

WEB ADVERTISING RATE CARD

PBP

PENSION & BENEFIT POWER

▶▶ www.pbpmagazine.com contains in-depth editorial and the industry's most comprehensive online buyers guide. Pension & Benefit Power's readers use our site as a primary resource for current pension and benefit information and as a buyers resource. Support your print advertisements in PBP with an ongoing Web presence.

Reach Buyers at our highly-targeted site.

▶ BANNERS

Support your marketing message with full, half or square banners.

▶ ENHANCED BUYERS GUIDE LISTINGS

Buyers Guide is online 24/7 and appears in print twice each year. Make your listing stand out, catch our readers eye with a full color logo.

RATES

Banners

Home Page

<i>One of four rotating</i>	<i>Full-Size</i>	<i>Half-Size</i>	<i>Buttons</i>
Top of page	\$350/month	\$200/month	\$175/month
Bottom of page	\$250/month	\$150/month	\$125/month

Buyers Guide

<i>One of three rotating</i>			
Introductory search page	\$200/month	\$150/month	\$100/month
Primary search page	\$250/month	\$175/month	\$125/month
Search results page	\$200/month	\$100/month	\$100/month

Buyers Guide Listing Enhancements

Company listing up to two product categories	Free to qualified companies
Web site Link	\$150/Six months
Company Logo or Graphic	\$75/Six months
Additional product /categories	\$75/Six months
Expanded copy	
50 words additional/listing	\$125/Six months
<i>Special Bundle Pricing</i>	
Company Logo & Link to your Web site	\$195/Six months

MECHANICAL REQUIREMENTS

<i>JPEG or GIF format</i>	Banners: 468x60 pixels, max 15K	Skyscrapers: 120x600 pixels, max 20K
	Buttons: 120x60 pixels or 120x100, max 4K	Logos: 125x125 pixels, max 4K

CONTACTS

Advertising

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