

## 2012 ONLINE ADVERTISING OPPORTUNITIES [BANNER POSITIONS]

Banner appears on the home page of the website, search result pages and interior run-of-site articles.

### [1] Top Banner Ad (728x90)

Attention-grabbing top banner position integrated into site's horizontal navigation bar. File size limit: 35k  
**\$35 Net CPM**

### [2] Premium Box Banner Ad (180x150)

Rotates throughout the site. Ad position is shared by up to 2 advertisers. File size limit: 35k  
**\$600 Net/Mo**

### [3] Tower Banner Ad (120x600)

Rotates throughout the site. File size limit: 25k  
**\$25 Net CPM**

### [4] Navigation Bar Banner (125x125)

Rotates throughout the site. Exclusive banner. File size limit: 15K  
**\$525 Net/Mo**

The screenshot shows the Electrical Wholesaling website home page. At the top, there is a navigation bar with links: HOME, EW TOP HITS, NEWS, ELECTRICAL ECONOMY, RECENT ISSUES, RESOURCES, CONTACT US. Below the navigation bar, there are several sections:

- Current Issue:** Features a "Launch and Learn" article by Doug Chandler, Executive Editor, about new product launches from the perspective of manufacturers and reps. There is also a "Welcome to the World of BIM" article by Jim Lucy, Chief Editor, and a "Deal Made in LED Heaven" article by Jim Lucy, Chief Editor.
- Electrical Marketing's LIVEWIRE:** A section with several news items, including "Grainger October sales up 16% YTD", "Happy 90th anniversary to Ohio's Leff Electric", "BDY to rep General Cable in four western states", "Hinkley joins Cicoil as Western regional sales manager", "Graybar reports 3Q results", "Graybar promotes three to executive roles", and "Electrical Marketing: Various views of the electrical economy".
- Calbrite™ Stainless steel conduit systems:** A banner advertisement for Calbrite.
- podcast series:** A section for "Take 5! With Electrical Wholesaling" featuring a "2011 Schedule" and "Upcoming Podcasts".
- The Electrical Economy:** A section for "Current Copper Prices" with two line graphs showing "24hr Copper" and "24hr Aluminum" prices. It also includes a "SAVE WITH S&P Solutions" banner.
- Moving Violations:** A section with two video thumbnails showing "Damaged outdoor receptacle..." and "Inadequate working space...".
- Search EW:** A search bar and a list of advertisement positions: 180x150, 125x125, and 120x600.
- Electrical Trends:** A small graphic at the bottom right showing a rising line graph.

## SALES MANAGERS

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