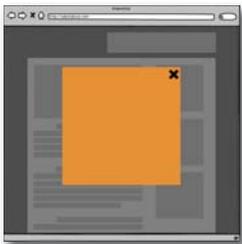


BodyShopBusiness.com – High Impact Ad Positions

View a live demo of each ad at <http://ads.babcox.com/demos>



Interstitial

The interstitial puts your ad on top of the website's content when a user is about to enter the site. Users must wait three seconds before they can continue to the website, ensuring your ad receives maximum visibility and engagement.†

Investment

\$1,875/wk



Floor Ad

The floor ad sits on top of the site's content at the bottom of the page, showcasing your advertising message. As the user scrolls, the floor ad stays in position and remains in place until it's closed by the user.†

\$1,500/wk

Expandable Video

Your 15 second video auto-plays at the top of the right sidebar when the page loads. When the user places their cursor over the video, the video expands and audio begins playing. The video disappears after it is finished playing. *Note: On mobile devices, the video plays but doesn't expand.* †

\$1,500/wk

In-Story Rectangle

This is a traditional rectangle ad appearing within articles throughout the site.

\$3,000/mo

In-Story Parallax

This ad unit appears to sit behind the page in a cut-out window, creating a unique effect as the user scrolls. The in-story parallax appears within articles throughout the site.

\$3,600/mo

In-Story Video

Your video is embedded between paragraphs of an article. The video plays only when the user scrolls to a certain point in the article, and sound is enabled when the user places their cursor over the ad. †

\$3,900/mo



Sidekick

At first the sidekick looks like a standard 300x250 rectangle ad in the right sidebar. But when the user places their cursor over the rectangle, the creative smoothly pushes the page content to the left – revealing a large, functional multimedia canvas for your message. *Note: Although the ad appears to all viewers, the expansion only appears to desktop users.*

\$1,813/mo



Sidebar

Your tall ad creative is placed on the left and right sides of the page, locked in place as users scroll. The ads get exposure across all pages of the website. You can design the left and right creatives to be the same, or make them different. This unit is visible on screens with resolution of at least 1500 pixels wide.

\$2,800/mo

† Appears once per user per day

For detailed ad specifications, visit <http://ads.babcox.com>