

**Welcome to Pizza Today's digital marketing opportunities menu.** Let us help your company reach and engage your target markets to impact sales.

From sliding billboards to standard display ads, we can help you connect with the marketplace with the same award-winning editorial style as seen in Pizza Today's monthly magazine. Reach key decision makers while they dive into industry content they are passionate about. Our audiences are your clients.

Contact us today for a custom developed digital plan to help you reach and exceed your marketing goals.

**WWW.PIZZATODAY.COM**

## PIZZA TODAY DIGITAL RATES 2017

(All rates are gross and commissionable)

|   |         |
|---|---------|
| ➔ Leader Board<br>970x90<br>300x50 (for Mobile), 728x90 | \$1,335 |
| ➔ Rectangle #1<br>300x250                               | \$660   |
| ➔ Rectangle #2<br>300x250                               | \$660   |
| ➔ Rectangle #3<br>300x250                               | \$410   |
| ➔ Rectangle #4<br>300x250                               | \$205   |
| ➔ Footer<br>970x90<br>300x50 (mobile)                   | \$590   |
| ➔ Expandable Banners<br>Rich Media Tags required        | \$850   |

*Note: Each of these positions will appear on all pages and, depending on scheduling, will rotate with up to 9 other banners.*

⬇️ **PIZZA EXPO AND QUICK TIPS RATES CONTINUED BELOW**

### Average Monthly Users:

- **Pizza Expo Season (Jan-March)** **72,335**
- **9 Months (Apr-Dec)** **47,931**

### Page Views

- **Pizza Expo Season (Jan-March)** **163,209**
- **9 Months (Apr-Dec)** **87,298**

### CORNERSTONE SPONSORSHIPS

These sponsorships are for suppliers who want to maximize their digital exposure to the pizzeria industry. This program "locks-down" the best ad positions on the site at a discounted rate. The positions included in this sponsorship are:

- **Leader Board**
- **Rectangle #1**
- **Footer**
- **12 Month Contract \$30,375 per year**
- **Month-to-Month \$4,200 per month**

*Note: Each of these 4 positions will appear on all pages and, depending on scheduling, will rotate with up to 9 other banners.*

### PRESTITIAL & INTERSTITIAL BANNERS

- **High visual impact units**
- **Prestitials appears prior to the Home Page**
- **Interstitials appear between two content pages**
- **Obtains 10 seconds of engagement with our viewers**
- **6 Month Contract: \$21,600/contract**
- **Month-to-Month: \$4,000/month**

*Note: All Rich Media requires tags. Emerald is capable of creating them for \$750*

### CONTACT:

#### Digital, Marketplace & Yellow Pages

Stacie Dennison,  
Sales Director  
Sdennison@pizzatoday.com  
502-736-9508

#### Display & Digital Advertising

Brent Auman,  
Associate Publisher  
Bauman@pizzatoday.com  
815-395-6517

Jerry Moschella,  
Associate Publisher  
Jmoschella@pizzatoday.com  
407-737-7707

## WWW.PIZZAEXPO.COM

### 2016 Traffic during Peak-Season (January – March)

|              |   |
|--------------|---|
| January '16  | 15,812 visitors / 23,200 sessions / 51,307 page views |
| February '16 | 19,129 visitors / 29,388 sessions / 66,876 page-views |
| March '16    | 25,634 visitors / 33,960 sessions / 70,021 page-views |

### Peak-Season Rates:

- Count-Down Clock \$825/month
- Medium Rectangle \$630/month
- Prestitial banner \$4,000/month
- Interstitial Pop-Up \$4,000/month
- Footer \$495/month
- Expandable Banners \$850/month

### 2015 Pre-Season Traffic (April thru December)

|                     |                            |
|---------------------|----------------------------|
| April '15           | 5k visitors / 6k sessions  |
| May – September '15 | 3k visitors / 4k sessions  |
| Oct – November '15  | 7k visitors / 9k sessions  |
| December '15        | 9k visitors / 12k sessions |

### Pre-Season Rates:

- Count-Down Clock \$325/month
- Medium Rectangle \$300/month
- Prestitial banner \$2,000/month
- Interstitial Pop-Up \$1,000/2 weeks
- Footer \$250/month

• **Note: There are 3 Medium Rectangle positions with the ability to rotate a maximum of 5 banners each.**

⬇ NEWSLETTER / QUICK TIPS AND MEDIA OPTIONS CONTINUED ON PAGE 3

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## NEWSLETTER / PIZZA TODAY'S QUICK-TIPS E-NEWSLETTER

### Content

Pizza Today's Quick-Tips e-Newsletter has been specifically developed to address the day-to-day critical needs of today's independent and multi-unit pizzeria operators. The newsletter alternates from week to week with new recipes for menu variety and expansion to the best quick-to-read business tips we've found through the industry.

### Frequency

Quick-Tips is a weekly digital newsletter sent out every Wednesday at 2pm.

### Circulation

Quick-Tips is 100% personally requested and delivered to more than 16,400 industry professionals every week, nearly a 20% increase in the last 12 months!

### Open Rate

With an excellent Effective Rate of 19%, Quick-Tips has the ability to attract and hold the attention of its readers better than most newsletters!

Effective Rate is the percentage of people who opened and clicked a link in each mailing, showing the amount of full engagement.

### Click-Thru Rate

Average approximately 4%

### Rates

|            |                               |
|------------|-------------------------------|
| <b>1x</b>  | <b>\$300/month</b>            |
| <b>6x</b>  | <b>\$275/month w/contract</b> |
| <b>12x</b> | <b>\$250/month w/contract</b> |

**Advertising Agencies: Please note, all space is commissionable.**

### Dimensions

**Button banner 180x150**

## RICH MEDIA OPTIONS:

These will require 3rd party tags. These tags can be supplied by the customer or Emerald Expositions can have them built. Please inquire for pricing.

### • Prestitial

- This banner opens once a day per visitor (IP address) prior to entering the website.
- These are scheduled to run monthly.
- 600x400
- 300x250 (mobile)

### • Interstitial

- This banner opens once per day per visitor (IP address) between the first and 3rd click pages visited.
- These are scheduled to run in 2 week flights.
- 600x400
- 300x250 (mobile)

## Digital Specifications:

### Guidelines

- All ad units must launch a new browser window when clicked on
- Ads are served via iframe ad calls
- Audio must be user initiated with a clearly recognizable on/off button.
- All expanding ad units must be user initiated
- DFP is used to serve all Emerald Exposition sites
- All rich media ads must have an alternative GIF/JPEG version of creative
- Emerald Exposition reserves the right to terminate any campaign upon our discretion.

### Standard Units

- 970x90 Pixels (Responsive: 300x50, 728x90)
- 300x250 Pixels

File size max: 40kb

Max Loops: 3 loops, 30fps

Animation Length: 30 seconds

File Types: JPEG, PNG, GIF or HTML5

Delivery: Creative material may be delivered as packaged .ZIP folder to your sales representative or as a DoubleClick tag.