SupplySide® Supplement Journal by informa

Digital media overview 2027

Content marketing

*Client-provided	
Hosted video	$5,000
Infographic	$5,500
Press release	$1,000
Slideshow	$3,500
White paper	$5,500

Data marketing

Partner email (eblasts) 5000 names	$5,000
Audience extension - 50k impressions	$3000
Audience extension - 100k impressions	$5,000

Email newsletter advertising

Leaderboard - Top	$3,000
Leaderboard - Middle	$2,000
Leaderboard - Bottom	$1,500

Website advertising

Big Sky ad	$4,000/week
Floor ad	$3,000/month
In-article rectangle	$2,500/month
Leaderboard	$4,000/month
Rectangle ad	$2,500/month
Expanded floor ad	$4,000

Content marketing

*SupplySide created	
Animated co-branded article	$6,000
Content multiplier	$5,000
Custom animated video	$15,000
Custom infographic (static)	$7,000
Custom video	Starting at $10,000
Interactive infographic	$8,000
Key takeaways	$7,000
Live webinar 45 - 60 minutes	$12,000
Live webinar - 30 minutes	$8,000
Product development guide	$5,000
Manufacturers Tech & Science Overview	$9,000
Snapshot download	$7,000
SupplySide Sponsored Intensive webinar	$5,500
What's Hot Plus	$6,500
Fast Chats	$6,000
Summer Summit	$5,000

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