

# Electrical Wholesaling

## 2009 Online Advertising Rates

### 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/month

##### [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/month

##### [5] Left Rail Banner (120x240)

Rotates throughout the site. Exclusive banner.

File size limit: 15k  
\$450 Net/month

### SALES CONTACTS

**Southeast/Southwest U.S.**  
Vince Saputo (770) 618-0106  
vincent.saputo@penton.com

**Midwest U.S. & Eastern Canada**  
Tom Morrow (312) 840-8417  
tom.morrow@penton.com

**Western U.S. & Western Canada**  
Jim Carahalios (303) 697-1701  
james.carahalios@penton.com

**New England States/NE Pa./NE N.Y.**  
Steve Waller (203) 272-4819  
steve.waller@penton.com

**NW Pa./NW N.Y./Ohio/Ind./Mich.**  
Tim Kasperovich (440) 989-2730  
tim.kasperovich@penton.com

**Europe**  
Julian Maddocks-Born  
+44 1442 230033  
julian@itsluk.com

**David Miller  
Publisher**  
(312) 840-8487  
Fax: (312) 840-8470  
david.miller@penton.com

**For Additional Technical Specs:**  
Nicola Farman  
(212) 204-4314  
nicola.farman@penton.com

The screenshot shows the Electrical Wholesaling website home page with several banner ad positions highlighted in black boxes with their dimensions:

- 728 X 90:** Located at the top of the page, above the navigation bar.
- 125 X 125:** Located in the left sidebar, near the 'Top Hits' section.
- 180 X 150:** Located in the main content area, near the 'EW Web Exclusives' section.
- 120 X 600:** Located on the right side of the page, near the 'Product of the Week' section.
- 120 X 240:** Located in the left sidebar, near the 'RELATED SITES' section.