

## Online Expos Event Advertising Rates

Online Expos maintains the most complete industry events calendar for the wood products, energy, mining and agrifeed/animal feed industry. As a service to our users, we search the web for relevant events and list them free of charge. Each listing includes a description, location, venue, date, contact information (telephone, fax, email and website) as well as an event logo (with permission).

Because we work so hard to have the most complete events list it can get very long. Attract people to **YOUR** event by including a paid logo on the left hand side of ALL our events pages! Online Expos believes our events listing offers real value to your advertising campaign in traffic, search engine positioning and low cost. We are an informational website first and foremost and thus we do not charge the high rates associated with magazine/website combinations.

### Level 1 Fixed Advertising

- Flash, Animated GIF or JPEG/TIFF advertisement/logo with maximum size of 170x75 pixels
- Advertisement/logo shows on every events page loaded (index and all events) in the same position
- Maximum number of level 1 event advertising for sale: 3
- Clicking the image will link to your event website
- Cost **\$50 USD** per month. Minimum 3, 6, or 12 month subscription (\$150, \$300, or \$600)
- 10% discount if Online Expos is listed as media partner on your website (our logo and url link)

### Level 2 Random Advertising

- JPEG/TIFF advertisement/logo with maximum size of 110x50 pixels
- Advertisement/logo randomly chosen from level 2 advertising pool. If selected the logo advertisement will show in a random position below fixed level 1 advertisements.
- Maximum number of level 2 events advertising for sale: 25
- Minimum number of level 2 events advertising shown on any event pages: 5
- Clicking the image will link to your event listing on Online Expos
- Cost **\$25 USD** per month. Minimum 3, 6, or 12 month subscription (\$75, \$150, or \$300)
- 10% discount if Online Expos is listed as media partner on your website (our logo and url link)

See Page 2 for example advertisement/logo placements.

**Please note:** The example below is purely for illustrative purposes only. The events and the logos used below are not necessarily paying events sponsors on this site. Logos used below were from events who gave permission to use their logos for the free events listings.

The screenshot shows the 'Agrifeed Online Expo' website. The main content area displays a list of events with columns for Date and Event. Two red boxes highlight specific advertising spots: one for 'Level One Events Page Sponsors' (Maximum 3 for sale) and another for 'Level Two Events Page Sponsors' (Random Selection/Position, Maximum 25 for sale, Minimum 5 showing on any page). The left sidebar contains logos for various sponsors like Feed Expo, ILDEX, VICTAM ASIA 2008, and WCAP. The right sidebar features advertisements for Pellet Mill, Fuel Ethanol, and Okanagan Fireplace Den.

Fig 1: Example of paid events advertising for main events list and specific events (not shown).

**Notes:**

- One day after the event ends it will be removed from the events list, however advertising/logo url links will still continue to function until the subscription runs out
- Payable in US dollars by cheque, money order or bank transfer
- Pricing and terms subject to change

Online Expos, in conjunction with participating sponsors, provides engineering and operating information to the global wood products, energy, mining and animal feed/agrifeed industry. Our website includes animations, videos, photos and text describing how various production equipment functions. There are also technical programs for online calculations and graphic explanations of technical functions.

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