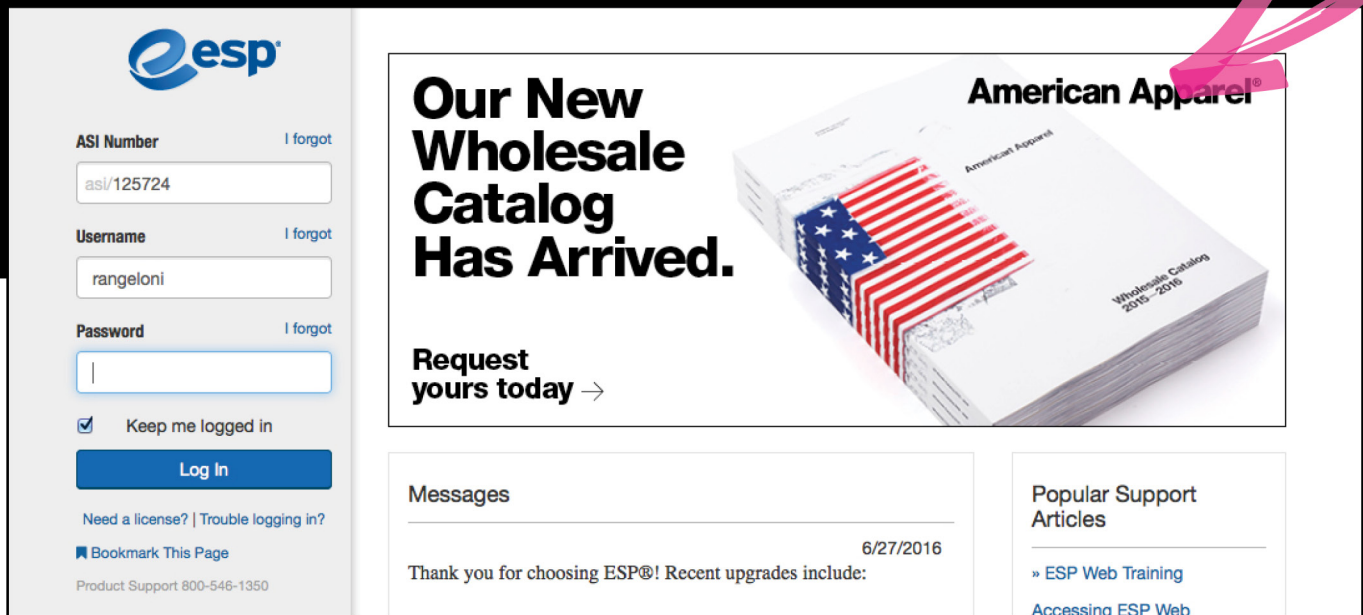


## MAKE AN IMMEDIATE IMPACT ON SEARCHERS



The screenshot shows the ESP login interface. On the left is a login form with fields for ASI Number (asl/125724), Username (rangeloni), and Password. Below the form are links for 'Need a license? | Trouble logging in?' and 'Bookmark This Page', and a phone number for Product Support. The main content area features a large advertisement for 'American Apparel Wholesale Catalog' with a stack of catalogs and the text 'Our New Wholesale Catalog Has Arrived. Request yours today →'. Below the ad are sections for 'Messages' (dated 6/27/2016) and 'Popular Support Articles' (listing 'ESP Web Training' and 'Accessing ESP Web'). A pink arrow points to the advertisement.

There are currently 32,000 distributor ESP<sup>®</sup> licenses, which means the search tool is used frequently by potential customers. Grab their attention with a static or animated ad on the login screen, or a pop-up for users already logged in. This is a great way to target distributors right before they begin browsing for products. Include a special offer for the best conversion rate.

**\$1,050 per weekday.**

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