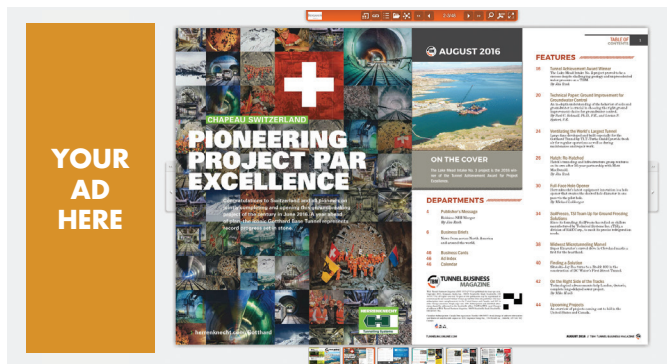


TBM: TUNNEL BUSINESS MAGAZINE DIGITAL EDITION SPONSOR



The Digital Edition Sponsor receives an exclusive sidebar ad that always resides on the left side of the digital edition, regardless of the page a reader is viewing.

- The sidebar ad is not specific to an issue. It will be visible on the current issue as well as the *TBM: Tunnel Business Magazine* digital archives.
- The sponsor ad remains on the digital edition until the contract/insertion has ended.
- Sidebar ads are visible on desktops only, not available on mobile devices due to limited screen area.

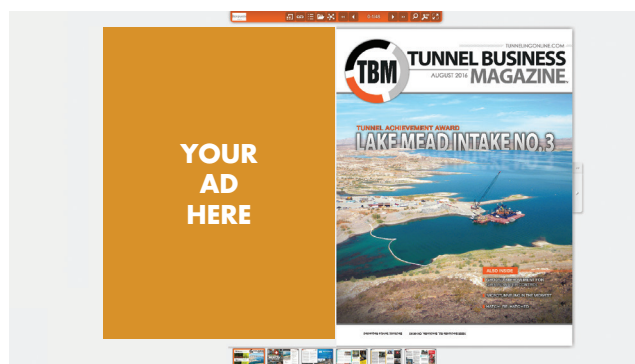
Sponsor Ad Size/Specs:

- 160w x 600t pixels and can be submitted as jpg, gif, swf. Supply URL link.

Rate:

- \$9,600 Net/12 months
- \$5,200 Net/6 months

TBM: TUNNEL BUSINESS MAGAZINE DIGITAL EDITION LANDING PAGE



The Digital Edition Landing Page is similar to a tip cover on the print editions – it's the first thing a reader will see when they open the digital edition.

- The Landing Page ad is specific to an issue and will always remain a part of the issue in the archives.
- Can be designed to look like a web page adding images, links, etc.
- Digital Edition Landing Page ads are visible on desktops and mobile devices.

Landing Page Ad Sizes/Specs:

- Full page: 8-1/4" wide x 11-1/8" high
- Spread: 16-1/2" wide x 11-1/8" high
- Acceptable files include: PDF, EPS and TIFF. 300 dpi.

Rate:

- \$690 Net/Issue - Full Page
- \$1,200 Net/Issue - Full Page

OTHER DIGITAL EDITION OPTIONS:



Play Video hyperlink: \$50 net/issue

- A standard PLAY VIDEO icon will be added to your advertisement, drawing readers to your video link.
- The PLAY VIDEO button will link to your YouTube video.

Advertisement hyperlink:

\$50 Net/issue

- Entire ad will be clickable.
- Provide URL for hyperlink with your print ad materials.

ADVERTISING

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