

## » VIDEO LIBRARY SPONSORSHIP

Brand your company with this popular type of online content. Performance-based sponsorship opportunity. Pay only when your message is seen. Everytime a video is clicked on, your 15 second commercial and leaderboard ad appears. Full metrics provided for ad impressions, clicks and video plays.

### Leaderboard on video player:



### Pre-Roll Video Intro from Sponsor:



FOR MORE INFORMATION: Contact your *Design News* representative or Brian McAvoy, Internet Sales Director, at 781-734-8191 or email at [brian.mcavoy@reedbusiness.com](mailto:brian.mcavoy@reedbusiness.com)

## AD SPECIFICATIONS

### Leaderboard Ad:

728x90 clickable JPEG  
(30k max size)

### Pre-Roll Video Intro:

**Dimensions:** 480x360 (4:3 Std)  
or 480x270 (16:9 Widescreen)

**SWF/FLV:** 2Mb max or 2,048 K,

**JPG:** No larger than 20k

**Length:** Up to 15 seconds

**Materials Due Date:** 6 Business days prior to launch.

Advertiser supplies SWF, FLV or JPG file (preferably hosted on their end). By default, the video ad is set so that user may not skip over the ad.

## CATEGORIES:

- Automotive
- Gadget Freak
- Aerospace
- Design Tools
- Electronics and Test
- Motion Control and Automation
- Materials / Fastening
- *How It Works*

## PRICING:

\$1.76 gross, cost-per-play

Sponsor can specify budget cap. Subject to availability, more than one sponsor possible per technology category.

**CONTRIBUTED VIDEO:** Vendors can also submit their own videos and pay the same cost-per-play rate. Vendor supplied videos will be posted in the special *How It Works*. Leaderboard ad also included

Max video length 4 minutes. Files accepted: FLV, AVI or MOV. Vendors must also provide a headline (60 char. with spaces) and abstract (250 char with spaces) describing the video.