

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 layout with several banner ad positions highlighted. At the top, a navigation bar includes links for HOME, CONFERENCE, EXHIBITION, REGISTRATION, CONTACTS, SPONSORS, and MEDIA. A large banner at the top center features the '10th Anniversary' logo and the text 'COAL-GEN Find Exhibitor & Product Information Here'. To the right, a news article titled 'COAL-GEN Named To Top 50 Fastest Growing Tradeshows Of 2009 By Tradeshow Week' is visible. On the right side, a vertical list of sponsors is shown, including PennWell, POWER Engineering, NeuCo, LandCoast, and ABMA. A 'Page Peel' effect is demonstrated over the main content area, showing a white triangular shape peeling away to reveal underlying content. Below the main content, there are sections for 'WELCOME COAL-GEN', 'COAL-GEN 2010', and 'POWER Engineering'. At the bottom, there are sections for 'RESERVE A BOOTH', 'ATTENDEE REGISTRATION INFORMATION', and 'HOUSING INFORMATION'. The website also features a 'WELCOME COAL-GEN' banner with a photo of a speaker and a 'COAL-GEN 2010' banner with a photo of attendees.

Owned & Produced by:



Flagship Media Sponsor:



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

