

## Digital Advertising

### Website

**What's Hot at SupplySide East** ..... \$2,500

Digital Magazine

**What's Hot at SupplySide West** ..... \$3,000

Website

#### Leaderboard (728x90)

Highly visible units at top and middle of page..... \$3,000/month

#### Left Rectangle

Description: Placed on the left-hand side  
of Natural Products INSIDER page ..... \$2,500 per month

#### Right Rectangle

Description: Placed on the right-hand side  
of Natural Products INSIDER page ..... \$2,500 per month

#### Welcome Ad/Prestitial (640x480)

Loads on first visit, "Sponsored Introduction"  
is displayed with a countdown ..... \$3,000-4,000/week

#### Floor Ad

Fixed, adhesion ad unit that sits at the bottom of the page,  
remaining in the user's view as they scroll ..... \$2,500/week

#### Sponsored Content

Native infeed headline placement with link to native article  
or advertiser's site ..... \$1,500/month

### Email Newsletter Advertising

#### Email Newsletter Advertising

Email newsletter is sent twice weekly, with the following  
available ad units:

670x90 or 468x60..... \$1,500/week

180x150 (2 available per email newsletter,  
adjacent in middle of content scroll) ..... \$1,000/ea.

### Content Marketing

#### Content Marketing

Digital Magazine ..... \$6,000/Issue

Deep Dive Report..... \$15,000/Report

Webinar ..... \$10,000 pre-recorded/\$12,000 live

White Paper ..... \$4,500

Formulator's Resource..... \$3,000

Infographic (client provided)..... \$3,000

Infographic (incl content creation) ..... Custom quote

Healthy Insider Report Podcast..... \$1,500

Slide Show ..... \$3,500