

DIGITAL OPTIONS IN DIGITAL ISSUES

Left of Cover

Ideal for interactive, personalized messages (video, flash animation, etc.); only visible when viewing the cover spread. The creative can be as large as the trim size of the cover.

Banners

(top or bottom)
Visible throughout the entire reading experience

Skyscrapers

(left or right)

These pillars on either side of the nextbook are visible throughout the entire reading experience, in 3.0 to present only. These sponsor images can be no taller than the height of the publication page.

Sizes/Specs

• **FULL BANNERS** top/bottom
468 px wide x 60 px high

• **SKYSCRAPERS** right/left
120 px wide x 600 px high

• **LEFT OF COVER** - It can be any size up to the trim size of the magazine. 80% of the trim size is recommended.

550 px wide x 480 px high
(IAB Large Pop-Up Size)

**Ask your sales representative for more information & pricing.*

Animation

Include logo or text animations, dynamic glows, flashes, moving images and other forms of movement.

Video

Activated by tapping somewhere on the ad in the digital edition or can activate automatically. Videos can come from YouTube, Vimeo, or using a video file.

Flash Form/Survey

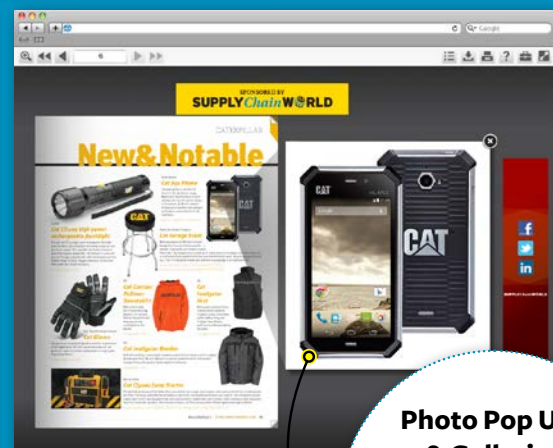
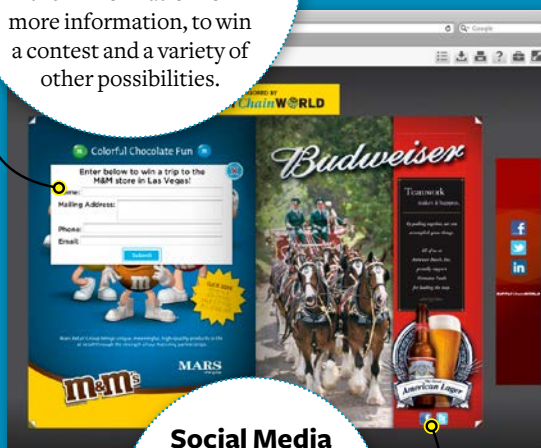
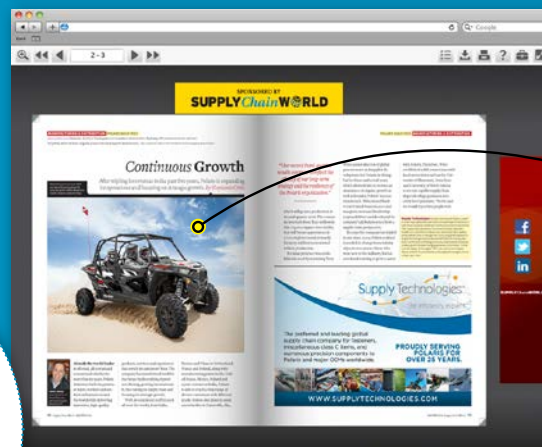
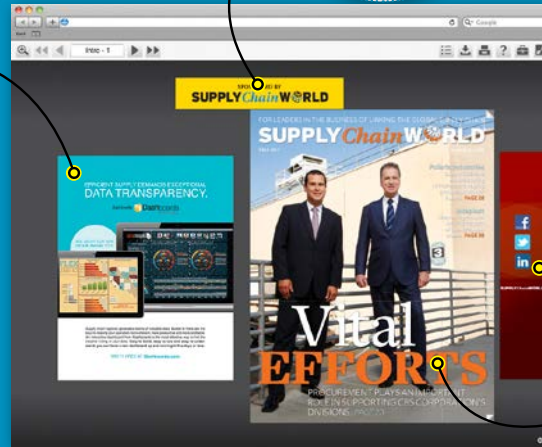
Add a call to action to your ad and have a pop up box appear. Readers can submit their information for more information, to win a contest and a variety of other possibilities.

Social Media Icons

Add these to your ad and have them activated to take you to the social media page

Photo Pop Ups & Galleries

Max 6 images in one gallery-tap thumbnail images or use a call-to-action to open the gallery - recommended



SUPPLYChainWORLD

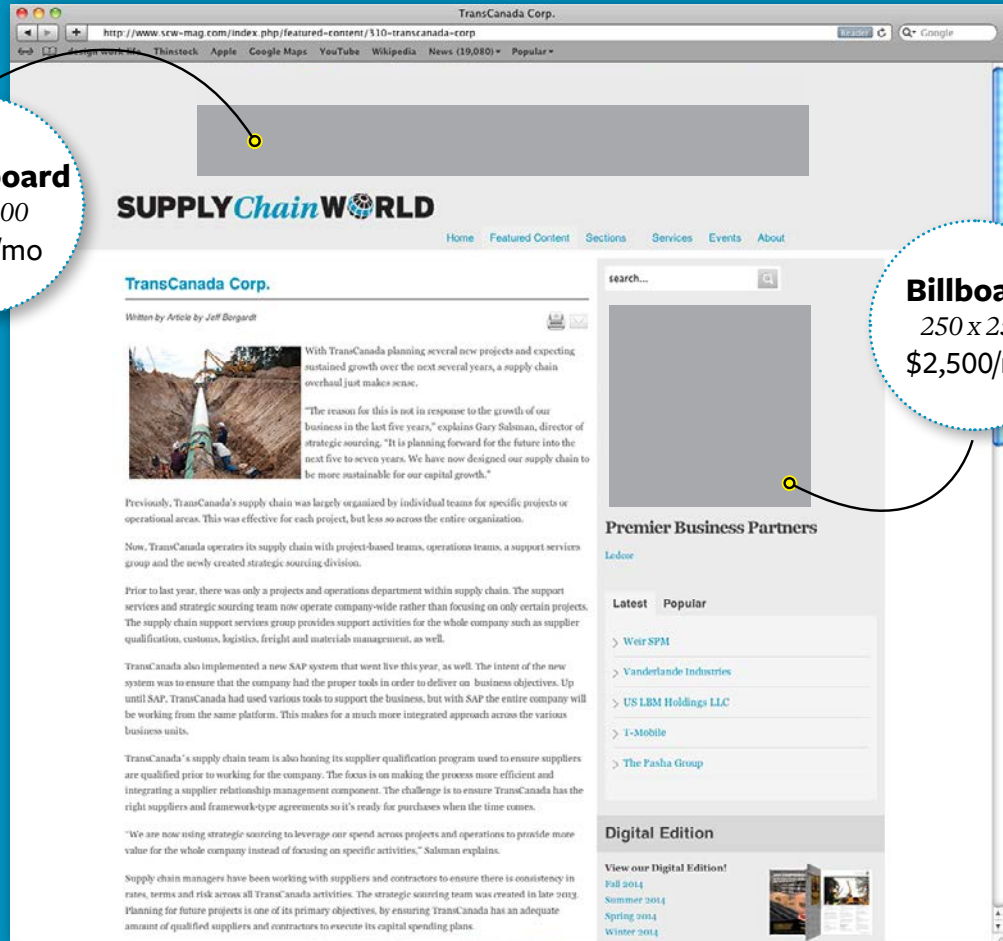
WEB

Leaderboard
850 x 100
\$4,500/mo

Billboard
250 x 250
\$2,500/mo

**Nearly 5,000
unique visitors
and growing.**

*Google analytics
upon request*

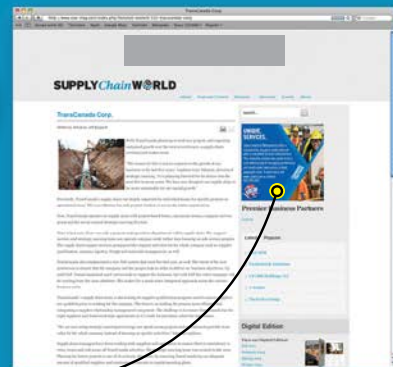


Original magazine article



Quarter-page advertisement

Final billboard is clickable and links directly to your site.



Online Story

E-BLASTS

Leaderboard

575 x 125 pixels

\$2,995

**Estimated
130,000
opt-in digital
subscribers**

CONTACTS

Adam Neidhardt, Sr. VP of Editorial Research
adam@phoenixmediacorp.com
(978) 299-9860

Jon Houston, Sr. VP of Editorial Research
jon.houston@phoenixmediacorp.com
(978) 299-9861

Stephen Pastorello, Publishing Director
stephen.pastorello@phoenixmediacorp.com
(978) 299-9811

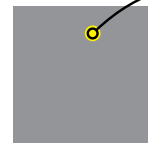
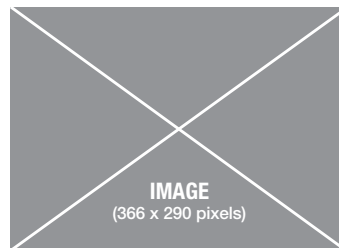
SUPPLY Chain WORLD

Company Name

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BODY COPY CONTENT UP TO 800 WORDS

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Current Issue



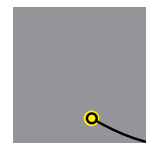
[Click to view the Digital Edition](#)

In This Issue

[Looking Ahead](#)

[West Liberty Foods](#)

[Wakefield Canada](#)



In Our Next Issue

In the next issue of *Supply Chain World*, we spotlight companies and projects in the Southeastern United States.

Interested in being featured in *Supply Chain World*? Contact Erick Slack.

Right Rail

125 x 125 pixels

\$1,995

Logo + 30 Words

125 x 125 pixels

\$995

E-BLAST DEDICATED

\$4,995