

THE NATIONAL PROVISIONER

The Authority on the Business of Meat and Poultry Processing

2013 eMEDIA PLANNER



ONLINE ADVERTISING

ProvisionerOnline.com is your ideal eMedia partner to assemble an exciting and highly-targeted digital communications campaign to effectively complement your marketing objectives.

ProvisionerOnline.com provides a compelling array of digital communication tools to help drive traffic to your website, create brand awareness and deliver qualified sales leads.

- 1 LEADERBOARD** (728 x 90 pixels)
 - a. Rotation available
 - b. Run-of-site (R.O.S)
 - »Monthly Rotating (1 of 4) Monthly Exclusive
- 2 MEDIUM RECTANGLE** (300 x 250 pixels)
 - a. Run-of-site (R.O.S)
 - b. Rotation available
 - »Monthly Rotating (1 of 4) Monthly Exclusive
- 3 RECTANGLE** 2 adjacent spots (180 x 150)
 - a. Home page only
 - b. Rotation available
- 4 RICH MEDIA** (not shown)
 - a. Expandable Leaderboard (R.O.S) Monthly
 - b. Floating Ad Monthly
 - c. Page Peel Ad Monthly
- 5 PROVISIONER TV:** Provides marketers with a video platform that appears throughout provisioneronline.com to present product demonstrations and/or case histories to meat & poultry processors



RICH MEDIA ADS

Expand the interactivity of your online message with an attention-grabbing rich media ad. Rich media offers the creative edge you need to engage website visitors through unique ad formats, such as: Billboard, Pushdown, Slider, Filmstrip, Expandable Leaderboard, Floating Ad, Expandable Skyscraper, Page Peel Ad, and Countdown Clock.



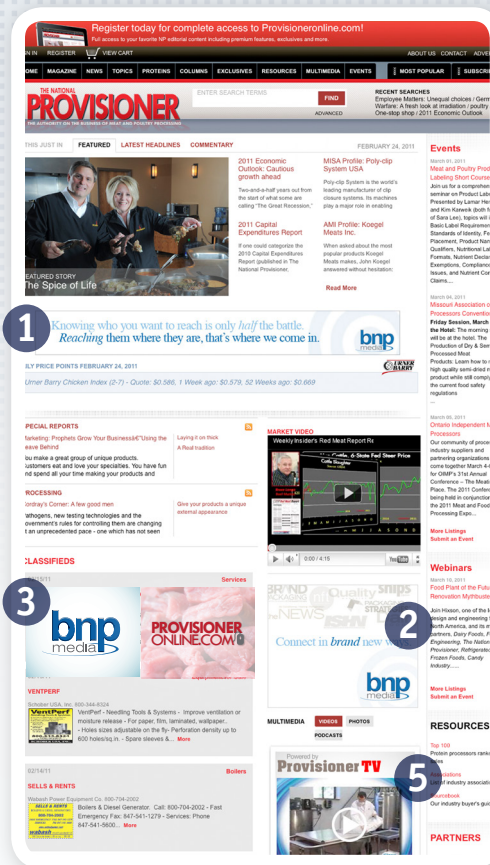
VIDEOS

Place your product video, corporate video or video demonstration on our website and make an impact. Or, sponsor an editorial video where we'll place your video before or after the editorial segment.



AD WITHIN A FEATURE

Place your ad directly in the line of sight within the body of our featured articles. These ads appear towards the top of the article and include a weblink.



PROVISIONER PRIME eNEWSLETTER

Provisioner Prime delivers your sales message to 4,493* readers in operations, engineering, senior executive management and purchasing. We are reaching more and more decision-makers each week as our readership base continues to grow.

- 1 TOP LEADERBOARD**
728 x 90 pixels
- 2 FIRST MEDIUM RECTANGLE**
300 x 250 pixels
- 3 TEXT BOX**
- 4 SECOND MEDIUM RECTANGLE**
300 x 250 pixels
- 5 LOWER LEADERBOARD**
728 x 90 pixels

1 REGISTER TODAY FOR COMPLETE ACCESS TO PROVISIONERONLINE.COM!

2 **PROVISIONER PRIME**

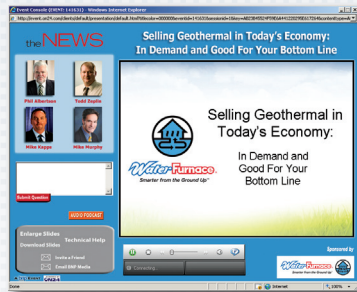
3 **MEAT EXPO**

4 **PLANT OF THE YEAR**

5 **Food of the Plant**

DIGITAL EDITIONS

Build your brand and increase your ROI with one of the 12 digital editions of The National Provisoner scheduled for 2013. Digital editions are an exact replica of the print issue, but with added digital interactivity. Every advertiser in the print issue is included in the digital issue — FREE! Digital editions are e-mailed to digital subscribers, archived online for one year and fully interactive with live links. Sponsor a digital edition and you'll receive an ad opposite the front cover, a logo in the toolbar and on the loading page and a banner ad in the e-mail announcement. We also have a variety of other advertising options. Contact your sales rep for details.



WEBINARS

Educate your customers, build your brand and generate leads with *The National Provisoner's* Webinars. You can't meet face-to-face with every decision-maker in the industry, but you can interact with each of them during a Webinar. BNP Media has produced over 450 web seminars providing sponsors with a thought leadership and educational platform that produced sales lead opportunities. You choose the content, speakers and date and we'll market and execute our Webinar event. Schedule your customized Webinar today.

PROVISIONER PRIME eNEWSLETTER

More than 4,000 protein processing professionals receive *The National Provisoner's* eNewsletter every week. Sent out every Tuesday and Thursday, our eNewsletter delivers the latest breaking news and information to the protein industry. Leaderboard ads, rectangle ads and text ads are available for maximum exposure.

CUSTOM eNEWSLETTERS

Leverage The National Provisoner's opt-in email subscriber database, and related BNP Media Food Processing brand lists, to communicate to your processing customers and prospects about your company's new product introductions, trade show attendance and offers, promotions of your company's key national sales leaders, your company's category thought leadership or processing case histories to drive traffic to your website.



MUST-SEE EBLASTS

The National Provisoner produces a "Must See" branded eBlast sent to 12,000 processing subscribers who want to be kept informed of new product and services. Must See eblasts are restricted to one send per week, your company name is identified in the from line @bnpmmediainfo.net and The National Provisoner will assemble this HTML email provided copy, images and logo are supplied.



SOCIAL MEDIA

Now it's easier than ever to stay connected to the BEST source of the latest news and information in the meat, poultry and seafood processing industry. Social media sponsorship opportunities are available. Connect with us

on Facebook at www.facebook.com/NationalProvisoner, Twitter at www.twitter.com/NationalProvisoner and LinkedIn at www.linkedin.com/in/nationalprovisoner.



PODCASTS

Here's an easy way to broadcast your expertise to your customers. Recorded interviews and news updates are packaged as audio podcasts and archived on our websites. Sponsorship includes a 15-second audio tag at the beginning of the podcast. Contact your sales rep for more information.

Ad Type	Ad Size	Advertising Costs per month net
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HOMEPAGE

Leaderboard	728 x 90 pixels	\$2,760
Medium Rectangle	300 x 250 pixels	\$2,280
Rectangle	2 adjacent spots 180 x 150	\$2,005

RICH MEDIA

Expandable Leaderboard	468 x 60 pixels <i>expands to 300 x 600</i>	\$3,015
Floating Ad	275 x 250 pixels <i>expands to 600 x 600</i>	\$4,555
Page Peel Ad	150 x 150 pixels <i>expands to 600 x 400</i>	\$2,280

SPECIAL OPPORTUNITIES

Article Sponsorship	300 x 250 pixels	\$2,280
White Paper		\$1,900
Microsite		\$7,590

PROVISIONER PRIME eNEWSLETTER

Top Leaderboard	728 x 90 pixels	\$3,740
First Medium Rectangle	300 x 250 pixels	\$3,370
Second Medium Rectangle	300 x 250 pixels	\$3,075
Lower Leaderboard	728 x 90 pixels	\$2,945
Text Box	50 words of copy, company logo and link	\$2,430

Ad Type	Ad Size	Advertising Costs per month net
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THE NATIONAL PROVISIONER ONLINE SOURCEBOOK

Please consult Directory brochure for online opportunities.

VIDEOS

Video Sponsorship Package - 12 Months	320 x 240 pixels	\$6,325
Video	320 x 240 pixels	\$1,900

CUSTOM eNEWSLETTER

Custom eNewsletter	Consult sales rep for rates	
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DIGITAL EDITION

Sponsorship	—	\$980 per edition
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SOCIAL MEDIA

Facebook	Consult Publisher for Pricing	
Twitter	Consult Publisher for Pricing	

PODCAST

Podcast Sponsorship	—	\$1,520
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WEBINARS

Shared Content Development	\$15,000/event	
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URNER BARRY

Urner Barry Daily Price Report	\$2,200/month	
Urner Barry Market Report Video	\$400/month	

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