



CONTENT
+ COMMUNITY

We bring your market together online, in one destination megasite.

Website sponsorship

Combining IAB-certified placements and advanced ad-management technology, *millimeter.com* provides you with maximum visibility among visitors.

Targeted Exposure. Maximum Results.

Displaying your message in the right environment is critical to success and measurable ROI. Customize your campaign delivery within relevant content areas on *millimeter.com*, using our new structure that organizes content by disciplines. Target your ad to the buyers and decision makers that matter the most to you.

Top line categories include: Shoot, Edit/Post, Distribute, Animate, CG/VFX, HD Focus and Tapeless.

Pop Quiz

Pop Quiz is a technical quiz that challenges a reader's knowledge on a particular topic, technology, or industry trivia. Sponsor gets to choose the technology or topic for the quiz and work with our editors to write five questions with multiple-choice answers. Choice of topic determines the popularity and response for any quiz. This is a new, fun, and interactive product. There is definitely a novelty factor, being one of the "first" and capitalizing on the buzz, while providing lead generation.

White Papers

Educate your customers while you increase your brand awareness and drive lead generation. Posting your white papers on *millimeter.com* establishes your company as the go-to authority on industry information, while you influence readers on decisions and transactions.

Run-of-Site Positions

Maximize your reach, brand impact, and response on *millimeter.com* in one of our run-of-site positions. These ad positions give you plenty of room for your creative and maximize impact. Your ad will appear on the home page and all run-of-site pages.

Webcasts

Webcasts reach a highly qualified and responsive audience through an in-depth, interactive format. They provide a unique opportunity for you to obtain highly qualified sales leads that profile the prospect via a registration questionnaire shaped by you and *millimeter*. The format creates an environment that educates potential customers on the advantages of your new technology/system, as well as an ability to brand your company as a leader in the field by educating the industry and promoting discussion. Includes a powerful promotional package before and after the event, and turnkey production.

Sponsored Links

A sponsored link is a plain-text, 60-character ad that is hyperlinked to the URL given by the vendor. The website has up to six of these ads (first come, first serve on positioning) and they appear at the bottom of every page on the website other than introstitial ad pages and any enrollment page (webcast enrollment, survey enrollment, survey pages, etc.)

Here's what you receive:

- Full run-of-site impressions (with exceptions noted)
- Plain-text link (60 characters maximum)
- Position determined by first come, first serve, and your ad moves up if you continue (when others before you drop out)

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