

COAL-GEN[®]

20-TEN

www.coal-gen.com

BANNER ADVERTISING

Maximize ROI with Banner Advertising

▶ Leaderboard ROS

Position: Top/Bottom all pages
Rate/Gross per mth: \$1,250

Ad Dimensions: 728x90. Max file size: 30k

Animation: 3 loops max, animation must stop after 30 seconds.

Format: .gif, .jpeg, flash, etc.

▶ Page Peel

Position: (HP)

Rate/Gross per mth: \$1,250

Dog Ear - 75x75. Typically a logo - can be animated. Expands left

Full Peel - 900x600. Max file size: 100k Animation/Flash: Yes

Format: .gif (animation allowed), .jpeg, flash, PNG

▶ Registration Sponsor

Position: (6pgs/3 positions each)

Rate/Gross per mth: \$600

120x600 - Left; 120x600 Right; 728x90 Bottom Banner

▶ Site Sponsor #1/Left

Position: Left (ROS)

Rate/Gross per mth: \$400

▶ Site Sponsor #1/Right

Position: Right (ROS)

Rate/Gross per mth: \$400

▶ Site Sponsor #2/Left

Position: Left (ROS)

Rate/Gross per mth: \$350

▶ Site Sponsor #2/Right

Position: Right (ROS)

Rate/Gross per mth: \$350

▶ Site Sponsor #3/Left

Position: Left (ROS)

Rate/Gross per mth: \$300

▶ Site Sponsor #3/Right

Position: Right (ROS)

Rate/Gross per mth: \$300

Ad Dimensions: 180x150 Max file size: 20k

Animation: 3 loops max, animation must stop after 30 seconds

Format: .gif, .jpeg, flash

COAL-GEN 20-TEN

Conference & Exhibition | August 10-12, 2010 | David L. Lawrence Convention Center, Pittsburgh, PA, USA

The screenshot displays the website's navigation menu (HOME, CONFERENCE, EXHIBITION, REGISTRATION, CONTACTS, SPONSORS, MEDIA) and several key sections:

- COAL-GEN Named To Top 50 Fastest Growing Tradeshows Of 2009 By Tradeshow Week:** A news article from Los Angeles, July 31, 2009, celebrating the event's growth and listing 20 first-time winners.
- Page Peel:** A large graphic showing a page being peeled away, highlighting the registration sponsor area.
- Registration Sponsor:** A section for PennWell, featuring a "WELCOME COAL-GEN" banner and a "POWER Engineering" logo.
- Site Sponsor #1/Left:** A "WELCOME COAL-GEN" banner with a speaker at a podium.
- Site Sponsor #1/Right:** A "POWER Engineering" logo.
- Site Sponsor #2/Left:** A "WELCOME COAL-GEN" banner with three people.
- Site Sponsor #2/Right:** A "POWER Engineering" logo.
- Site Sponsor #3/Left:** A "WELCOME COAL-GEN" banner with three people.
- Site Sponsor #3/Right:** A "POWER Engineering" logo.

Additional content includes a "COAL-GEN is currently accepting abstracts" notice, a "RESERVE A BOOTH" section, and "ATTENDEE REGISTRATION INFORMATION" with contact details for PennWell.

Owned & Produced by:



Flagship Media Sponsor:



August 10-12, 2010
David L. Lawrence Convention Center
Pittsburgh, PA, USA

