

ADP Advertising Opportunities



ADP's loyal and engaged members are from across the country and around the world and looking to partner with solution providers. Your company's advertising message will reach the largest group of Yellow Pages and local search executives in the industry. Target the key decision makers by utilizing ADP's exceptional advertising channels:

- ADP.org web site
- Membership Roster / Industry Buyers Guide
- Webinar Sponsorships
- ADP Email Marketing
- Convention Sponsorship and Exhibition

Web Site and Email Marketing

The ADP web site is the "go to" resource for Yellow Pages and local search professionals. Both members and non-members searching for legislative, environmental and public policy developments, education opportunities, member or partner companies, or to learn more about the Yellow Pages industry utilize our web site.

Premium positions and rates

ADP is pleased to offer advertisers the opportunity to prominently post a slider or button ad on our home page with a link to your company or organization's web site. ADP also offers the option of inserting your button or banner into our weekly email promotions. This is the perfect venue to get your company's name in front of a highly targeted audience.

Web site pricing

Peak Season: December – April, 1 month requirement

Off-Peak Season: May – November, 3 month requirement

Slider Ad Top Home Page: \$250 per month

Button Ad Bottom Home Page: \$100 per month

Banner Ad Main Convention Page (bottom): \$100 per month

Advertisement Video on ADP YouTube Page: \$150 per month

Note: No more than 6 sliders and 3 button ads on the ADP home page at one time, including ADP's. Button Ads alternate based on the refresh rate of the page. Slider: File must be 64 MB in size, images must be larger than 340x230 pixels, 650x275 is recommended. Acceptable file types are PNG, GIF, JPG

Email Marketing pricing

Peak Season: December – April, 2 week Requirement

Off-Peak Season: May – November, 1 month requirement

Button/Banner Ad: \$100 per 2 weeks (P) / \$100 per month (OP)

Sizes: Button: 150x30 / 150x154 / 150 x 281

Banners: 468x60 / 392x72

Note: Button Ads Posted on the left hand side column and banners at the bottom of the email.

Membership Roster

& Industry Buyers Guide

The ADP Membership Roster and Industry Buyers Guide is the premier handbook showcasing suppliers in the Yellow Pages and local search industries. As the medium's only printed Yellow Pages Buyers Guide, it provides a one-stop shopping source to quickly and easily find suppliers serving the industry. This ADP Membership Roster and Industry Buyers Guide is an indispensable resource that will be used by key executives throughout the year. The annual Membership Roster and Industry Buyers Guide is published each summer. Don't miss your chance to promote your company's products and services.

premium positions and rates

Inside front cover: \$1,000

Inside back cover: \$ 750

Back cover: \$1,250

random inside positions/rates

Full page: \$550

Half page horizontal: \$350

Quarter page horizontal: \$250

technical specs

Trim size: 8"x10", Full page with bleed 8"x10", Full Page no bleed 7.5"x9.5", Half Page horizontal 7.5"x5", Quarter Page 3.5"x5"

The printed Roster is four-color capable throughout, accepts bleeds and fractional ads. Digital photo files are accepted in EPS and PDF formats.

Webinar Sponsorship

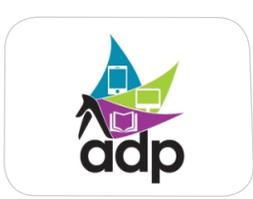
Maximize your organization's exposure and position as a thought-leader and help generate leads. Webinar sponsorship will strengthen your company's brand awareness and offer opportune and relevant information to a captive Yellow Pages and local search audience. To ensure your Webinar is top notch, ADP has a dedicated team of specialists managing Webinar production from set-up to delivery.

These sponsorships are popular and sell out fast!

webinar sponsorship highlights

- **Content Contributor:** Showcase your company as a knowledgeable leader.
- **Live & On-Demand Delivery:** Offer a live webinar with a real-time presentation.
- **Lead Generation*:** Receive registrant contact information including email.
- **Attendee Insight with Polling Questions:** Interact with your attendees to gather information and respond to the inquiries of your audience.

ADP Advertising Opportunities



Webinar Sponsorship Continued...

- **Promotion****: ADP will advertise your webinar to our database of members and customers on its web site and in ADP emails.

*Registrants that provide permission to distribute their information, including email. **Promotion will be determined when webinar date is set and materials are received. Note: Attendance is not guaranteed.

Convention Sponsorship/Exhibit

Sponsorship - Increase your company's visibility and return on investment through a wide range of sponsorship opportunities at the Annual ADP Convention and Partners Trade Show.

Exhibitor - Showcase your company's products and services by securing a spot on the trade show floor for the largest Yellow Pages industry event of the year.

Contact us today to customize a hardworking and targeted campaign to reach the ADP community. For more information on advertising opportunities, please contact:

ADP Headquarters
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