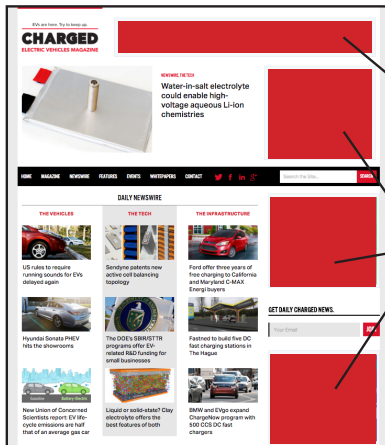


# 2020 DIGITAL ADS



## Banner ads

### Leaderboard (728 x 90)

728 x 90 ads rotated at the top of every page, run-of-site.  
**\$1,600 per month (3 month minimum buy required)**

### Med Rectangle (300 x 250)

300 x 250 ads rotated in right sidebar positions on every page, run-of-site.  
**\$1,400 per month**

### Wallpaper Page Wrap

Your message stays anchored to the user experience as readers scroll through the page. This unique ad position delivers excellent results for brand awareness and message association.

**\$1,500 per week (minimum)**



## Digital Ad Specs

- Format: .jpg, .png, or .gif.
- For fastest load speeds, limit file size to 100kb or less.
- Animated ads: 15-sec, 3x loops max

## Email Newsletters



### Daily Newsletter Ad (300 x 250)

The daily headlines email blast is sent Monday through Friday to an opt-in list of over 10,000 subscribers.

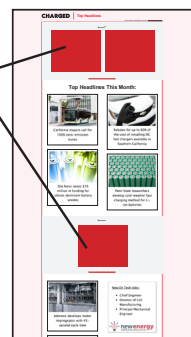
**\$1,500 per 5 days (minimum)**

### Monthly Newsletter Med Rec (300 x 250)

The "Month's Top Headlines" email blast is sent to an opt-in list of over 30,000 subscribers.

Includes 15-day 300x250 sidebar Med Rec ROS on ChargedEVs.com

**\$3,000 per email**



## Digital Issue



### Digital Issue Sponsorship

Includes:

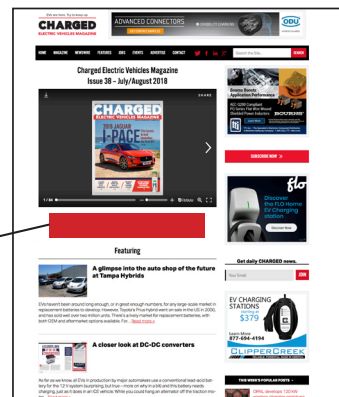
#### Email Newsletter:

- Med Rec (300 x 250) and Leaderboard (600x90) ad in New Issue Email announcement sent to all subscribers

#### ChargedEVs.com Digital Assets

- 60-Day - 600x90 Banner on digital issue page
- 60-Day - 468 x 60 Banner above issue on homepage
- 15-day - 300x250 right sidebar Med Rec ROS
- 5-day - Daily email Sponsorship

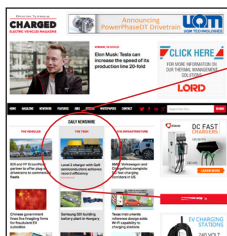
**\$5,500 per issue**



# 2020 PREMIUM DIGITAL ADS

## Sponsored Content / Whitepapers

**Sponsored Content:** Up to 1,250 words of editorial, 3 images or figures, 1 embeddable video, and unlimited external links to more information, downloaded brochures and spec sheets. **Great for lead capturing:** simply link teaser content to whitepaper or spec sheet download forms.



Homepage Top of Newswire Position



Run-of-site Sidebar News Widget

**\$3,000 - 10 days of featured promotion** in the homepage top of Newswire position and in the run-of-site sidebar news widget (averaging 30,000 - 35,000 impressions combined), **insertion into 2 separate daily e-newsletters** sent to over 10,000 opt-in subscribers, and **posts across social media platforms** LinkedIn, Twitter and Facebook totaling over 45,000 followers.

Typically results vary between **500 and 1,100 pageviews** of the sponsored content post depending on the content. We strongly recommend providing multiple image options and alternate headline suggestions so that our digital editing team can help to drive the best possible results.

## Webinars hosted by CHARGED

Webinars are a great way to position your company as a knowledge leader and generate qualified leads. Our industry-leading subscriber database will ensure quality registrations and help find the best leads.

### Webinar Hosted by Charged: \$12,500

Sign up for a Charged webinar today and let our specialists develop a complete marketing campaign tailored to your online event.

### Your webinar campaign will include comprehensive promotion to ensure success:

- Promotional e-blast
- Digital banner ads
- eNewsletter announcements
- Dedicated registration page plus confirmation, reminder and follow up emails
- Social Media announcements
- Dedicated project manager to create, manage and produce your event
- Event moderator
- Polling, Q&A and exit survey to gather attendee feedback
- One year on-demand access for continued exposure and lead generation

### Video

Research shows that webinars work. Over half of B2B consumers find video webinars highly valuable. Whether you have a physical event or just want your webinar to look professional, all that's needed is internet access to broadcast your webcast live.



97%

**97% of Video Watchers Take Action:**

- Share information
- Investigate companies
- Discuss with someone else