

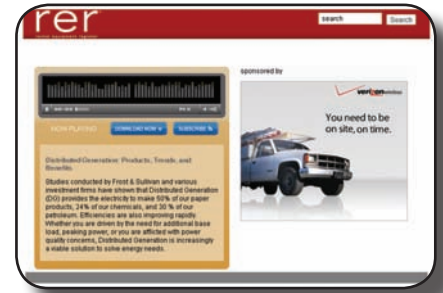


# Custom Online Products

## Podcast

Sponsor one of our editorial driven podcasts. As a sponsor you will provide a 15-30 second commercial message at the beginning of the editorial podcast, a promotional package reaching 17,000+ online subscribers (sponsor logo included on all promotional efforts) and a banner ad that appears on the podcast player.

Price: \$4,980 net/month



## RER TV

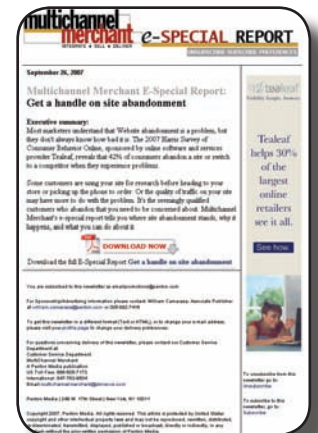
RER TV allows your company to promote new products and programs utilizing existing videos. Leverage the power of video to attract the attention of viewers throughout the industry. Do you have a 5-15 minute product video that is important for the industry to see? Send it along with a 728X90 leaderboard, 230x70 logo, 200 words describing your video and URL to RER and you're done!

Price: \$1,295 net/month, per video

## Custom Editorial eNewsletters

Are you looking for a high-impact marketing vehicle that drives people to your web site? RER's custom newsletters offer you a unique opportunity to be the exclusive sponsor and align your brand with valuable, focused content generated solely for the program.

Price: \$5,100 net



## Tools of the trade

With our online audience of 17,000+ and the RER brand, you can target key decision-makers and users with a customized educational message that you have written. All you need to provide is a 1,000-1,500 advertorial, a 468X60 banner and a 120X600 tower and we'll take care of the rest.

Price: \$4,300 net

## E Postcard

Think of "Direct Mail Meets the Web"! Send your online direct mail piece to our targeted e-newsletter audience of 17,000+ and save the stamps! Your creative will appear above the fold in the recipients' email boxes and will include a front-to-back feature to post additional sponsor details.

Price: \$3,000 net

