» ELECTRONIC ADVERTISING OPTIONS

Our new website design will increase your company's visibility whether visitors are viewing the site from their computer, their phone or a tablet. Choose from more ad options including the new Super Banner, Top Banner, Content Banner and Button ads.

Contractor Supply's electronic advertising platforms reinforce your print message and give it the immediacy, speed and adaptability of the Internet. Our website at **ContractorSupplyMagazine.com** and our weekly e-mail newsletter, **CS Weekly**, should be key components of your media strategy. We also offer custom e-mail opportunities, our **Contractor Supply Video Channel** and our new **CS First-Run Videos** newsletter.

ONLINE ADVERTISING HELPS YOU:

- Reach the supply chain's critical decision makers
- Increase traffic to your own website
- Increase your brand awareness
- Increase your market share
- Reinforce your print advertising campaigns

In June 2017, 12-month traffic at **www.ContractorSupplyMagazine.com** topped **613,000 page views** for the first time. Executive decision makers in the construction distribution industry come back often for breaking industry news, analysis, articles on distribution management, sales, motivational tips, important industry links and more.

Subscribers to **CS Weekly** rely on us to keep them up to date on what's happening in their industry, with news about company earnings, acquisitions, executive appointments and other important events. Newsletter button ads appear in the body of the newsletter itself. Click-thru ads appear on the pages of the stories included in the newsletter.

SPECIFICATIONS

File type: animated or static .JPG or .GIF

EXCEPTION: Animated ads will not work in some email systems, such as Outlook. Please submit only static ads for custom emails (e-blasts) and CS Weekly.

Resolution: 72 dpi

File size: Maximum size allowed 800 KB (the smaller the file size, the faster the ad will load)

Link: Please provide the URL where visitors will be redirected after they click on your ad

Flash: Flash is no longer recommended because major browsers are ending support of that technology. Instead, we accept animated GIF files as well as HTML5 content and animations.

PRODUCTION CONTACT

MATERIALS

Caitlin Kincannon

866-214-3223 ext. 120 | *ckincannon@directbusinessmedia.com*
FAX: 920-397-7558

ELECTRONIC AD SIZES & RATES

Website	Size	Cost
Super banner ad*	1,800 x 370 pixels	$2,600/month
Take over ad	900 x 600 pixels	$2,080/month
Top banner ad	600 x 100 pixels	$805/month
Content banner ad	500 x 100 pixels	$570/month
Button ad	225 x 225 pixels	$350/month

Super banner ads limited to two per month in rotation

CS Weekly e-mail newsletter		
Top banner ad	600 x 100 pixels	$685/issue
Content banner ad	500 x 100 pixels	$555/issue
Newsletter button	225 x 225 pixels	$455/issue
Click-thru button	225 x 225 pixels	$355/issue
Third Party/Custom e-Blasts		$1,725/blast

Video Uploads		
Per Video	5 minutes or less	$345/6 mo.