

NONWOVENS

ONLINE MEDIA KIT 2012 INDUSTRY SINCE 1970

During an average month Nonwovens-Industry.com serves more than 3,000 distinct pages roughly 50,000 times to over 20,000 visitors. It's a busy place.

With amazing specificity, qualified nonwovens professionals read the news, check the buyer's guide, and absorb in-depth content in our current and archived editions. They review show coverage, watch videos and webinars, and read exclusive online content delivered by dedicated journalists and industry experts all year long.

With all that activity it is important we keep our delivery and content at the highest levels of technical precision and journalistic quality. So, in January 2012 we will release Version 2.0, bringing you a host of new ways to capture attention both en masse and with particularity. New point of purchase methods will direct your ad impact exactly where qualified, interested visitors land and linger, producing not just clicks, but warm clicks. The search engine will be intelligently tuned by the writers themselves, offering concise value added delivery. The Buyers Guide will feature extensive upload tools so advertisers can deliver their own content in a timely way. And pre set page view guarantees can now be part of the entourage of benefits an advertiser gains from any given investment.

Intelligent. Timely. Easy-to-Use.
Strategic. Nonwovens-Industry.com

Home Page Sponsorships

This year the Home Page at Nonwovens-Industry.com will be seen more than 75,000 times, which promises a home page sponsor approximately 7,000 page views for any given month. Prices for home page sponsors are:

Monthly Rates

Size	1x	3x	6x
Banner 468 x 60	\$1,750	\$1,650	\$1,550
Box 300 x 250	\$1,750	\$1,650	\$1,550
Half Page 300 x 600	\$2,600	\$2,475	\$2,350
Leaderboard 728 x 90	\$2,600	\$2,475	\$2,350
Site Stripe 1000 x 60	\$2,600	\$2,475	\$2,350
Expandable Site Stripe 1000 x 60 to 1000 x 300	\$3,100	\$3,000	\$2,900
Page Peel	\$3,100	\$3,000	\$2,900
Wallpaper	\$3,100	\$3,000	\$2,900



Note: All ad dimensions are in pixels (width x depth)

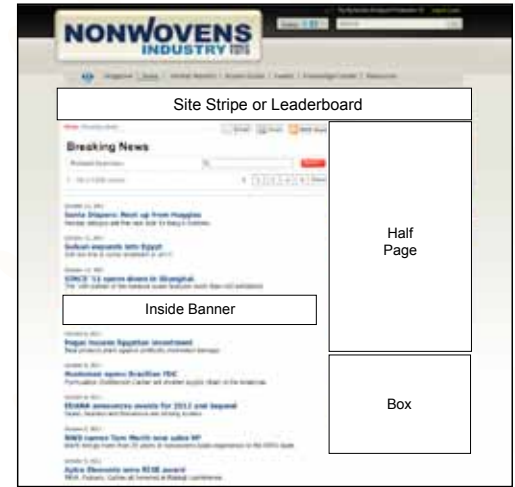
Breaking News (Per Week)

Breaking News: Today the Breaking News email newsletter from Nonwovens Industry is the industry standard news product. Blasting weekly, the newsletter now boasts over 12,000 subscribers world wide driving a hefty half-million page views a year on the site. Breaking News sponsors get a 3 for 1 deal: ad on the email, same size ad on the news page that the email links to, and a button ad on the home page. Typical page view rates for the week: 7,000.

Size	1x	3x	6x
Banner (468 x 60)	\$800	\$760	\$720
Box (300 x 250)	\$800	\$760	\$720
Half Page (300 x 600)	\$1,500	\$1,450	\$1,400
Leaderboard (728 x 90)	\$1,500	\$1,450	\$1,400
Site Stripe (1000 x 60)	\$1,500	\$1,450	\$1,400

Note: All ad dimensions are in pixels (width x depth)

* These ad formats are available only on the website part of the sponsorship, not in the email itself



Current Issue (Per Issue)

Current Issue Sponsorships: The current issue is published in its entirety at Nonwovens-Industry.com as a web based application. Current Issue sponsors get their ads on EVERY PAGE of the online edition. The sponsorships last for one month as the “current issue,” and then for another 11 months in the archive. Half of all page views are developed in the first month, and an equal number over the remainder of the year. A total of 7,000 page views is typical for a current issue sponsorship for the 12-month period.

Size	1x	3x	6x
Banner (468 x 60)	\$1,750	\$1,650	\$1,550
Box (300 x 250)	\$1,750	\$1,650	\$1,550
Half Page (300 x 600)	\$2,600	\$2,475	\$2,350
Leaderboard (728 x 90)	\$2,600	\$2,475	\$2,350
Site Stripe (1000 x 60)	\$2,600	\$2,475	\$2,350
Page Peel	\$3,100	\$3,000	\$2,900
Wallpaper	\$3,100	\$3,000	\$2,900

Note: All ad dimensions are in pixels (width x depth)



Run of Site (Per 10K Impressions)

Run of Site Sponsorships: Guarantees are hard to come by in advertising. But in 2012 Nonwovens-Industry.com introduces the Run of Site concept where your ad placement is provided a set number of page views in advance. Later in the year, the Run of Site concept will be extended into specific search criteria, making it possible for us to bring your ad exclusively into editorial content you choose in advance, with the same kinds of volume guarantees!

Size	1x	3x	6x
Box 300 x 250	\$1,750	\$4,950	\$9,300
Half Page 300 x 600	\$2,600	\$7,050	\$12,600
Site Stripe 1000 x 60	\$2,600	\$7,050	\$12,600

Run of Content Sponsorships: Run of Site Sponsorships can be tailored to run on specific content based on keyword selections. For more information on Run of Content Sponsorships, including pricing and impressions, contact your sales representative.

Buyers' Guide Main Page Sponsorships (Per Month)

Buyers' Guide Top Page Sponsorship Package Per Month

Size	1x	3x	6x
Box (300 x 250)	\$800	\$760	\$720
Half Page (300 x 600)	\$1,200	\$1,140	\$1,080
Site Stripe (1000 x 60)	\$1,200	\$1,140	\$1,080
Page Peel	\$2,100	\$2,000	\$1,900
Wallpaper	\$2,100	\$2,000	\$1,900

Note: All ad dimensions are in pixels (width x depth)



Buyers' Guide Category Sponsorships (Per Year)

Size	1x	3x	6x
Site Stripe 1000 x 60	\$895	\$795	\$750
Half Page 300 x 600	\$895	\$795	\$750
Box 300 x 250	\$895	\$695	\$650

Note: All ad dimensions are in pixels (width x depth)



Webinars – Nonwovens-Industry.com provides virtual online conference events called webinars throughout the year that attract a highly selective audience. Between three and four hundred pre-registrants normally form the captive list available to the sponsor in addition to inclusion within aggressive promotion for the event and live presentation opportunities at the events themselves.

Live@Show Events – Nonwovens-Industry.com provides live event coverage through its Breaking News franchise, intensifying to a weekly blast during the show week, and including live video feeds directly from the show. Sponsors may have advertising on the emails and microsite, as well as supplying promotional video materials and dynamic advertisements within the videos themselves.

Third Party Emails – Nonwovens-Industry.com provides advertisers with the opportunity to direct their own email efforts to the opt-in portion of the Breaking News email list. Approximately 4,500 readers are available in various demographic cuts.

Rules & Requirements

Positions: Purchased positions on specific pages (top banner, top box, leaderboard, etc.) take priority over advertisements purchased on a per view basis. Specific run of content advertising takes priority over general run of site advertising. All advertising will be placed within content.

Ad Materials: Ad files must be supplied to Nonwovens Industry at least one week prior to scheduled insertion start date. Artwork that is created by Rodman Publishing on behalf of the advertiser is produced for fee \$100/hour.

- 100kB file size limit for all ad dimensions
- For web we accept rich media, png, jpeg, gif and rotating gifs, plus Flash.
- No limit to the number of rotations in ad.
- Flash files do not work in e-mails.
- For Flash file only - EMBED links.
- For all others DO NOT EMBED links. Send URL alongside material.
- For Site Stripe Ads that expand:
 - * File Size Max: 250k for all
 - * Flash file only - EMBED links.
 - * Please add Open and Close buttons to Expandable Site Stripe
 - * Expandable Site Stripe May only stay open for 8 – 10 seconds at introduction.
- For Supplied Videos:
 - * At least 480 x 270, but better if it is 640 x 360
 - * We accept Windows Media Player, Quicktime, or Flash files.
 - * File Format Accepted: .MOV .WMV .SWF .FLA .FLV .MPG .MPEG
 - * 50MB limit
 - * Go to Prepress Pitstop on Rodmanpublishing.com for FTP delivery instructions.

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