

2012

eMedia rate card

CUSTOM
eNEWSLETTERS

webinars

ONLINE DIRECTORY AND SOURCE GUIDE

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buttons

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EVENTS

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edition

Rich Media

BANNER ADS

blog sponsorships

twitter



THE NATIONAL
PROVISIONER
THE AUTHORITY ON THE BUSINESS OF MEAT AND POULTRY PROCESSING

The fastest growing publication covering
the meat and poultry markets.**

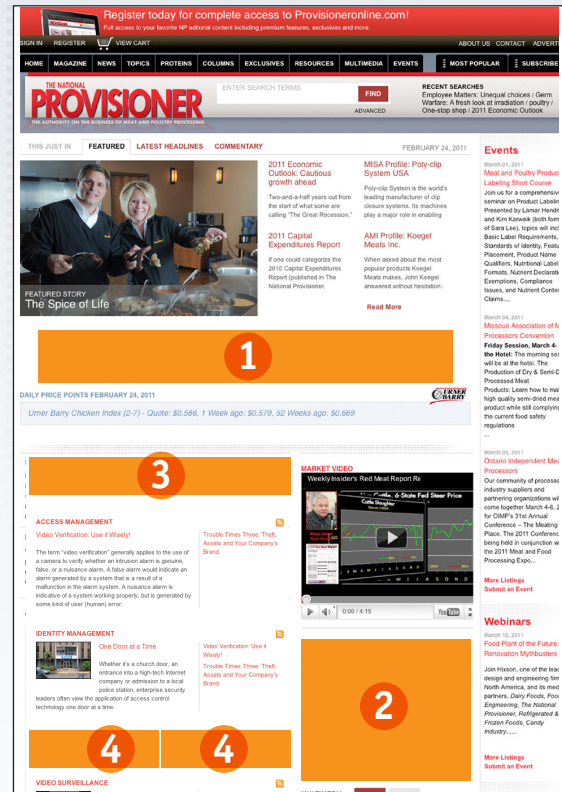
**Publisher's Own Data

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**
Leaderboard ads are a simple, cost-effective way to increase your visibility. Great for exposure of a new product or seasonal information. Displayed at the top of the homepage and many internal pages in a monthly rotation schedule (1 of 4).
- 2 MEDIUM RECTANGLE**
Medium rectangle ads are plus-sized, positioned on the right-hand side of the page and have rotation availability.
- 3 FULL BANNER**
Positioned on our homepage only, these ads are dynamic and highly visible.
- 4 HALF BANNER**
Another option positioned on our homepage only, these ads are available in two adjacent spots and on rotation (1 of 4).



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.



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 8,784* 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.



Top Banner
468 x 60 pixels

Mini-Skyscraper
120 x 240 pixels

Horizontal Banner
468 x 60 pixels

*Source: Publisher's Data, 6/11

DIGITAL EDITIONS

Build your brand and increase your ROI with one of the 12 digital editions of The National Provisoner scheduled for 2012. 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

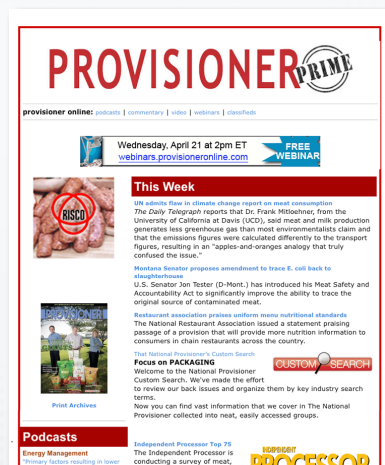
Educate your customers, build your brand and generate leads with *The National Provisoner's* Webinars. You can't meet face-to-face with every decision-maker in the industry, but you can interact with each of them during a Webinar. Since 2006, BNP Media has produced over 450 Webinars, averaging 500 lead 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 8,000 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. Mini skyscraper, banner ads and text ads are available for maximum exposure.

CUSTOM eNEWSLETTERS

Become a news leader for the industry by developing your own eNewsletter. Stay in touch with your past, present and future customers, educate the market with valuable content that is delivered on a consistent basis and show your products and/or services as solutions to industry problems. Contact your sales rep for pricing.



NEW FOR 2012! 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.

NEW FOR 2012! 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
HOMEPAGE		
Leaderboard	728 x 90 pixels	\$2,400
Medium Rectangle	300 x 250 pixels	\$1,980
Full Banner	468 x 60 pixels	\$1,740
Half Banner	2 adjacent spots 234 x 60 pixels	\$1,740
RICH MEDIA		
Expandable Leaderboard	468 x 60 pixels <i>expands to 300 x 600</i>	\$2,620
Floating Ad	275 x 250 pixels <i>expands to 600 x 600</i>	\$3,960
Page Peel Ad	150 x 150 pixels <i>expands to 600 x 400</i>	\$1,980
SPECIAL OPPORTUNITIES		
Article Sponsorship	300 x 250 pixels	\$1,980
White Paper		\$1,650
Microsite		\$6,600
PROVISIONER PRIME eNEWSLETTER		
Top Horizontal Banner	468 x 60 pixels	\$3,250
#2 Horizontal Banner	468 x 60 pixels	\$2,930
#3 Horizontal Banner	468 x 60 pixels	\$2,670
Bottom Horizontal Banner	468 x 60 pixels	\$2,560
Mini Skyscraper	120 x 240 pixels	\$2,670
Contextual Ad	50 words of copy and link	\$2,110

Ad Type	Ad Size	Advertising Costs per month net
THE NATIONAL PROVISIONER ONLINE SOURCEBOOK		
Please consult Directory brochure for online opportunities.		
VIDEOS		
Video Sponsorship Package - 12 Months	320 x 240 pixels	\$5,500
Video	320 x 240 pixels	\$1,650
CUSTOM eNEWSLETTER		
Custom eNewsletter	Consult sales rep for rates	
DIGITAL EDITION		
Sponsorship	—	\$850 per edition
SOCIAL MEDIA		
Facebook	Consult Publisher for Pricing	
Twitter	Consult Publisher for Pricing	
PODCAST		
Podcast Sponsorship	—	\$1,320
WEBINARS		
Shared Content Development	Consult sales rep for rates	
URNER BARRY		
Urner Barry Daily Price Report	Consult sales rep for rates	
Urner Barry Market Report Video	Consult sales rep for rates	



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