

# Content Marketing

## Sponsored Content

Feature valuable information about your product in the form of a written article or blog. Your content can be featured in the Engine Builder Email Newsletter, as well as on the EngineBuilderMag.com website.

## Digital Content Creation

Drive traffic and engagement to your website with repurposed editorial content from Engine Builder magazine. We'll help you create a social media campaign, backed by Engine Builder's social accounts, to help build your audience.

## Transitional

A 15-second takeover of the entire page. The user is then redirected to website. Display limited to 1x per day per site visitor. Video or display ads accepted.

### Specs

Dimensions: 500x500 pixels  
 File formats: JPG, GIF, Animated GIF; SWF; 3rd-Party Tags; click URL  
 Price: \$1,475 per week

### Video Specs

Aspect Ratio: 16:9 (768 x 432) or 4:3 (640 x 480)  
 File Formats: FLV, MOV, mp4; click URL  
 File Size: Up to 1.2 MB  
 Max Length: 15 seconds

## Wallpaper

Skin the background of our website with your brand's messaging. Note: Due to responsive design of website, this unit will not display on mobile screens. Run of site.

### Specs

Dimensions: 1920 x 1080 pixels  
 File formats accepted: GIF, JPG, BMP, PNG; click URL  
 Price: \$3,500 per month

## Page-Peel

The top right corner of website page peels back to reveal ad message. Logo or partial ad creative is displayed when unit is not expanded. Run of site.

### Specs

Provide 2 ad creatives  
 Dimensions:  
 Main Ad: 640 x 480 pixels  
 Collapsed Ad: 170 x 127 pixels

File formats accepted: JPG, GIF; PNG;  
 click URL  
 Price: \$3,000 per month



## Homepage Featured Video

Your supplied videos, with bonus ad banner, are featured on our homepage for one month.

Rotate up to 4 videos at a time.  
 Price: \$2,500 per month

### Specs

Provide YouTube link or original video file (16:9 aspect ratio)

## Sidebars

Ad creatives that lock to the sides of the main page content. Run of site.

Dimensions: 160 x 600 pixels

(left and right creative needed)

File formats accepted: JPG, GIF; click URL

Price: \$2,800 per month



## In-Story Ads

Exclusive sponsorship of all articles within our website, which account for roughly 75% of total monthly pageviews. Ad is placed on left-hand side of page, within body of article, separate from run-of-site ads.

### Specs

Dimensions: 300 x 250 pixels  
 File formats accepted: JPG, GIF, Animated GIF, SWF, 3rd Party Tags; Click URL  
 Price: \$3,000 per month

