| Full opt-in subscriber list – 30,000 opt-in subscribers | \$5,400 | \$5,900 |
| ½ of list – randomized group of 15,000 subscribers. | \$2,800 | \$3,200 |
| <i>Banner rates are net per month. Enewsletters and eBlasts are net per insertion.</i> | | |

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**NEW PRODUCT ANNOUNCEMENTS,
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