

#### CONTENT CHANNEL SPONSORSHIPS

Align your message with our quality content in order to enhance your brand, build credibility and reach the most targeted and receptive audience. By using a “Sponsored by” logo or banner ad that reinforces their brand name, advertisers can “own” a special area of ProgressiveGrocer.com.

#### INTEGRATED CAMPAIGNS

Get the most from your marketing efforts by advertising in Progressive Grocer Magazine, and on ProgressiveGrocer.com. An integrated campaign allows you to promote your products and services to a much wider audience, and reinforce that message.

#### MICROSITES

Build brand loyalty, generate leads and educate our readers about your company, its products and solutions with a custom-built microsite hosted on ProgressiveGrocer.com. The microsite allows you to provide useful and timely content to our audience year-round. Laid out in a convenient, easy-to-use format, the microsite allows sponsors to dominate a specific product category or business topic. Your microsite can include demos, case studies, data sheets, surveys, downloads, and more. This unique interactive marketing channel builds brand awareness and stimulates purchase intent.

#### RICH MEDIA ADVERTISING

Ads don't just wait patiently to be clicked on anymore; now they float down pages, roll across screens sideways, and play audio and video. Rich Media ads place the advertisers message in front of users through attention grabbing, interactive formats that may include animation, sound, video, and/or interactivity. Ideal for branding, promotion, lead generation and driving sales.

#### TECHNICAL INFORMATION:

Ad Unit	Dimensions	GIF / JPEG	Flash	Animation
Leaderboard	728 x 90 pixels	20K	30K	15 seconds
Medium Rectangle	300 x 250 pixels	20K	30K	15 seconds
Standard Banner	468 x 60 pixels	20K	30K	15 seconds
E-Newsletter Leaderboard	728 x 90 pixels	20K	N/A	15 seconds
E-Newsletter Medium Rectangle	300 x 250 pixels	20K	N/A	15 seconds
E-Newsletter Standard Banner	468 x 60 pixels	20K	N/A	15 seconds

ProgressiveGrocer.com accepts Rich Media ads on a case-by-case basis. Creative must be received at least 5 business days in advance of start date. Send materials to: [adcreative@nielsen.com](mailto:adcreative@nielsen.com)

#### SEARCH BOX SPONSORSHIP

All print articles and online exclusive content is archived on ProgressiveGrocer.com into a searchable database. Sponsorship of the Search Box provides a highly visible, yet a non-evasive way to get your company name in front of business professionals. Your company logo and/or a text message (*Sponsored by*, *Powered by*) will be placed adjacent to the search box throughout the site. This is the perfect outlet for subtle, yet highly visible advertising to an involved and active audience.

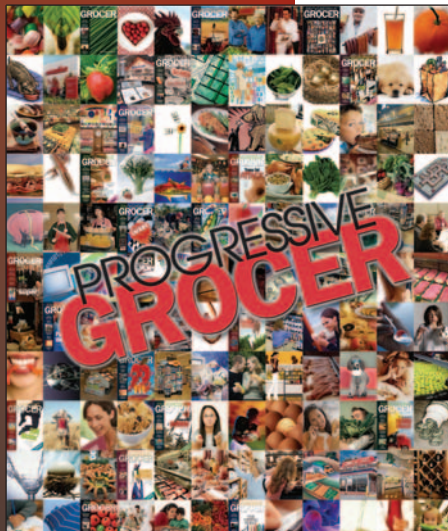
#### WEBCASTS

Meet your marketing objectives with an innovative Webcast event hosted on ProgressiveGrocer.com. Sponsor a roundtable discussion with leading industry experts, moderated by our editors, or create your own content to be Webcast to our target audience. Sponsors receive high visibility placement to a captive and engaged audience. We'll drive our readers to register by using all our media assets so you can capture highly qualified leads.

#### WHITEPAPER SPONSORSHIP

Post your company's whitepaper, insert or other printed collateral on ProgressiveGrocer.com. Expand your reach, and extend the shelf life of your message, while reducing direct marketing expenses. As paper and postage costs rise steadily, the ability to deliver a brochure or other marketing piece electronically is compelling. Sponsorship includes your company logo on the download page.

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# EMEDIA INFO

ProgressiveGrocer.com is the leading online source of business information for supermarket and food business professionals. Whether your goal is to increase awareness of your brand, generate leads, acquire new clients or retain loyal customers, we can provide the solution. ProgressiveGrocer.com delivers an average of 168,545 page views to 3,856 unique visitors each month<sup>1</sup>.

## Benefits of Advertising on ProgressiveGrocer.com

- Reach supermarket and food business executives directly
- Increase traffic to your Website
- Acquire new prospects for your products
- Build customer loyalty
- Boost your sales and branding

## Banner Advertising

Banner ads provide a simple and cost-effective way to increase brand awareness and visibility while driving traffic to your website. Each run-of-site banner position can rotate up to five advertisers. Ad rotation is random but equal, so each sponsor receives the same percentage of views. For added impact, purchase all available ad spots for an effective "Roadblock" of the site. This is the perfect program for new product launches, event promotion, and new branding initiatives.

Ad Unit	Size	Placement
Leaderboard	728 x 90	Top
Vertical Banner	120 x 240	Left
Anchor Banner	468 x 60	Bottom

## Email Newsletter Sponsorships

Newsletter sponsorships enable advertisers to deliver information about their products or services, while branding their name in an environment valued by our users. Use email newsletter advertising for a "call-to-action" campaign to announce a new product or service, promote a special event, or generate leads by offering an incentive.

- **Progressive Grocer Online Daily News** keeps supermarket professionals up-to-date on the latest news affecting the industry.
- **Smart Supplier Alert** contains important Wal-Mart news headlines from all Nielsen editorial sources. This is the perfect environment to promote your products and services to CPG manufacturers.

Newsletter	Subscribers	Frequency	Monthly Reach
PG Online News	18,861	Daily(M-F)	377,220

Gross monthly rates

Source: Newsletter subscriber report thru 8/2006  
1: Nielsen/NetRatings 3 month average

## Additional Online Exposure

In addition to standard advertising units, ProgressiveGrocer.com offers a wide range of online marketing solutions designed to deliver your message with the maximum amount of impact.

## ADVERTORIALS

ProgressiveGrocer.com can create and host a single web page or multi-page section, tailored to your particular marketing objective. Educate top prospects on your products and services while being surrounded by Progressive Grocer editorial content. A "Sponsored by" logo or banner ad placed within the content module reinforces your message, and builds brand awareness and association for visitors.

## ARTICLE TOOLS SPONSORSHIP

On every news and feature article on ProgressiveGrocer.com, users have the opportunity to Email, Save or Print the article with our suite of web-based tools. This exclusive Sponsorship provides consistent branding with a highly targeted audience. Includes your logo on each article, your logo and a banner on pop-up windows, and your logo and banner transferred with each article emailed or printed.

## CLASSIFIED ADVERTISING

Whether you want to recruit top-notch professionals, or advertise your products and services, an online classified ad is an effective and cost-efficient way to target the industry-specific audiences we provide.

## CO-BRANDED EMAIL NEWSLETTERS

Influence decision-makers with a custom email newsletter sent regularly to a list of our opt-in subscribers. Advertisers can supply their own newsletter copy, select copy from our existing editorial, or take advantage of our in-house custom publishing division to produce a finished advertorial e-Newsletter. You pick the topic, and our industry experts will develop useful editorial content of interest to your audience, all wrapped around your exclusive sponsorship message.

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