

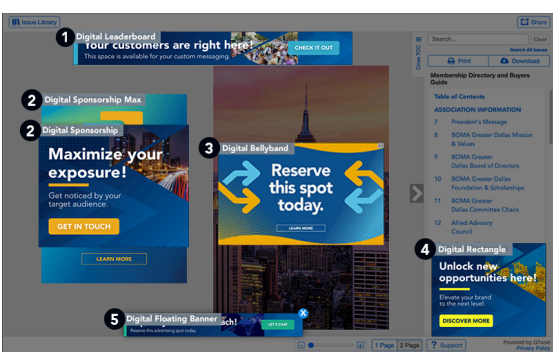
- DISPLAY ADVERTISING
- DIGITAL EDITION
- DIRECT MAIL
- MLE
- PROFILES

# Extend your print advertising investment with the unique benefits of digital media.



GTxcel's digital edition platform allows members to engage with their publication at home or on the go. Produced as a pure digital replica of the print edition, the page view in GTxcel allows you to engage with product and service listings or member information in the format it was intended.

With the option to view in a 1-page or 2-page format and ability to identify zoom level, GTxcel allows you to determine your best preferred reading experience. Also included is the ability to pull a PDF of the publication, or search by keyword to find specific listing details in one or across all of an association's publications.



## 5 Floating Banner (Bottom)

The Floating Banner ad appears at the bottom of the screen and will remain on all pages throughout the Page View until closed out.

## 1 Leaderboard (Top)

The Leaderboard ad appears on screen at all times throughout the Page View.

## 2 Sponsorship (Standard, Max or Video)

The Sponsorship ad appears to the left of the digital edition's cover page and is displayed every time the digital edition is first accessed.

## 3 Bellyband

The Bellyband ad is placed on top of the digital edition's cover page and is displayed every time the digital edition is first accessed.

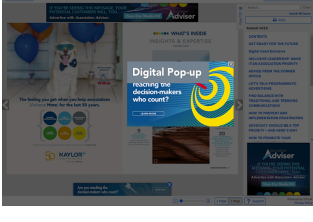
## 4 Rectangle

The Rectangle ad appears at the bottom of the table of contents. The ad is on screen at all times throughout the Page View.



## Full Page Digital Insert/Outsert

Digital insert ads can be placed between key articles in the Page View, or placed at the back of the digital edition (as a Digital Outsert). Insert/Outsert section is also accessible directly from table of contents.



## Pop-up Ad (Standard or Video)

Digital pop-up ads or Video can be placed on top of key pages in the digital edition's Page View, with the option to read and close out in order to read the page behind it.

Rates are net and per insertion. Reservation is on a first-come, first-served basis.

Are you ready to take your influence to the next level? Ask us about custom packaging options and industry-specific campaigns to boost your presence in print and online.

### CURRENT RATES (CPC-D0025)

#### Digital Edition - Full Color

1x

Sponsored eBlast Banner	<input type="checkbox"/> \$1,350.00	▼
Leaderboard (Top)	<input type="checkbox"/> \$1,050.00	▼
Rectangle	<input type="checkbox"/> \$950.00	▼
Sponsorship	<input type="checkbox"/> \$680.00	▼
Floating Banner	<input type="checkbox"/> \$600.00	▼
Digital Insert	<input type="checkbox"/> \$320.00	▼

REQUEST TODAY!

### Supplementary Charges

Artwork Creation	\$50.00
Index Listing	\$20.00
Match	\$550.00
Process - Cyan	\$400.00
Process - Magenta	\$400.00
Process - Yellow	\$400.00
Proof	\$50.00