

Product Guide (Buyer's Guide)

To research products, landscape contractors and equipment dealers turn to the Product Guide on GreenIndustryPros.com.

In fact, SEO searches for landscape products and equipment make up nearly 24.7%* of the site's traffic. Place your advertising on these popular pages to get in front of decision makers across the industry.

There are three sponsorship levels available – one for the main category and two for the subcategories. The site's top sponsorship position – Tier One – includes your ads on all company and product listings in a specified category and its subcategories. PLUS, you receive contextual placement on all relevant articles, video and media tagged with these category keywords. This means anyone searching for information using the product category terminology will see your information first.

Be visible online 24/7/365 where buyers go to learn about products, services, manufacturers and distributors.

*Publisher's Own Data – April 2012

The screenshot shows the Green Industry Pros.com website interface. At the top, there's a '728 X 90 LEADERBOARD' banner. Below it, the site logo and navigation links are visible. The main content area is titled 'PRODUCT GUIDE' and includes a search bar and a list of subcategories. A green box on the right side of the page highlights 'Premium ad positions', pointing to several advertisement spots. One prominent ad is for a '300 X 250 RECTANGLE' featuring a '300 X 250 RECTANGLE' product. Another ad is for a '160 X 600 SKYSCRAPER' featuring a '160 X 600 SKYSCRAPER' product. The page also displays featured products, most popular products, and featured companies.

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- **Tier One – Category/Subcategories Sponsor**
Investment: \$1,500/month; six-month minimum

Get exclusivity with a Tier One sponsorship! Only one Tier One sponsorship is available for each Product Guide category.

When a visitor searches your sponsored equipment category and its subcategories, your banner ads appear on all pages of the search results. PLUS, your banner ads appear on webpages with articles, video and media tagged with that specific category and its subcategories.

As a Tier One sponsor, you receive:

- > Three banner ads on every page of the category, including subcategory pages:
 - Leaderboard position
 - Medium rectangle position
 - Skyscraper position
- > Contextual advertisement placements when visitors search your sponsored category or subcategory
- > Featured product listing on your category page, as well as subcategory searches.



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■ Tier Two – Subcategory Sponsor Investment: \$375/month; six-month minimum

Get prime visibility as the only Tier Two sponsor for a subcategory.

When a visitor searches your sponsored equipment subcategory, your ad appears on all pages of the search results. As a Tier Two sponsor, you receive:

- > 468 x 60 banner ad positioned below the site masthead on the subcategory search page

■ Tier Three – Feature Listing Investment: \$150/month; six-month minimum

Only five Tier Three sponsorships available per subcategory.

Showcase your company and product in a premium location for your specific subcategory. As a Tier Three sponsor, you receive:

- > Your company logo, company name and short description in shaded “premium” box located above general listings, immediately below the Tier One sponsors.
- > Your Feature Listing rotates positions evenly with Tier Three featured listing advertisers

The screenshot shows a search results page for 'CONSUMER MOWERS'. On the left, there are filters for 'Consumer Mowers' and 'Zero-Turn Riders'. The main content area shows '27 Results' and a large '468 X 60 BANNER' ad. Below the banner, there are three product listings: '321D-48 Mower' from The Grasshopper Company, 'ZT XL Series Mowers' from Gravelly, and 'Professional-Grade ZT HD Series' from Gravelly. A green callout box labeled 'Tier Two sponsorship' points to the banner ad.

The screenshot shows a search results page for 'DEBRIS-HANDLING & BLOWERS'. On the left, there are filters for 'Debris-Handling & Blowers' and 'Backpack Blowers'. The main content area shows '14 Results' and four 'FEATURED' listings. Each listing includes a company name, a 'COMPANY PROFILE' link, and a short description. A green callout box labeled 'Tier Three featured listing' points to one of the featured listings.

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■ Specifications

Materials Due

Please allow 3 business days to process/load simple image and GIF animated ads and 5-7 business days to process all other types of creative. Specialized rich media ads and email creative may require longer lead times.

All rich media ads are tested on a matrix of browsers and platforms before posting. This process requires a MINIMUM of five business days to test rich media for performance, stability and compatibility.

Where to send materials

Connie Wolf, Media Production Rep

Connie.Wolf@Cygnus.com

800-547-7377 ext. 1679

File Requirements

- Media Accepted: GIF, JPEG, Animated GIF, Flash, Rich Media
- Leaderboard (728 x 90) - Max file size: 40K; Rich media max file size: 60K (On load: 40K)
- Skyscraper (160 x 600) - Max file size: 40K; Rich media max file size: 60K (On load: 40K)
- Rectangle (300 x 250) - Max file size: 40K; Rich media max file size: 60K (On load: 40K)
- Button (120 x 90) - Max file size: 20K; Rich media max file size: 25K (On load: 10K)
- Any interaction with an ad MUST be user-initiated
- Ads with a white or transparent background must include a 1 pixel-wide border
- All banners must be sized at 72dpi resolution
- Flash ads need to have a clickTAG assigned within the creative