



2017 Advertising Rates



Ad Size	1x	ETA Member	3x	ETA MEMBER	6x	ETA MEMBER
Full page	\$3,125	\$3,025	\$2,975	\$2,875	\$2,675	\$2,575
1/2 island	\$2,300	\$2,200	\$2,400	\$2,300	\$2,175	\$2,075
1/2 H or V	\$2,135	\$2,015	\$2,025	\$1,925	\$1,975	\$1,875
2-page Spread	\$5,425	\$5,325	\$5,175	\$5,075	\$4,650	\$4,550
Cover 2	\$3,850	\$3,750	\$3,650	\$3,550	\$3,300	\$3,200
Cover 3	\$3,700	\$3,600	\$3,525	\$3,425	\$3,175	\$3,075
Cover 4	\$3,975	\$3,875	\$3,800	\$3,700	\$3,425	\$3,325

Transaction Trends Sponsored Content	1x	ETA Member
2 pages	4400	\$4,300
1 page	2200	\$2,100
1/2 page	1250	1150

ETA Website – electran.org	1 month	Member	2 months	Member	6 months	Member	12 months	Member
Leaderboard (728 x 90)	\$2,450	\$2,350	\$2,225	\$2,125	\$2,100	\$2,000	\$2,000	\$1,900
Rectangle (300 x 250)	\$2,100	\$2,000	\$1,900	\$1,800	\$1,825	\$1,725	\$1,725	\$1,625

Transaction Trends weekly					
Banner Positions		12 Months	6 Months	3 Months	1 Month
Platinum Banner Position (top)	Exclusive	\$27,200	\$14,500	\$8,000	\$5,000
Gold Banner Position (Middle)	Exclusive	\$22,200	\$12,000	\$7,000	\$4,000
Gold Banner Position (Middle)	One Week Per Month	\$10,500	\$6,500	\$4,000	\$2,500
Side Bar Top Positions (1 & 2)	Exclusive	\$14,000	\$8,000	\$5,000	\$2,000
	One Week Per Month	\$6,000	\$4,000	\$2,500	\$1,800
Positions 3 & 4	Exclusive	\$12,000	\$6,500	\$3,500	\$1,500
	One Week Per Month	\$5,000	\$2,800	\$1,600	\$900

Transaction Trends Website	1 Month	3 Months	6 Months	12 Months
Month	\$2,500	\$6,900	\$13,200	\$21,600

Other ETA Advertising Opportunities

Transaction Trends E-Alert	Banner	1 Issue	Member	2 issues	Member	6 issues	Member
Issue	468 x 80	500	400	\$900	\$700	\$2,800	\$2,400

TRANSACT 17 Daily	1 Day	3 Days
Issue	\$4,000	\$11,600
SLF 17 Daily	1 Day	3 Days
Issue	\$2,500	\$6,500

DETAil e-Newsletter	468 x 80	\$800/per month
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SellSafelInfo.org	Leaderboard 728 x 90	1 month	3 months	6 months	12 months
		\$1,600	\$1,450	1,250	1,100

RETAIL Suppliers Directory	
Leaderboard Banner Ad: \$4,000	Header / footer 728X90px
Medium Rectangle: \$3,500	Header / footer 300X250px
Featured Vendor \$3,700	100x55px Max. size: 20K.
Featured Product \$1,800	100x55px Max. size: 40K
1st Category Placement: \$1,500	
2nd Category Placement: \$1,350	
3rd Category Placement: \$1,150	
Keyword Package: \$200	
Enhanced Listing: \$450	
Priority Enhanced Listing: \$850	