

## DIGITAL OPTIONS IN DIGITAL ISSUES

### Left of Cover

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.*

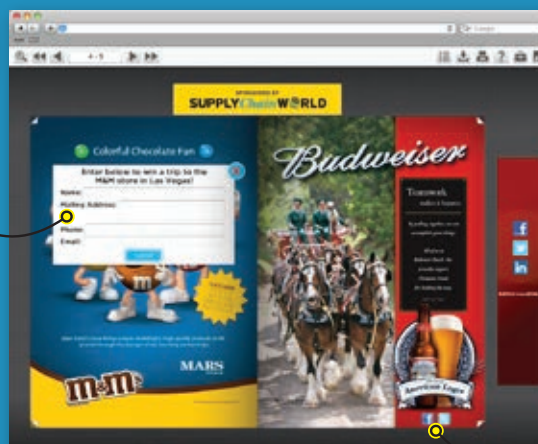


### Ad-Gen

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.

### Video

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



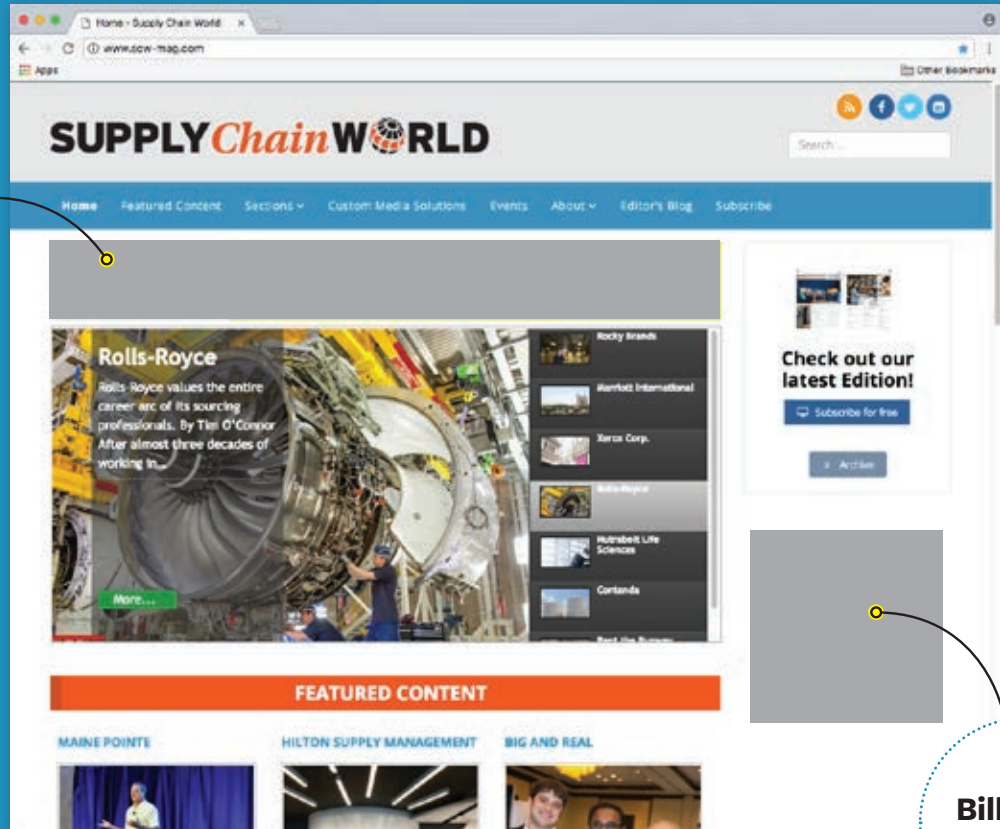
### Social Media Icons

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

**Leaderboard**  
850 x 100

**Over 14,000  
unique page  
views and  
growing.**

*Google analytics  
upon request*



**Billboard**  
250 x 250

Original magazine article



Quarter-page  
advertisement



Final billboard  
is clickable and  
links directly to  
your site.



Online Story

## E-BLASTS

**Leaderboard**  
600 x 125 pixels

**Estimated  
70,727  
opt-in digital  
subscribers**

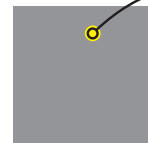
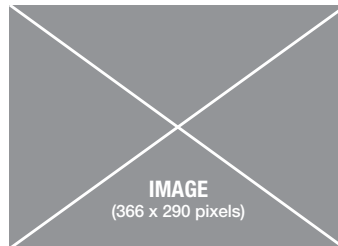
### SUPPLYChainWORLD

Company Name

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BODY COPY CONTENT UP TO 800 WORDS

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**Right Rail**  
125 x 125 pixels

Current Issue



[Click to view the Digital Edition](#)

In This Issue

- Looking Ahead
- West Liberty Foods
- Wakefield Canada



**Logo +  
30 Words**  
125 x 125 pixels

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.

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### E-BLAST DEDICATED