

# Banner Advertising Guidelines for The MSDScompliance Network



## Location

Banner Ads will always appear in set locations on the website. Because different pages on the site are visited by different types of people and some more often than others we have rated the locations into **Premium** and **Standard**.

If, for example, your company offers MSDS Authoring and you want to attract new customers why not try advertising on the *Search Results* page for “Services”. If you are a Software Vendor wanting EH&S Buyers to request a demo from you then having your Banner Ad on the *Homepage & Search Results* page for “Software” could draw their attention.

**Premium** banner ads appear on the *Homepage*, the *Search Results* page and the *Advanced Search Pages*.

**Standard** banner ads appear on the *Company Overview, Product/Service Pages, Content, News and other pages*.

## Size

The Banner ads can come in two different size categories

- large (728x90, 486x60, 120x600, 160x600, 200x200, 250x250, 300x250, 336x280 pixels)
- small (125x125, 234x60, 180x160, 120x240 pixels)

There is room for a few combinations on each page. For a clearer overview of the above sizes please visit [https://www.google.com/adsense/static/en\\_US/AdFormats.html?hl=en\\_US](https://www.google.com/adsense/static/en_US/AdFormats.html?hl=en_US)

## Advertising periods

You can have your banner ad featuring on The MSDScompliance Network for:

- 1 month
- 3 months
- 6 months

## Style

Banner Ads can be:

- Static – A still advert with no animation
- Dynamic – A flashing or animated advert

## Design and Format

The design and layout of your banner ad is up to you and should be provided to us by email in the following file formats.

Static – jpeg, png or gif

Dynamic – swf file or animated gif

Please note all files must be 72dpi. **We have programmers and designers in house to assist you.**

## Cost

To calculate the cost of your Banner Ad:

- Decide where you would like the advert to appear e.g. on the homepage or the News and landing pages.
- Decide on the size of your advert e.g. does it fall within small or large as per above categories?
- Decide if the banner will be static or dynamic.
- Decide on the length of advertising period e.g. 1, 3 or 6 months.
- Then look below for the different price options (if you are already a sponsor then please contact us for discounts)

**Premium Banner Ads on MSDScompliance.com (Homepage, Search Results)**

	1 month		3 months		6 months	
	small	large	small	large	small	large
static	100	140	280	400	400	600
dynamic	130	170	360	460	500	700

**Standard Banner Ads on MSDScompliance.com (Company Overview,Product/Service,Content,News...)**

	1 month		3 months		6 months	
	small	large	small	large	small	large
static	45	50	110	120	150	200
dynamic	50	55	120	150	175	250

**MSDS Network\*** (Distribute Banner Ads on any of our extensive network of websites)

	1 month		3 months		6 months	
	small	large	small	large	small	large
static	50	70	140	200	200	300
dynamic	65	85	180	230	250	350

**\*See Appendix A for the exact domains of our keyword rich websites that are part of the MSDS Network. Prices above reflect the enrollment in a single website portal. If you want more than 5 banner ad placements within the MSDS Network, please contact us for volume discounts. Please note that some of these websites are still being developed.**

**What Next?**

To help you raise the profile of your business and you decided what banner ad options you would like to opt for please email us [support@msdscompliance.com](mailto:support@msdscompliance.com) and let us know your preference for location, size, style and the length of time you would like you banner ad to run for. If you are already a Sponsor then you are eligible for significant discounts on the above prices. Please contact your account representative to discuss.

Remember that we offer Sponsor Packages which include several banner and content placements along with memberships to list your products/services on MSDScompliance.com. Simply contact us for full details of these packages.

If you have any queries please contact us on the above email address or [telephone 814.518.7471](tel:814.518.7471).

## Appendix A.

### MSDS Network Example: 1 of 30 of our Websites - [MSDSAutoringServices.com](http://MSDSAutoringServices.com)



Our company's foundation is built by website designers and search engine optimization (seo) experts who understand how to deliver optimized content to a relevant audience. The MSDS Network is comprised of over 30+ MSDS related **keyword rich** websites to ensure your MSDS or chemical management Software & Services are always "on the shelf". Our network serves to extend and support your current marketing efforts to ensure 100% success of your product compliance solutions be it services or software.

### The MSDS Network Website List

CLPCONSULTING.COM  
CLPREGULATION.COM  
GHSCONSULTING.CA  
GHSCONSULTING.COM  
GHSLEGISLATION.COM  
GHS-MSDS.CA  
GHS-MSDS.COM  
GHSSOFTWARE.COM  
MATERIAL-SAFETY-DATA-SHEETS.CA  
MATERIAL-SAFETY-DATA-SHEETS.COM  
MSDS-AUTHORING.CA  
**MSDS-AUTHORING.COM**  
MSDSAUTORINGSERVICES.CA  
**MSDSAUTORINGSERVICES.COM**  
MSDSAUTORINGSOFTWARE.CA  
**MSDSAUTORINGSOFTWARE.COM**  
MSDSCOMPLIANCE.CA  
**MSDSCOMPLIANCE.COM**  
MSDS-DATABASE.CA  
MSDS-DATABASE.COM  
MSDSMANAGEMENTSOFTWARE.CA  
MSDSMANAGEMENTSOFTWARE.COM  
MSDSREGULATIONS.CA  
MSDSREGULATIONS.COM  
MSDSSOFTWARE.CA  
MSDSSOFTWARE.US  
REGULATORY-COMPLIANCE-SOFTWARE.CA  
REGULATORY-COMPLIANCE-SOFTWARE.COM  
REGULATORY-SOFTWARE.COM  
SDSAUTORINGSOFTWARE.CA  
SDSAUTORINGSOFTWARE.COM  
SDSMANGEMENTSOFTWARE.CA  
SDSMANGEMENTSOFTWARE.COM  
SDS-SHEETS.COM  
SDSSOFTWARE.CA  
(Yellow highlighted domains are to illustrate example below.)