

2017 Digital Rates

Audience: Distributor business owners, executives and salespeople

ESP Rates

32,000+ Registered Distributors				
Description	Position	Price	Position	Price
Pay for Placement	Top spot	\$300/M	5th spot	\$260/M
	2nd spot	295/M	6th spot	250/M
	3rd spot	280/M	7th spot	240/M
	4th spot	270/M	8th spot	230/M
			9th spot	225/M

Home Page Advertising	Size	Price
Home Page Expandable Banner	468 x 60	\$25/M
Home Page Tile	120 x 90	10/M
Home Page Tower	120 x 280	595/day
Top Sellers		\$1,200/mo. per category
Product of the Day		M-F 800/day; Sat & Sun 650/day
Home Page Pay for Placement		475/mo per category (6 products)
ESP Sponsorship of The Joe Show		250/week

Search Results Advertising	Size	Price
Search Results Expandable Banner	468 x 60	\$95/M (non-sold out categories)
		205/M (sold out categories)
Search Results Tile	120 x 90	45/M (non-sold out categories)
Search Results Tower	120 x 280	105/M (sold out categories)
		85/M (non-sold out categories)
		175/M (sold out categories)
Category Product of the Day		Starts at \$75/day
Most Popular (top 10 products)		(less than 100 impressions daily)
Featured Brands (LogoLine)		250/mo.
		1,195/year

Product Detail Advertising	Price
Product Video	\$50 (video per year)
You May Also Like	500/mo. for 3 products
You May Also Like (customized)	800/mo. for 3 products

Special Product Positions	Price
ESP Trigger Marketing	\$495/mo. (all products)
	695/mo. (Up to 10 categories)
Login Screen (M-F)	1,050/day
Login Screen (Sat-Sun)	175/day
Event Planner	125/mo.
Clearance/Specials/New Products	125/mo. (3 products)
Product Compare	265/mo.
Trade Show Optimization	
(17 days, 10,000 impressions) Any	1,000
(17 days, 4,000 impressions) Any	500
ESP Supplier Version	99
ESP Mobile Supplier Version	30/mo.
Virtual Samples ESP & ESP Websites	2/product
Search Engine Optimization	
(3,000+ products)	Quote Upon Request
(2,001 to 3,000 products)	8,995
(1,001 to 2,000 products)	4,995
(501 to 1,000 products)	2,995
(101 to 500 products)	2,495
(51 to 100 products)	1,995
(under 50 products)	1,295
Reoptimization	
(Fewer than 100 products)	1,000
(Fewer than 50 products)	500

ESP Mobile Rates

Description	Price
Pay for Placement	\$500/month
Home Screen Tile	55/month
Product of the Day	20/day
Product Results Screen Banner	110/month
Login Screen	160/month
Top Sellers	275/month
Video Ad Spot (iPad Only)	125/month

ESP Websites Rates

14,500+ sites, 700,000+ unique visitors; 3.6 million page views per month. Paid inclusion for all products to be on all websites. **\$219/mo. Introductory offer**

Description	Ad Specs	Price
Pay for Placement	Top 4 Positions	\$140/M
ESP Websites Supplier Specials	75/mo. (with ESP Supplier specials)	
		125/mo.
You May Also Like (for 5 products)		250/mo.
Event Planner		50/mo.
Top Categories		250/mo.
Home Page Rotating Banner		250/day
Product Collections	9-product set	349/mo.
	36-product set	999/mo.
Product of the Day	Mon - Fri	250/day
	Sat/Sun	175/day
Video Library		250/mo.

EmailExpress Rates

Circulation Promise: 60,000	Products	120x	52x	26x	12x	6x	3x	1x
EmailExpress Basic*	\$599	\$649	\$675	\$699	\$725	\$749	\$799	
EmailExpress Platinum*	699	749	775	799	825	849	899	
*\$50 surcharge for Tuesday and Wednesday sends								
EmailExpress Canada (Circulation Promise: 4,500)								\$180
EmailExpress Custom List								QUR
EmailExpress Supplier Global Resource (Circulation Promise: 15,000)				399	499	549	599	
EmailExpress Wearables (Circulation Promise: 40,000)				529	549	559	599	

ASICentral.com Rates

245,000+ page views per month			
Description	Ad Size	Placement	Price
Interstitial	550 x 400	News Page	\$799/mo.
Leaderboard	728 x 90	Home & Interior Pages	795/mo.
Medium Rectangle	300 x 250	Home & Interior Pages	599/mo.
Weekly Product Showcase on the News Page	160 x 1220	News Page	650/wk.

Web & Video Rates

Web	Price
Digital Express	
Catalog Conversion	\$6.50/page
Websites for Suppliers	595/year
Website Customization (one-time fee)	QUR
Maintenance Fee	QUR
Sponsored Webinars	3,570
Video	Price
The Joe Show	349