

# Caslon's Find a Service Provider Directory Advertising Rates Year 2009



## **Featured Listing**

Available only to PODi Service Provider Members:

Cost: \$500 per month or \$5000 per year

- Prominent listing on Find a Service Provider home page
- Summary Listing includes: Company name, logo, address and link to detailed listing
- Detailed Listing includes: Company description, contact information, # of employees, certifications & awards, printing specialties, services, vertical markets & hardware info
- Generate sales leads - New "Contact Us" form brings qualified prospects directly to you

## **Sponsored Link**

Available only to PODi Members. Recommended for Vendors

Cost: \$500 per month or \$5,000 per year

- Prominent location on center of Find a Service Provider home page
- Display Company logo with link to company website
- Gain direct name exposure and build brand awareness
- Be seen as a leader in the Digital Print space
- Generate sales leads from qualified print service providers interested in your products

## **Featured Sponsored Link**

Available only to PODi Members. Recommended for Vendors

Cost: \$750 per month or \$8,000 per year

- Prominent location on left-hand side of Find a Service Provider home page & every Search result page
- Display Company logo or banner ad with link to company website and list of providers who use your equipment (Hardware vendors only)
- Maximum direct name exposure and brand awareness
- Be seen as a leader in the Digital Print space
- Generate sales leads from qualified print service providers interested in your products

## **Article or White Paper Link**

Cost: \$500 per month or \$5,000 per year

- Prominent location on Find a Service Provider home page
- Link directly to your article or white paper on your website
- Gain exposure as a thought leader in the industry
- Generate leads from qualified people interested in 1:1 marketing & digital printing