



	Placement	Dimensions	Pricing (All rates are net)
designretailonline.com All placements serve ROS. Pricing based on 20% SOV.	Top Leaderboard	728x90, 970x90 & 300x50	\$2,000/month
	Top Rectangle	300x250 or 300x600	2,000/\$2,250/month
	2nd Rectangle	300x250	\$1,600/month
	Spotlight	300x100	\$1,300/month
	3rd Rectangle	300x250	\$1,400/month
	4th Rectangle	300x250	\$1,200/month
	Anchor	728x90, 970x90 & 300x50	\$1,100/month
	Retargeting – CPM	Multiple	\$40-\$60 CPM
High Impact Placements All High Impact Placements excluding Wallpaper & Sliding Billboard, serve once per Unique every 24 hours. 3rd Party Tags Required.	Prestitial – Homepage	600x400	\$2,500/month
	Interstitial – ROS	600x400	\$1,000/week
	Sliding Billboard – Homepage	1000x30	\$2,500/month
	Wallpaper – Homepage	960x1024/160x1024	\$1,000/week
Daily Email Newswire	Top Leaderboard	728x90 & 300x50	\$2,400/month
	Top Rectangle	300x250	\$2,000/month
	Second Rectangle	300x250	\$1,800/month
	Third Rectangle	300x600	\$1,800/month
	1st Inline Text Ad	468x60	\$1,500/month
	2nd Inline Text Ad	468x60	\$1,300/month
	3rd Inline Text Ad	468x60	\$1,100/month
Anchor	728x90 & 300x50	\$1,200/month	
Product Alert Leaderboard & two 250x250 Product Squares	Exclusive Sponsorship	728x90, 300x50 & two 250x250 Product Squares	\$2,000/month
Content Marketing			\$8,000/year
Custom eBlasts Sent to the 34,000+ design:retail eBlast audience.	100% Branded Message	HTML file	\$5,000 per blast
Digital Edition Print edition with added click-through branding capabilities.	<u>Sponsorship</u> Prominent banner display left of cover	472x570	\$900/issue
	<u>Banner Ads</u> Top Right Logo	88x31	\$400/issue
	Skyscraper Left	120x600	\$1,100/issue
	Skyscraper Right	120x600	\$1,100/issue
	Top Leaderboard	1450x100	\$1,100/issue
Lead Generation	White Papers		\$500/month, \$1,100/3 months & \$1,600/6 months

More information

All High Impact/Rich Media Ads require 3rd party tags. 3rd party tags or rich media fees will apply if client/agency does not have a rich media vendor to build their high impact ad. Ads are served through Dart for Publishers (DFP).

Creative delivery deadlines: 5 business days for standard media, 10 business days for complete rich media & 15 business days if our rich media vendor will build your High Impact Ad.

Email all creative to creative@emeraldexpo.com and please include a copy of IO.

Rosario Woliver, Digital Sales Manager
 (770) 291-5417
rosario.woliver@emeraldexpo.com

Allie Banks, Digital Sales Account Manager
 (770) 291-5497
allie.banks@emeraldexpo.com