

2012 eProducts Quick Reference & Pricing Guide

R&R Online

Extend your reach of R&R's professional audience.

(All eProduct rates are net.

Per week prices available on request)

Banner Ads (468 x 60 pixels)

- \$500/month

Expandable Banner Ads

- \$600/month,

Skyscraper Ads (120 x 600 pixels)

- \$700/month

Tile Ads (125 x 125 pixels)

- \$400/month

Expandable Tile

- \$750/month

R&R TV Streaming Video (up to 90 sec.)

- \$700/month

Featured Product of the Month

(Links to advertiser's website)

- \$500/month

Things to See (Products featured on home page)

- \$300/month

Countdown Clock

- \$1750/month

Article Sponsorship (300 x 250 pixels)

- \$200/month (6 month minimum)

Case Study/White Paper

- \$250/month

Web Blog Sponsorship

- \$400/month

Web Podcast Sponsorship

- \$400/month

RICH MEDIA ADS:

Floating Ad (on home page)

- \$750

Page Peel (Peel Down) Ad

- \$700/month

Other Custom Online Options:

Microsite

- \$600/month (6 month minimum)

Webinars

- Call R&R Publisher Evan Kessler or your R&R representative for pricing

Custom eNewsletter

- Starting at \$2,500, Call R&R Publisher Evan Kessler or your R&R representative for pricing

Online R&R Trade Directory & Buying Guide

All options appear online for 1 year!

Choose from following:

Deluxe Package – \$645

(\$325 for print Directory advertisers) includes:

- Color boldface listing in print
- Web hotlink in online listing
- 4-color logo in print and online
- Online company description (up to 30 words)
- Plus improved search ranking

Premium Print and Online Directory Package \$1,095

- Color boldface listing in print
- 4-color logo in print and online
- Online Company description (up to 30-words)
- Up to 3 Product Shots online
- Up to 3 Catalog/Spec sheetd (PDF) online
- Email Lead For: " Info Request from R&R Directory Listing"
- Premium Ranking and designation online and print (listing appears at the top online)
- Technical Training School Listings (if applicable)

eProducts Quick Reference & Pricing Guide (cont'd.)

Logo Plus Listing Directory Package – \$295

(Free for print Directory advertisers)

- Color Boldface listing in print
- 4-color logo in print & online
- Live Web Hot Link in online listing
- Unlimited online Branches, Reps and Distributor Listings

R&R eNews

Delivered right to the inbox of 7,400 Active Opt-In R&R eNewsletter subscribers,¹ the R&R monthly eNewsletter reaches qualified industry buyers and prospects. Sponsor a custom eNewsletter devoted exclusively to your company.

(All eProduct rates are net)

eNews Banner Ads (468 x 60 pixels)

Top banner \$400

Additional banner positions \$300

eNews Skyscraper Ads

(120 x 600 pixels) – \$425

eNews Tile Ads (125 x 125 pixels) – \$195

Featured Product of the Month – \$300

Things to See (Product Spotlight) – \$200

- Top Featured Product \$385
- eNews Article Sponsorship \$400
- eNews Featured Video \$500
- Additional “New Product Spotlight” positions \$220

Social Media

Twitter Sponsorship – \$400

Facebook Sponsorship – \$300



R&R LIVE digital editions are sent electronically via email for instant viewing or they can be downloaded for reading at a later time. Delivered to Opt-in Email Subscribers and flooring industry professionals totalling over 1,600 R&R LIVE offers immediate access to new products, installation methods, design trends and direct, interactive connectivity with the industry's manufacturing/supplier community.

R&R LIVE Digital Magazine

Sponsorship - \$1,500

Margin Ads - \$200 net

Flash Belly Band (inside issue) - \$300

Index Tabs - \$100

Gatefolds/Barn Door - \$400

Ad Animation - \$515 net

(includes creation), \$340 (re-insertion)

Call Back Card - \$100 per issue,

\$85 6x advertiser, \$60 12x advertiser

Business Reply Card - \$100 per issue,

\$65 6x advertiser, \$65 12x advertiser

Video or Audio - \$350 (up to 25 GB/supplied)

Custom Survey - \$795

Blow-in Card - \$300 net

Options also available on request:

- Flash Animation
- Scrollbar

Digital only ads*

- FP: \$695, 6x: \$595
- Spreads or scroll bar pages \$1,250;
6X advertisers \$890
- Gatefold/Barn Door \$1,395;
6x advertisers \$1,045

*Digital only ads appear after other advertisers within the issue.

Take 10% off - for 2011 schedules in R&R LIVE booked by November 30!!! All prices are net. Complete descriptions are located separately in the Media Kit. Contact your R&R media consultant for more details!

- Print advertisers (3x minimum) receive 15% discount. (Does not apply to packages)
- 10% Combo discount when including ICS together with R&R online. (Does not apply to packages)
- All rates are net based on supplied digital file, digital ad production available
- Space is limited and subject to availability. Schedule early to insure your first choice for times and positions.

Reach *R&R's* Total Audience With Integrated Media Packages

Looking to reach more buyers?

Extend your exposure to *R&R's* online, eNews and *R&R LIVE* digital edition readers:

- Reach 2,000 average Unique Visitors each month on www.randmagonline.com*
- Target over 7,400 active/opt-in subscribers¹ receiving *R&R* eNews delivered to their inbox
- More than 2,900 *LIVE* Digital Edition subscribers and flooring professionals.

Integrated Media Packages

An excellent way to extend your ROI and reach more of your target buyers!

Package 1

All for **\$845**/Per Month⁺ (A savings of 35% off A la carte rates)

- Tile ad – *R&R* Website
- Tile ad – *R&R* eNewsletter
- Video on *R&R* Website

Package 2

All for **\$1,365**/Per Month⁺ (A savings of 35% off A la carte rates)

- Page Peel on *R&R* Home page
- Banner ad – *R&R* eNewsletter and
- Video on *R&R* Website
- Video in *R&R* eNewsletter

Package 3

All for **\$1,755**/Per Month⁺ (A savings of 35% off A la carte rates)

- Banner ad – *R&R* Website
- Banner ad – *R&R* eNewsletter (monthly)
- Video on *R&R* website
- Video in *R&R* eNewsletter
- Skyscraper ad on *R&R* website

Package 4

Custom Packages

Contact your media consultant to build a custom package developed for your specific needs!

Special Discounts:

- Print advertisers (3x minimum) receive 15% discount.
- Combo discount (10%) when including *ICS* together with *R&R* online. (Does not apply to packages)
- All rates are net based on supplied digital file, digital ad production available
- Space is limited and subject to availability. Schedule early to insure your first choice for times and positions.

* Data Based on BPA/Nielsen Online Site Census, January/June 2011

¹ Publisher's Own Data

⁺ Month refers to any 30 day period