

# SupplyChainBrain.com Banner Advertising

SupplyChainBrain.com offers three banner advertising options:

1. **Run of site (ROS) banners** will rotate on random department pages as well as random channel pages where there are no exclusive sponsors. There are currently over 100 departments and thousands of SupplyChainBrain pages for ROS banner rotations.
2. **Newsletter banners** will run in both the online and e-mail delivery versions of any of our three weekly newsletters: QuickRead—newsbriefs; e-Insider—analysis and research; and Marketwatch—new products and services.
3. **Home Page banners** will rotate exclusively on the Home Page of SupplyChainBrain.com. Availability is limited. There are only six rotations for each of the two creative units.



Run of Site Banners		
Creative Unit	Guaranteed Monthly Impressions	Monthly Cost (net)
Skyscraper (120x600)	10,000	\$800
Leaderboard (728x90)	10,000	\$800

  

Newsletter Banners		
Creative Unit	Guaranteed Weekly Impressions	Weekly Cost (net)
Mini Skyscraper (120x240)	15,000	\$400
Rectangular Box (400x170)	15,000	\$400

  

Home Page Banners		
Creative Unit	Guaranteed Monthly Impressions	Monthly Cost (net)
Skyscraper (120x600)	5,000	\$600
Leaderboard (728x90)	5,000	\$600

**Material Specifications:** Rich media is accepted for all ROS and homepage banners. However, it is not accepted for the newsletters. Animation can loop forever. Maximum file size is 100kb. Materials must be received one week prior to launch date. Please send all online ad materials to Jessica Whitebook at [jwhitebook@kellerpubs.com](mailto:jwhitebook@kellerpubs.com). For more detailed specifications visit our website at:

[www.supplychainbrain.com/content/advertise-on-scbcom/advertising-specs](http://www.supplychainbrain.com/content/advertise-on-scbcom/advertising-specs).