

New for 2008!  
Integrated  
Media Packages

The Authority for Supply Chain Decision Makers

# e-WorldTrade

## MAGAZINE



70,050  
BPA Audited  
US Circulation\*

WAREHOUSING

FINANCE

OCEAN

GROUND

3PL

TECHNOLOGY

AIR

\*June 2007 BPA Circulation Statement.

# 2008 Digital Media Guide



# Boost Your Online Advertising

## WorldTradeMag.com

Drive traffic to your site, generate sales leads and re-enforce your brand by advertising on the industry's comprehensive global supply chain website with over 7 years of archived editorial, daily industry news, Google-powered key word search, service specific portals for 3PL, Air, Banking, Fleet Management, LTL/ Motor Freight, Ocean, Ports, Rail, Small Package, Express, and Software, industry research and more.

Experts agree, that the best strategy to reach senior level executives and managers is an integrated marketing communications program that combines the best of print, in-person and electronic. **In fact, 89% of executives agree a brand is more top-of-mind if they see it in more than one medium.\*** That is why our offerings can be packaged together for a discounted rate. Ask your sales rep for more information.

Worldtrademag.com's impressive traffic offers suppliers a fabulous opportunity to leverage brands, generate new customers, drive prospects to trade show booths, launch new products, introduce technology, promote online press events, and a thousand other initiatives.

But how will you leverage this opportunity? The index below will link you to exciting online marketing opportunities that will help you accomplish your objectives.

### WorldTradeMag.com by the Numbers

Annual Unique Visitors - 131,237

Monthly Visits per Month - 20,808

Page Views per Day - 2,240

Source: NetTracker Data, Jan 07- Jan 08.



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Click on images or headlines for interactive samples.

\*ABM-Harris.

# Website Ads

Advertisers on worldtrademag.com can choose from a large variety of website ads. Banners, Skyscrapers, Tiles, Buttons and Rich Media Ads are ideal for branding, as well as, excellent tools for reinforcing your print ad campaigns.

Purchase a website sponsorship package for one price and get a rotating banner ad plus a stagnant button ad. Space is limited so contact your rep today!

## Banner, Tile, Button & Skyscraper Ads



## Page Peel and Floating Rich Media Ads



Banner Ad advertisers will rotate in the top and bottom banner ad positions, plus receive a non-rotating button position as a package

See Page 8 for Specifications

# Additional Sponsorships



## Web TV

Short video clips displayed within our website demonstrating a new product or service, providing educational information, and recapping trade show exhibits or previewing upcoming trade show demos.

## LINX

Create an ad, select key words and every time a visitor searches your words your ad appears next to relevant editorial content.

## White Paper

Post your white paper in our resource library where subscribers go to find relevant materials on products and services in the supply chain industry.

## Microsites

Your very own customized page dedicated to the products and services you offer. Include content, ads, hyperlinks, and more.

## Blog

Blogs are an excellent forum for candid commentary or for covering special events or topics. Now you can take advantage of targeted, high interest content with a blog dedicated to the global supply chain and build a leadership position in the market.



See Page 8 for Specifications

# World Trade e-Newsletter

Delivering news, legislative updates, research, and key need-to-know data from around the globe with one global and four region specific e-newsletters every month. E-newsletters are emailed only to those professionals who opt-in or choose to receive it. Quality editorial brings quality leads.

**Global Edition** – 1st & 3rd Tuesday of the Month  
WTM's World Trader, delivered to 8,860 e-subscribers.\*\*

**China Edition** – 1st Monday of the Month  
Brought to you by the China Supply Chain Council & WTM, delivered to 5,284 e-subscribers.\*\*

**Europe Edition** – 2nd Monday of the Month  
Brought to you by Transport Intelligence & WTM, delivered to 3,568 e-subscribers.\*\*

**Latin America Edition** –  
3rd Monday of the Month  
Brought to you by InfoAmericas & WTM, delivered to 3,656 e-subscribers.\*\*

**India Edition** – 4th Monday of the Month  
Brought to you by CII Institute of Logistics and WTM, delivered to 3,414 e-subscribers.\*\*

Sophisticated marketers can utilize *World Trade's* e-newsletters to promote the following:

- Drive traffic to your trade show booth
- Publicizing upcoming educational events & Webinars
- Highlight personnel changes in your company
- Build traffic on your website
- Grow readership of your company newsletter
- Reinforce print ad campaigns



## Sponsor Ad

- 20-25 words of text and graphic
- 3 Banner positions
- 2 Skyscrapers
- 2 Tile Ads



\*\*Publisher's Own Data, October, 2007.



# World Trade Digital Edition

Build your brand and build ROI electronically with *World Trade's* Digital Edition.

Launched in July 2005 and published every month, the *World Trade* Digital Edition is an exact replica of the print issue, but with added digital interactivity. Every advertiser in the print issue is included in the digital issue for free. Your digital ad is embedded with live links to any web sites or email addresses listed in your ad, driving customers to your web site or sales staff for more info with one simple click.

Tracking capabilities with digital allow you to prove ROI — page views, time spent viewing your ad, click throughs and more.

## Rave Reviews of WTM Digital:

*"This digital version of your publication is an excellent equivalent graphical representation of your hard-copy magazine!...I wish there were more digital versions like this one available! Keep up the great work!"*

*"Congratulations guys, I have been subscribed to your hard copy magazine for the last 6 years at least and this electronic version is just awesome!!!"*

*"Excellent — very efficient and great viewing software. Articles are always of a high standard."*

*"You outdid yourselves, congratulations. It's about time somebody took the lead."*

Utilize digital capabilities to add a dynamic effect to your digital ad. Add animation, rich media or streaming video to your ad for an additional charge.

## Capitalize on this popular electronic media with a Digital Edition Sponsorship.

### Sponsorship Benefits:

- Receive a full-page ad adjacent to the front cover of the issue – get immediate & exclusive brand exposure
- Your logo appears at the top of every page of the digital edition – for continuous visibility
- All links in sponsorship page and from logo are live to drive traffic to your web site
- Electronic tracking – so you can find out how many people viewed your sponsorship page and clicked on your links.
- Video - over 61% of digital readers value video content as a useful add-on to digital magazines\*

Tip: We recommend creating a unique landing page with a registration form to track the people who click through.

Sponsorships are limited and going fast for 2008 so reserve yours today!



# World Trade Webinars

## Custom Webinar

These live or recorded events online let you demonstrate your products to a targeted audience. We provide the platform and you provide the content.

## Global Webinar Series

### *Single Event Sponsors*

Concentrating on China, India, and Latin American logistics, these webinars will take place 6 times next year. You will reach a specific group of supply chain professionals who are interested in these countries.

## Supply Chain Management Online University Webinars

### *Single Monthly Sponsors*

Now in its third year, our University Webinar Series enables you to target a captive audience of supply chain executives. In fact, almost 90% of attendees would consider attending this series again.\*

Capitalize on this established audience with an exclusive University webinar sponsorship.

## Exclusive Sponsor Benefits:

- ❖ Reach & interact with manufacturing, retail and wholesale executives involved in the global supply chain
- ❖ Sponsor promo at beginning, middle & end of program (Capability to offer a free white paper to attendees during event)
- ❖ Exclusive company branding for entire event – your logo on all promotional materials for event, includes print, email & web marketing
  - Full page ad in WTM to promote webinar
  - Promotion on e-newsletters 2x a month
  - Promotion on worldtrademag.com
  - Final program to be posted online at worldtrademag.com
- ❖ Quality sales leads — all participants must register to view program

## Format

- ❖ 45-minute webinar
- ❖ 30-minute presentation
- ❖ 15 minutes for Q & A
- ❖ Moderator Neil Shister, Editorial Director *World Trade Magazine*



\*Webinar Series Evaluation, 2/07

# Specifications



<b>AD SIZES:</b>	<p>Banner Ad – 468 x 60 pixels          Button Ad – 120 x 60          Tile Ad – 125 x 125 pixels          Skyscraper Ad – 120 x 600 pixels          E-newsletter Sponsor – Graphic 125 x 125 pixels and 20-25 words of text with link          Page Peel Ad – 150 x 150 pixels (600 x 600 total animation stage)          Expandable Banner Ad – 468 x 60 pixels (468 x 115 total animation stage)          Floating Ad – 468 x 60 pixels (animation stage varies)</p>
<b>FILE SIZE:</b>	<p>20k (20,000 bytes) or less – Banner, Tile ad          30k (30,000 bytes) or less – Skyscraper ad</p>
<b>ANIMATION:</b>	<p>Within ad units: 30 seconds maximum without being re-initiated by the user.          If overlay content: 10 seconds maximum to reach final resting place.          15 seconds maximum for total animation.          Floating and expandable ads will only appear once per day per user.</p>
<b>COLORS:</b>	256 colors or less
<b>RESOLUTION:</b>	72 dpi
<b>FILE FORMATS:</b>	JPG, GIF (static or animated) and SWF* (Macromedia Flash, must include .FLA file) No flash files in E-Newsletters
<b>TECHNICAL GUIDELINES:</b>	<p>*All ads should be coded so that click-thrus launch a new browser window using target="_blank".</p> <p>*3rd Party Ad tags are accepted, but if click thru URL is embedded in ad, we cannot guarantee the tracking of those click-thrus.</p> <p>*No ad can prompt the download of a plug-in, and must be coded to search for any required plug-ins and display an alternate ad to those who don't have it.</p> <p>*SWF-FLASH SPECIFICATIONS:</p> <ul style="list-style-type: none"> <li>-Must be published for Flash plug-in 8 or lower.</li> <li>- Must have a clicktag encoded:  <pre>on (release) {   getURL(clickTAG,"_blank"); }</pre> </li> <li>- A default gif or jpg must be submitted for visitors without Flash or JavaScript</li> <li>- Client must submit both .swf and .fla files. If modifications to the .fla are necessary, we will ask that you provide either 1) provide all required fonts in Windows TrueType or Type 1 format, or 2) provide details on necessary changes to be made.</li> <li>- Must include a prominent close button available for the entire duration of the animation for any ad which overlays content.</li> <li>- Any sound must be user-initiated by mouse-over or click interaction with an area of the ad clearly labeled with 'sound on' or with appropriate icons such as G clef or speaker. Once turned on, there must be a way to clearly turn off the sound ('sound off' or an appropriate icon).</li> </ul>
<b>WHITE PAPER:</b>	4-10 pages, 50 – 200 word synopsis of white paper, category selection, PDF or Word Doc, Company logo (200 pixels wide)
<b>VIDEO:</b>	320 x 240 pixels or 640 x 480 pixels, 20MB, Less than 2 minutes, Windows Streaming Media (WMV), Quicktime, Flash Video (SWF), Flash Streaming (FLV)

# Rates & Contacts

## WEBSITE SPONSORSHIP

	GROSS
Banner, plus Button	\$710
Skyscraper	\$885
Tile	\$595
Expandable Banner	\$2,185
Floating Ad	\$2,185
Peel Back	\$3,350

## MISC SPONSORSHIP

	1X GROSS	3X GROSS	6X GROSS
Digital Edition	\$2,940	\$2,350	\$1,765
Web TV	\$470	for 3 months	
White Paper	\$470	for 3 months	
Microsite	\$3,795	for 12 months	

## NEWSLETTER SPONSORSHIP

	GLOBAL GROSS	CHINA GROSS	EUROPE GROSS	LATIN AMERICA GROSS	INDIA GROSS
Top Banner/Skyscraper	\$1,085	\$1,085	\$910	\$910	\$910
Other	\$595	\$595	\$595	\$595	\$595
Sponsor Link	\$415	\$415	\$415	\$415	\$415

## WEBINAR SPONSORSHIP

	GROSS
University	\$11,765
Global	\$11,765
Client Based	\$11,765
Research Based	\$17,650

## INTEGRATED MEDIA PACKAGES

	GROSS
Platinum	\$151,880
Gold	\$109,740
Silver	\$75,630
Bronze	\$40,170

## SALES

For *World Trade* e-Product pricing information, position availability, traffic statistics, or creative assistance, please contact your *World Trade Magazine* sales representative.

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