DIGITAL OPPORTUNITIES

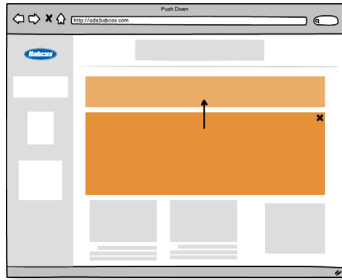## BODYSHOPBUSINESS.COM – HIGH-IMPACT AD POSITIONS

PREMIUM PUSHDOWN

The Pushdown is an expanding ad that provides impactful branding. It takes center stage on the site when it appears to users in an expanded state, pushing down the page content. After a few seconds, it automatically retracts into a banner that remains at the top of the content, when it can be re-expanded by the user.†
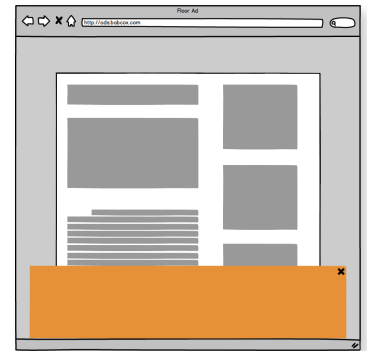
$2,300/Week

FLOOR AD

The Floor Ad sits on top of the site's content at the bottom of the page, showcasing your advertising message. As the user scrolls, the floor ad stays in position and remains in place until it's closed by the user. †

$1,800/Week

IN-STORY VIDEO

Your video is embedded between paragraphs of an article. The video plays only when a user scrolls to a certain point in the article, and the sound is enabled when the user places their cursor over the ad. †
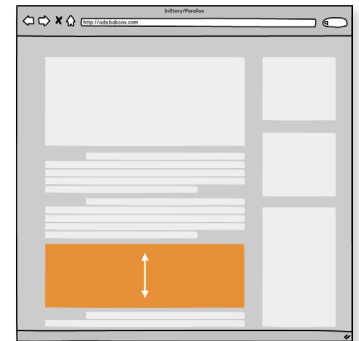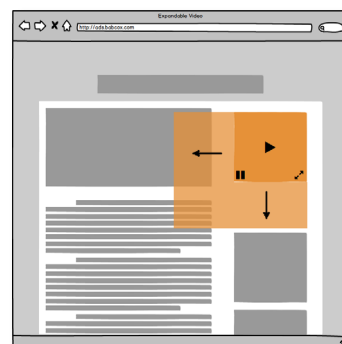
$1,600/Week

PARALLAX

This ad unit appears to sit behind the page in a cut-out window, creating a unique effect as the user scrolls. You need to view the demo at http://ads.babcox.com/demos to fully appreciate the Parallax! †
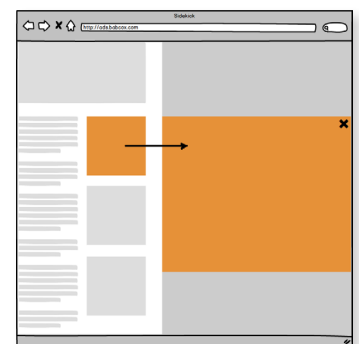
$1,500/Week

EXPANDABLE VIDEO

This unit is an upgrade to a fixed ad in positions B, C, D or E. Your 15-second video auto-plays in your ad position when the page loads. When the user places their cursor over the video, the video expands and audio begins playing. Appears on desktop only. Sold monthly.

Cost of fixed ad + 25%

SIDEKICK

This unit is an upgrade to a fixed ad in positions B, C, D or E. At first, the Sidekick looks like a standard 300x250 rectangle in the right sidebar. But when the user places their cursor over the rectangle, the creative pushes the page content to the left, revealing a large canvas for your message. Appears on desktop only. Sold monthly.

Cost of fixed ad + 25%

† Appears once per user per day