

NEW Web-based Videos



- **Channels** for easy navigation and sponsorship opportunities
- **Contributed videos** from users for free
- **PR opportunities** for supplier videos
- **Sponsorship opportunities** for suppliers
- **Full Analytics**

Exclusive Channel Sponsorship \$10,000 per month, What's included:

- **BANNERS** A B C
- **Pre roll ads** [limited to 10 seconds] in every video in the Sponsored Channel. D
- **eblast** to 10,000 names of specifiers from our database every other month [6 in total for a 12 month commitment], includes Leaderboard and Skyscraper Banner. **A \$35,000 value.**
- Up to **100 minutes** per year of the sponsors submitted videos in any Channel of your choosing. If each of your videos averages 5 minutes, that would be 20 videos. **A \$12,000 value.**
- **Analytics** included: Total video streams, Average view time, Total channel stream

Note: URLs embedded in video textbox are **NOT TRACKABLE**

Submit Your Video

- Submit your own Videos for \$500 a month that will include all analytics. Limit of 50 minutes per month. If each of your videos averages 5 minutes*, that would be 10 videos.

*We suggest limiting video's to 5 minutes or less but it is not a rule.

*See Video Ad guidelines for additional information.

CONTACT INFORMATION:

Sales:

www.HearstAdvantage.com

Production:

Erin Helmers - ehelmers@hearst.com