

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

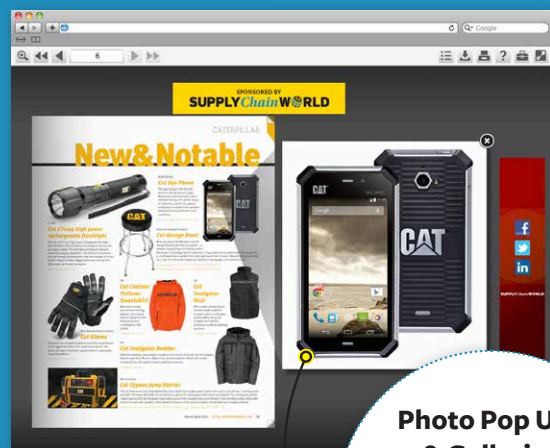
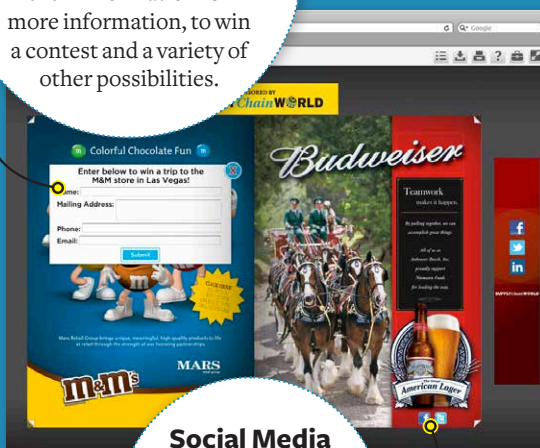
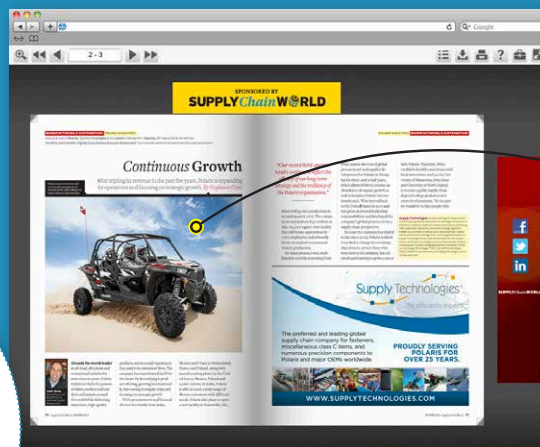
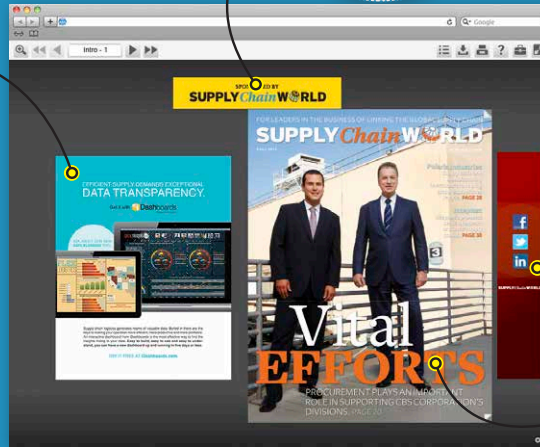
Add a call to action to your ad and have a pop up box appear. Readers can submit their information for more information, to win a contest and a variety of other possibilities.

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 6,000+
unique visitors
and growing.

*Google analytics
upon request*

The screenshot shows a web browser displaying an article from TransCanada Corp. on the SUPPLYChainWORLD website. The article is titled "Pipeline Prowess" and is written by Jeff Borgardt. It discusses TransCanada's supply chain overhaul and strategic sourcing. The website layout includes a search bar, navigation links (Home, Featured Content, Sections, Services, Events, About), and a "Premier Business Partners" section listing companies like Weir SPM, Vanderlande Industries, US LBM Holdings LLC, T-Mobile, and The Pasha Group. A "Digital Edition" section is also visible, listing Fall 2014, Summer 2014, Spring 2014, and Winter 2014.

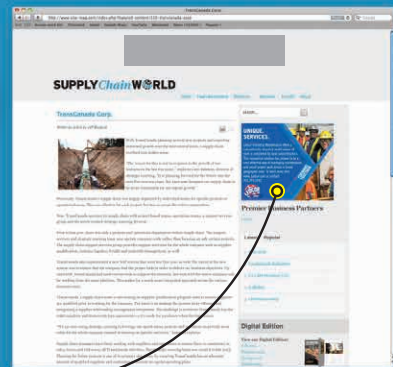
Original magazine article



Final billboard
is clickable and
links directly to
your site.



Quarter-page
advertisement



Online Story

E-BLASTS

Leaderboard

575 x 125 pixels

\$2,995

**Estimated
83,381
opt-in digital
subscribers**

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SUPPLY Chain WORLD

Company Name

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BODY COPY CONTENT UP TO 800 WORDS

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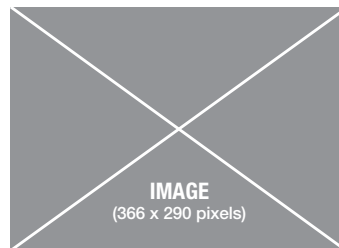


IMAGE
(366 x 290 pixels)



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