

UniformMarket NEWS

Together with:
MADE TO MEASURE
 THE UNIFORM MAGAZINE

Exclusively Serving the Uniform and Career Apparel Industry

The screenshot displays the UniformMarketNews.com website interface. At the top, there are navigation links and a search bar. Below the header, there are several news articles with accompanying images and short descriptions. On the right side of the page, there are several advertisements for uniform suppliers, including 'HERO'S PRIDE', 'UNIVATAR', and 'EMBLEMS'. The website layout is clean and professional, with a focus on providing industry news and promotional content.

Industry Website & Monthly eMagazine

THE PREMIER UNIFORM NEWS PORTAL

- ▲ Public safety
- ▲ Hospitality
- ▲ Medical
- ▲ Equipment
- ▲ Industrial
- ▲ Accessories

UniformMarketNews.com

Media Kit 2011

UniformMarket NEWS

Industry Website & Monthly eMagazine

UNIFORM NEWS PORTAL

- ▲ Public safety ▲ Hospitality
- ▲ Medical ▲ Equipment
- ▲ Industrial ▲ Accessories

MARKETING PROGRAMS Schedule

eMagazine is published the 1st Tuesday of every month. Art deadline is Noon CST, one day before run date.

POSITION	DESCRIPTION	SIZE	PRICE
Top Standard Banner	Banners appear at the Top of the monthly eMagazine. Appears on all pages of UniformMarketNews.com.	500 x 75	Website: \$300/month eMagazine: \$200/month Both Media - \$400
Premier Banner	Premier Banner appears on all pages of UniformMarketNews.com and right side of the page of the monthly eMagazine.	350 x 200	Website: \$200/month eMagazine: \$150/month Both Media - \$300/month
Full Skyscraper	Full Skyscrapers are located on all pages of UniformMarketNews.com and right side of the monthly eMagazine.	190 x 250	Website: \$110/month eMagazine: \$90/month Both Media - \$170/month
Bottom Standard Banner	Banners appear at the Bottom of the monthly eMagazine. Appears on all pages of UniformMarketNews.com.	500 x 75	Website: \$130/month eMagazine: \$100/month Both Media - \$190
Leading Provider Buttons	Leading Provider Buttons appear on all pages of UniformMarketNews.com and left side of the page of the monthly eMagazine.	120 x 60	Website: \$50/month eMagazine: \$50/month Both Media - \$80/month

UniformMarket NEWS

Industry Website & Monthly eMagazine

The screenshot shows the UniformMarket website interface. At the top, there's a navigation bar with links like Home, About, Advertisers, Contact Us, and more. Below that, a main content area features several news articles and advertisements. Five red callout boxes are overlaid on the page:

- 1**: Points to the top navigation menu.
- 2**: Points to a news article titled "NAUMD Announces Public Safety Uniform of the Year Winners".
- 3**: Points to a large advertisement for "HERO'S PRIDE" ballistic duty gear.
- 4**: Points to the footer area containing contact information and a "Made to Measure" logo.
- 5**: Points to another advertisement for "CORDURA" brand fabric.

INDUSTRY WEBSITE

TARGETED

- ▲ Exclusively focused on the uniform industry
- ▲ Original content plus leading news feeds

TOP HEADLINES

- ▲ Complete coverage
- ▲ Latest industry news

WELL RESPECTED

- ▲ Creators of the coveted UNIVATOR Awards
- ▲ Industry member columnists

POSITIONS

- 1 Top Standard Banner**
a. Unit: 500x75 - Type: JPG, GIF (Animation accepted - Flash OK)
b. Size: 30k max
- 2 Premier Banner**
a. Unit: 350x200 - Type: JPG, GIF (Animation accepted - Flash OK)
b. Size: 30k max
- 3 Full Skyscraper**
a. Unit: 190x250 - Type: JPG, GIF (Animation accepted - Flash OK)
b. Size: 60k max
- 4 Bottom Standard Banner**
a. Unit: 500x75 - Type: JPG, GIF (Animation accepted - Flash OK)
b. Size: 30k max
- 5 Sponsor Button**
a. Unit: 120x60 - Type: JPG, GIF (No animation accepted - No Flash)
b. Size: 15k max