

2012 eProducts Quick Reference & Pricing Guide

ICS Online

Extend your reach of ICS's professional audience.

(All eProduct rates are net.

Per week prices available on request)

Banner Ads (468 x 60 pixels)

- \$800/month
- \$600/month ICS bulletin board only

Expandable Banner Ads

- \$900/month

Skyscraper Ads (120 x 600 pixels)

- \$1,000/month

Tile Ads (125 x 125 pixels)

- \$600/month

Page Peel

- \$1000/month

Expandable Tile

- \$750/month

ICS TV Streaming Video (up to 90 sec.)

- \$900/month

Featured Product of the Month

(Links to advertiser's website)

\$600/month

Web Exclusive Article sponsorship

\$750

Things to See (Products featured on home page)

- \$400/month

Countdown Clock

- \$1750/month

Article Sponsorship (300 x 250 pixels)

- \$225/month (6 month minimum)

Case Study/White Paper

- \$250/month

Web Blog Sponsorship

- \$650/month

Web Podcast Sponsorship

- \$650/month

RICH MEDIA ADS:

Floating Ad (on home page)

- \$1,100

Page Peel (Peel Down) Ad

- \$1,100/month

Other Custom Online Options:

Microsite

- \$750/month (6 month minimum)

Webinars

- Call ICS Publisher Evan Kessler or your ICS representative for pricing

Custom eNewsletter

- Starting at \$2,500, Call ICS Publisher Evan Kessler or your ICS representative for pricing

Online ICS Trade Directory & Buying Guide

All options appear online for 1 year!

Choose from following:

Deluxe Package – \$650

(\$325 for print Directory advertisers) includes:

- Color boldface listing in print
- Web hotlink in online listing
- 4-color logo in print and online
- Online company description (up to 30 words)
- Plus improved search ranking

Premium Print and Online Directory Package \$1,395

- Color boldface listing in print
- 4-color logo in print and online
- Online Company description (up to 30-words)
- Up to 3 Product Shots online
- Up to 3 Catalog/Spec sheetd (PDF) online
- Email Lead For:" Info Request from ICS Directory Listing"
- Premium Ranking and designation online and print (listing appears at the top online)
- Technical Training School Listings (if applicable)

eProducts Quick Reference & Pricing Guide (cont'd.)

Logo Plus Listing Directory Package – \$495

(Free for print Directory advertisers)

- Color Boldface listing in print
- 4-color logo in print & online
- Live Web Hot Link in online listing
- Unlimited online Branches, Reps and Distributor Listings

ICS eNews

Delivered right to the inbox of 10,000 Active Opt-In ICS eNewsletter subscribers,¹ the ICS monthly eNewsletter reaches qualified industry buyers and prospects. Sponsor a custom eNewsletter devoted exclusively to your company.

(All eProduct rates are net)

eNews Banner Ads (468 x 60 pixels)

Top banner \$500

Additional banner positions \$400

eNews Skyscraper Ads

(120 x 600 pixels) – \$600

eNews Tile Ads (125 x 125 pixels) – \$325

Featured Product of the Month – \$400

Things to See (Product Spotlight) – \$300

eNews Article Sponsorship \$500

eNews Featured Video \$650

- Additional “New Product Spotlight” positions \$220

Social Media

Twitter Sponsorship – \$600

Facebook Sponsorship – \$500

¹ Publisher's own data



ICS LIVE digital editions are sent electronically via email for instant viewing or they can be downloaded for reading at a later time. Delivered to Opt-in Email Subscribers and flooring industry professionals totalling over 2,900 ICS LIVE offers immediate access to new products, installation methods, design trends and direct, interactive connectivity with the industry's manufacturing/supplier community.

ICS LIVE Digital Magazine

Sponsorship - \$2,500

Margin Ads - \$400 net

Flash Belly Band (inside issue) - \$300

Index Tabs - \$200

Gatefolds/Barn Door - \$500

Ad Animation - \$715 net

(includes creation), \$440 (re-insertion)

Call Back Card - \$200 per issue,

\$150 6x advertiser, \$100 12x advertiser

Business Reply Card - \$200 per issue,

\$150 6x advertiser, \$100 12x advertiser

Video or Audio - \$500 (up to 25 GB/supplied)

Custom Survey - \$995

Blow-in Card - \$400 net

Options also available on request:

- Flash Animation
- Scrollbar

Digital only ads*

- FP: \$995, 6x: \$850, 12x: \$750
- Spreads or scroll bar pages \$1,795;
12X advertisers \$1,595
- Gatefold/Barn Door \$1,995;
12x advertisers \$1,795

*Digital only ads appear after other advertisers within the issue.

Take 10% off - for 2011 schedules in ICS LIVE booked by November 30!!! All prices are net. Complete descriptions are located separately in the Media Kit. Contact your ICS media consultant for more details!

- Print advertisers (3x minimum) receive 15% discount. (Does not apply to packages)
- 10% Combo discount when including R&R together with ICS online. (Does not apply to packages)
- All rates are net based on supplied digital file, digital ad production available
- Space is limited and subject to availability. Schedule early to insure your first choice for times and positions.



Integrated Media

Reach *ICS*'s Total Audience With Integrated Media Packages

Looking to reach more buyers?

Extend your exposure to *ICS*'s online, eNews and *ICS LIVE* digital edition readers:

- Reach 7,500 average Unique Visitors each month on www.icsmag.com *
- Target over 10,000 active/opt-in subscribers¹ receiving *ICS* eNews delivered to their inbox
- More than 2,700 *LIVE* Digital Edition subscribers and flooring professionals.

Integrated Media Packages

An excellent way to extend your ROI and reach more of your target buyers!

Package **1** All for **\$1,575**/Per Month⁺ (A savings of 35% off A la carte rates)

- Tile ad – *ICS* Website
- Tile ad – *ICS* eNewsletter (monthly)
- Banner ad - *ICS* Bulletin Board
- Video on *ICS* Website

Package **2** All for **\$1,995**/Per Month⁺ (A savings of 35% off A la carte rates)

- Banner ad – *ICS* Website and Bulletin Board
- Banner ad – *ICS* eNewsletter (monthly)
- Video on *ICS* Website
- Skyscraper ad on *ICS* Website

Package **3** All for **\$2,495**/Per Month⁺ (A savings of 35% off A la carte rates)

- Page Peel on *ICS* Home page
- Banner ad – *ICS* eNewsletter, *ICS* Website and Bulletin Board
- Video on *ICS* website
- Video in *ICS* eNewsletter

Package **4** **Custom Packages**
Contact your media consultant to build a custom package developed for your specific needs!

Special Discounts:

- Print advertisers (3x minimum) receive 15% discount.
- Combo discount (10%) when including *R&R* together with *ICS* online. (Does not apply to packages)
- All rates are net based on supplied digital file, digital ad production available
- Space is limited and subject to availability. Schedule early to insure your first choice for times and positions.

* Data Based on BPA/Nielsen Online Site Census, January/June 2011

¹ Publisher's Own Data

⁺ Month refers to any 30 day period