

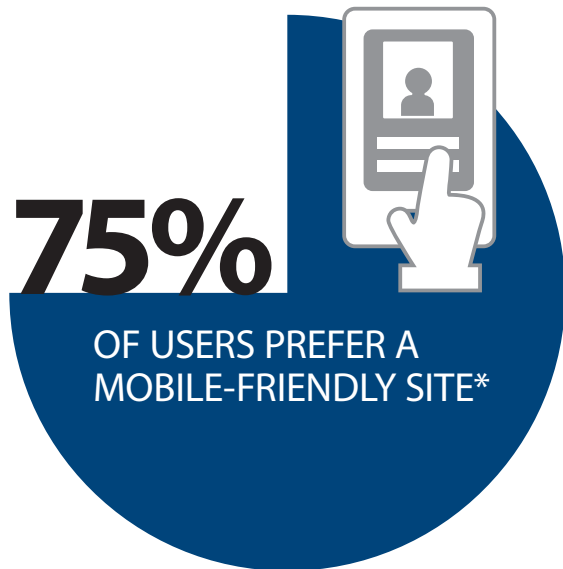
ISHN



NEW! RESPONSIVE DESIGN WEBSITE

Now Live!

Responsive design allows for optimal viewing on all devices!



*Google Research, Google Mobile Ad Blog, 2012
^Experian's Digital Marketer Report, 2013

Why Responsive Design?

Responsive design creates an optimal user experience across devices from a desktop to a smartphone, making it easier for users to make quick and educated purchasing decisions.

Advertiser Benefits:

- **More Exposure, Better Brand Perception:** By optimizing the look and feel of ads for every screen size, advertisers increase their exposure, awareness, and the potential for user interaction.
- **Ads Look Good on All Devices:** A visually striking responsive website that highlights content puts the focus on your ad message and creates an immersive user experience.
- **Unified Ad Tracking:** With a single responsive design, ad tracking and analytics are condensed into a single report, allowing for easier monitoring and analysis of your ad campaign.
- **Google Recommends Responsive Website Designs:** A recent change made by Google places responsive websites higher in their search rankings on smartphones and tablets. This means more exposure for your products and services when you advertise online with us.

Now, your ad campaign is optimized across all platforms for even greater visibility!

LEADERBOARD

(or SUPER LEADERBOARD)

The leaderboard ad is positioned above the content on all devices, directly below the site header. Leaderboard is responsive throughout the site and becomes a 320x50 on mobile.

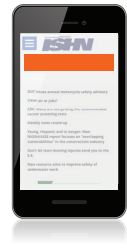
- Positioned higher on page
- Fits to screen for better view ability
- Run of Site (ROS)

DESKTOP: 728x90
(or Super Leaderboard: 970x90)
TABLET: 728x90
MOBILE: 320x50

Additional Ad Options Available:
(Expandable Sizes & Other Rich Media)

- Expandable Leaderboard
- Billboard (sub-pages only)
- Pushdown (sub-pages only)

HOME PAGE



SUB-PAGE



HALF-PAGE

(or WIDE SKYSCRAPER)

The skyscraper ad is now on the home page! Appears in the third column amidst article content. This ad is ROS with interior right skyscraper.

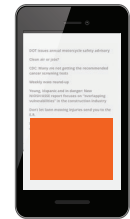
- Expandable sizes available
- Run of Site (ROS)

DESKTOP: 300x600
(or Wide Skyscraper: 160x600)
TABLET: 300x600
(or Wide Skyscraper: 160x600)
MOBILE: 300x250

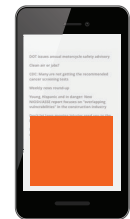
Additional Ad Options Available:
(Expandable Sizes & Other Rich Media)

- Expandable Wide Skyscraper
- Filmstrip

HOME PAGE



SUB-PAGE



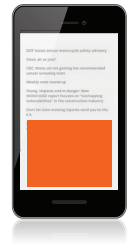
MEDIUM RECTANGLE

The medium rectangle appears in the third column and is positioned slightly lower on the page.

- Same size on all devices
- Run of Site (ROS)

DESKTOP: 300x250
TABLET: 300x250
MOBILE: 300x250

HOME PAGE



SUB-PAGE



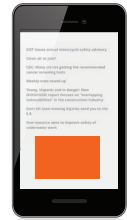
RECTANGLE

The rectangle ad is now a single ad position and appears directly below the news sections in the first column.

- Home page only
- Follows the visitor down the page
- Same size on all devices

DESKTOP: 180x150
TABLET: 180x150
MOBILE: 180x150

HOME PAGE



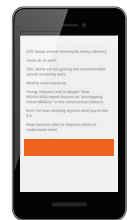
MOBILE BANNER

This new mobile banner has been added to the feature column and is expandable to 320x415 for an upgrade.

- Home page only
- Can be expandable to a 320x415 (upgrade)
- Same size on all devices

DESKTOP: 320x50
TABLET: 320x50
MOBILE: 320x50

HOME PAGE



FLOATING AD & INTERSTITIAL

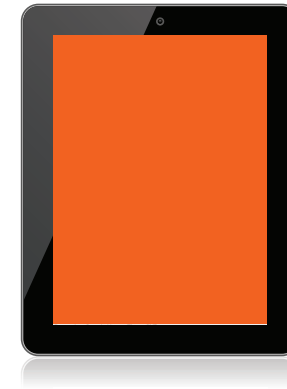


The interstitial/floating ad floats over the content on the home page for 15 seconds. Visitors to the home page will see your ad before they see anything else.

- Fits to screen for better view ability
- Interstitial ad appears before home page loads
- Home page only

DESKTOP: Max 800x600
TABLET: Max 768x768
MOBILE: Max 320x480

HOME PAGE



SLIDER



The slider ad begins as a narrow footer banner that runs across the bottom of the browser window on the home page. Upon user interaction, the full size ad slides in and takes over the entire browser window.

- Slider ad is responsive for each screen size
- Home page only

DESKTOP: 950x90 to 950x460
TABLET: 728x90 to 768x768
MOBILE: 320x50 to 320x480

HOME PAGE

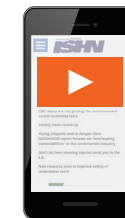


ADVERTISER VIDEO

Videos are located at the top of the third column and are responsive with each screen size.

- Most recent video goes in the lead spot
- All videos are Run of Site (ROS)
- Ask about pre-roll video ads for our editorial videos.

HOME PAGE



DESKTOP: Up to 1920 x 1080
TABLET: Up to 1920 x 1080
MOBILE: Up to 1920 x 1080

ARTICLE SPONSORSHIP

Your rectangle ad appears in the flow of body content of an article, where view potential is high!

- Same size on all devices
- Target your campaign around content

ARTICLE PAGE



DESKTOP: 180x150
TABLET: 180x150
MOBILE: 180x150

TOPIC SPONSORSHIP

Target visitors engaged with content for a specific topic that relates to your company and product. A perfect synergy of hitting the right audience, on the right site, when their focus is on a specific topic.

- Ad package includes wide skyscraper and medium rectangle ads
- Highly impactful advertising opportunity

TOPIC PAGE



LEFT WIDE SKYSCRAPER

(article page only)
DESKTOP: 160x600
TABLET: 160x600
MOBILE: 300x250

MIDDLE MEDIUM RECTANGLE

(topic page only)
DESKTOP: 300x250
TABLET: 300x250
MOBILE: 300x250

FEATURED PRODUCTS

Products appear on the home page in descending placement with link to full product article.

- Includes product photo, description and link to your web page
- Perfect way to position your product in front of buyers

HOME PAGE



EXCLUSIVE TOPIC TARGETING

Target visitors engaged with content around a specific topic that relates to your company and product. An exclusive topic sponsorship allows you to take over the topic and associated articles with 5 ad spots per page. It is a perfect synergy of hitting the right audience, on the right site, when their focus is on a specific topic.

1. LEADERBOARD (or SUPER LEADERBOARD)

DESKTOP: 728x90
(or Super Leaderboard:
970x90)

TABLET: 728x90
MOBILE: 320x50

2. HALF-PAGE (or WIDE SKYSCRAPER)

DESKTOP: 300x600
(or Wide Skyscraper:
160x600)

TABLET: 300x600
(or Wide Skyscraper:
160x600)
MOBILE: 300x250

3. MEDIUM RECTANGLE

DESKTOP: 300x250
TABLET: 300x250
MOBILE: 300x250

4. LEFT WIDE SKYSCRAPER (article page only)

DESKTOP: 160x600
TABLET: 160x600
MOBILE: 300x250

5. MIDDLE MEDIUM RECTANGLE (topic page only)

DESKTOP: 300x250
TABLET: 300x250
MOBILE: 300x250

TOPIC PAGE



ARTICLE PAGE



EXPANDABLE AD SIZES & OTHER RICH MEDIA



EXPANDABLE LEADERBOARD: The first ad visitors see while they read the latest headlines on the site. Expandable leaderboard is run of site (ROS) and expands when readers hover their mouse over it.



EXPANDABLE WIDE SKYSCRAPER: A wide skyscraper ad that expands to the left and is run of site (ROS).



BILLBOARD: Front and center on all interior pages, the billboard gives you a large canvas to communicate your message to site visitors and pull in rich media content.



PUSHDOWN: The pushdown ad is placed above content on the interior pages of the site. Once a visitor interacts with the pushdown as it expands, it pushes the page content down creating a completely new space where the visitor can interact with your ad message.



FILMSTRIP: Available ROS, the filmstrip combines five ad segments in one 300x600 unit, for a large canvas of up to 300x3000. Users scroll through the five segments where you can walk them through different functions of your products or showcase multiple products.

Industrial Safety & Hygiene News

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