



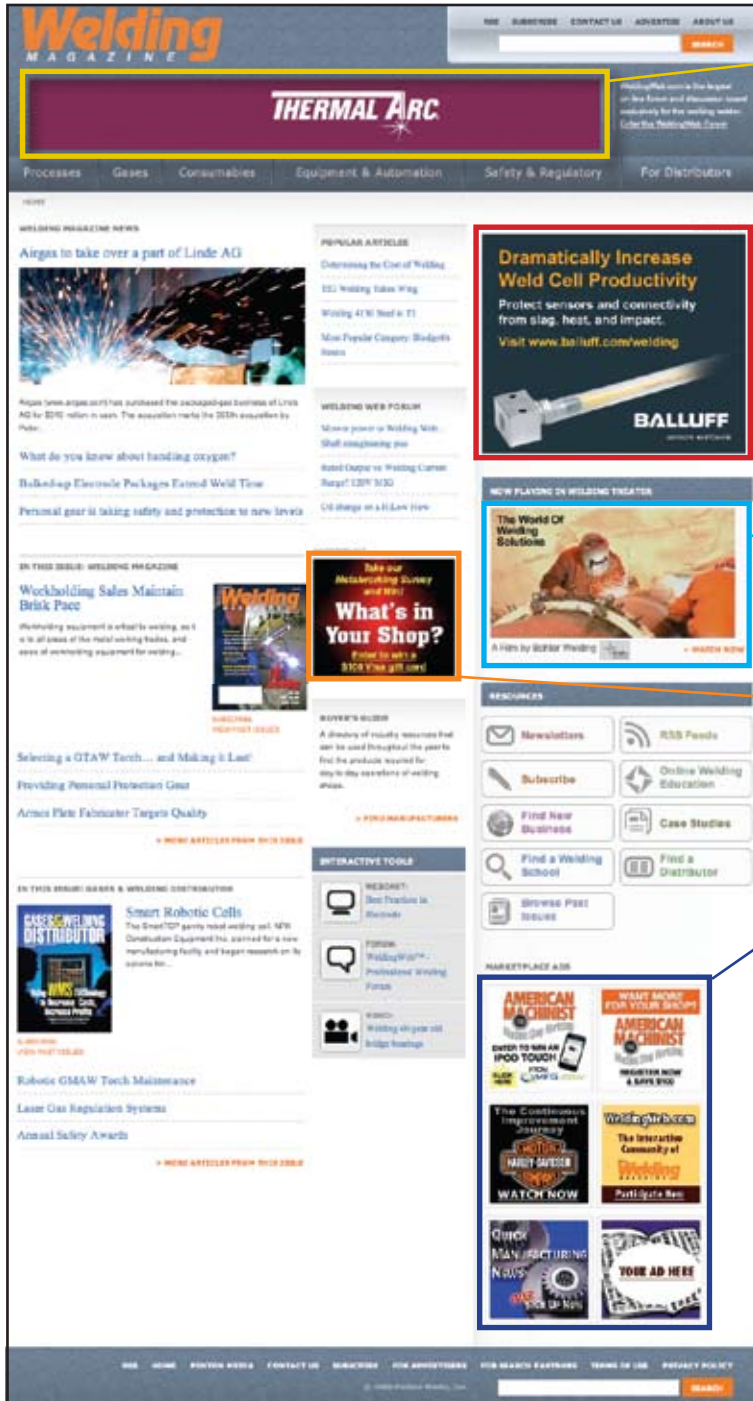
Welding
M A G A Z I N E

GASES & WELDING
DISTRIBUTOR

—2009 Online Media Planner—

Welding Magazine eMedia

The **Welding & Gases Group** delivers the fastest growing online network serving the welding industry. It offers the most extensive set of marketing tools, specifically designed to meet your goals — branding, demand generation, education, thought-leadership and leads. The network includes **WeldingMag.com**, **Welding Theater**, **Welding Insider**, **Distributor Lines** and **WeldingWeb.com**.



Top Banner

Top Banners appear at the top of the page directly in the users view, It gives your company exposure throughout the prime pages. CPM \$45 gross — 25,000 min. impressions.

Specs: 728x90 pixels; Max file size: 35k (additional cost for files over 35k).
File formats: GIF, Animated GIF, JPG, Flash accepted.

BoomBox

A prominent ad position located on the home page of **WeldingMag.com** and runs throughout the entire site. With a larger creative, your message is sure to capture attention.

CPM \$40 gross — 25,000 min. impressions.

Specs: 336x280 pixels; Max file size: 35k (additional cost for files over 35k).
File formats: GIF, Animated GIF, JPG, Flash accepted.

Welding Theater

An exclusive ad that links directly to **WeldingTheater.com**. This prime position is part of a video package. \$250 gross/week — Limit 2 weeks non-consecutive.

Rectangle Ads

Rectangle ads run on all main pages of **WeldingMag.com**. The Rectangle ads have a 3 ad maximum rotation. \$500/month.

Specs: 180x150 pixels; Max file size: 35k (additional cost for files over 35k).
File formats: GIF, Animated GIF, JPG, Flash accepted.

Marketplace Ads

Marketplace ads run on all main pages of **WeldingMag.com**. The Marketplace ads appear directly below the resource buttons. \$800/month.

Specs: 125x125 pixels; Max file size: 35k (additional cost for files over 35k).
File formats: GIF, Animated GIF, JPG, Flash accepted.

Roadblocks

This is the online version of an enhanced full-page print ad. Roadblocks are placed before the entry of **WeldingMag.com**'s home page. They offer a unique platform to capture audience attention. \$2,500 gross/2 weeks.

Specs: 640x480 pixels
File formats: GIF, Animated GIF, JPG, Flash or HTML accepted.
Max. file size: 50k.
Advertisers cannot buy consecutive weeks.



Rich Media

Float Across, Peel Back, Expandable Banner

Rich Media is the use of interactive or multimedia to give an enhanced experience to a web user. Rich Media allows you improved ad effectiveness, increased branding and higher click-through. We support a variety of rich media and expanding rich media technologies within an existing ad unit space.

Contact Christian Webb for availability and pricing. christian.webb@penton.com, 216.931.9501

Welding Theater

Your video is hosted on our dedicated video servers to guarantee the best viewing experience. Plus, your video is promoted monthly in our print and other online resources to assure maximum exposure. You'll also receive monthly traffic and video view reports.

- **First Video \$1,495/annually; Additional Videos \$495 each/annually.**

[Options to enhance your videos' exposure](#)

- **Feature Video**
The top and most dominant spot on WeldingTheater.com, and includes your video ad on WeldingMag.com.
\$250/week (Max. 2 weeks non-consecutive)
- **New Product feature**
Includes Hot Product sponsorship in the *Welding Magazine* newsletter, the Insider, and dominant positioning on WeldingTheater.com home page.
\$175/week
- **Product Category feature**
Listed under a category of your choice, your video is prominently positioned on the home page of WeldingTheater.com.
\$125/week (Max. 2 weeks)
- **Channel feature**
Control your own customized channel that includes unlimited video uploads, specialized promotion and unique visibility on the site.
Contact for pricing: daniel.pels@penton.com.



eNewsletters

Welding Insider

A monthly eNewsletter reaching the email inbox of 10,000 welding community executives.

Top Sponsor Program

One per issue. Up to 100-word text message, image with URL.
\$1325 gross.

Image dimension: 100x100 pixels; Max. file size: 6K.
File format: GIF, JPG.

Primary Sponsor Program

Second ad position. One per issue.
Up to 75-word text message, image with URL.
\$910 gross.

Image dimension: 100x100 pixels; Max. file size: 6K.
File format: GIF, JPG.

Hot Products feature

Four per issue. Up to 50-word text message, image with URL.
\$250 gross.

Image dimension: 100x100 pixels; Max. file size: 6K.
File format: GIF, JPG.



Gases & Welding Distributor Lines

A monthly eNewsletter reaching the email inbox of 5,000 distributors.

Top Sponsor Program

One per issue.
Up to 100-word text message, image with URL.
\$925 gross.

Image dimension: 100x100 pixels; Max. file size: 6K.
File format: GIF, JPG.

Primary Sponsor Program

Second ad position.
One per issue.
Up to 75-word text message, image with URL.
\$710 gross.

Image dimension: 100x100 pixels; Max. file size: 6K.
File format: GIF, JPG.



Forum

WeldingWeb.com

The largest online forum and discussion board exclusively for the working welder.

Forum Sponsorships

Contact Christian Webb for availability and pricing.
christian.webb@penton.com, 216.931.9501.

Badge Ads

Badge ads are only available on WeldingWeb.com, this allows you to extend your brand awareness among welding pros at a grassroots level.
\$470 gross/month.

Specs: 90x30 pixels; Max file size: 3k. Max. 3 frames.
File formats: GIF, Animated GIF, JPG.

Lead Generation

Market leaders aren't dabbling — they are diving-in to be seen, to generate response, to measure ROI and reach audience segments that cannot be reached effectively any other way. Our online products meet your needs, no matter what they are.

Webcasts

Webcasts are a combination of a conference call, live web-based visuals and audience interaction. Webcasts are a turnkey, cost-effective way to deliver technical product information to a large, geographically diverse audience of highly qualified industrial buyers and specifiers. All registration and attendee information is captured and delivered to you in real-time, as well as feedback and Q&A information, delivering immediate ROI.

\$8,000 gross



Case Studies/Whitepapers

Offering a free case study is a powerful B2B tool that can stimulate high click-through rates, generate leads and influence purchases. According to a report compiled by eMarketer, case studies are the second-most consulted source of information by corporate end-users.

\$2,500 gross/year

Specs: PDF, Word or PowerPoint document.

(Word and PowerPoint files will be converted to a PDF)

Title of Whitepaper as it would appear.

255 characters maximum description of Whitepaper.
(Includes spaces and punctuation)

Advertiser supplies case study PDF and URL separately.

Don't have the resources to produce your own case study?

Call us for estimated editorial fees.

View the sponsored case studies at www.weldingmag.com.

For more information, contact

Christian Webb

Online Sales Development Director

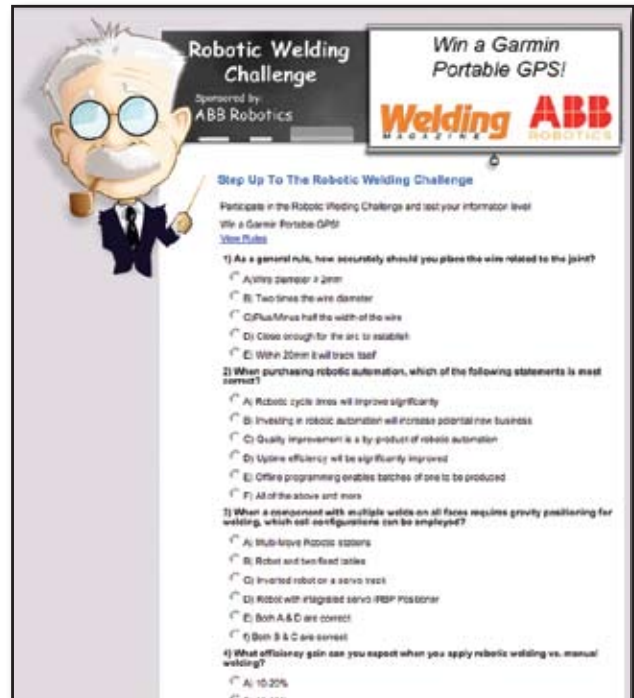
christian.webb@penton.com, 216.931.9501

Pop Quiz Challenge

A customized eMedia program designed to raise brand awareness for clients and products, it provides a great way to interact with the *Welding Magazine* readers and build a high-quality prospect database.

The pop quiz is a multiple-choice test targeting the *Welding Magazine* audience's desire to test their expertise with challenging questions and the opportunity to win a prize.

\$2,500 gross/week



Visitors are required to register and provide demographics to participate.

Specs: 5 questions, sponsor logo.

Resources

Buyers Guide

A comprehensive directory of industry resources that can be used throughout the year to find the products required for day-to-day operations of welding shops.

Gases & Welding Distributors Directory

A comprehensive distributor database where you can find distributor listings in your area (searchable by zip, city and a radial search). Listings include: company name, industry and more.

Materials must be submitted at least five business days prior to the scheduled run date. If materials are late, advertiser/agency is still responsible for the media purchased pursuant to the insertion order.