



FOR MEN

# FITNESSRx™

YOUR ULTIMATE PRESCRIPTION FOR THE PERFECT BODY

## DIGITAL MEDIA KIT

2016

[WWW.FITNESSRXFORMEN.COM](http://WWW.FITNESSRXFORMEN.COM)



DIGITAL

# BANNER

## OPPORTUNITIES

### **FITNESSRXFORMEN.COM**

*is the ultimate resource for active men seeking physical perfection, performance enhancement, and success in everything they do. With a scientific approach to fitness, muscle-building, fat loss, training, sex, nutrition, and supplementation, **FITNESSRXFORMEN.COM** delivers engaging and relevant content for the men who make living a healthy and fulfilling lifestyle a top priority.*

*Select from a vast menu of unique and custom integrated digital options that put your brand in front of a devoted fitness consumer 365 days a year.*

### **LEADERBOARD**

728X90  
**\$9** CPM

### **LARGE RECTANGLE**

980X180  
**\$11** CPM

### **MEDIUM BOX**

250X200  
**\$5** CPM

### **MEDIUM SQUARE**

250X250  
**\$6** CPM

### **MEDIUM RECTANGLE**

468X60  
**\$6** CPM

### **LARGE TOWER**

250X575  
**\$8** CPM

### **BACKGROUND WALLPAPER (SKIN)**

2400X1276  
**\$12** CPM

### **VIDEO PRE-ROLLER**

**\$14** CPM

### **HOMEPAGE TAKEOVER**

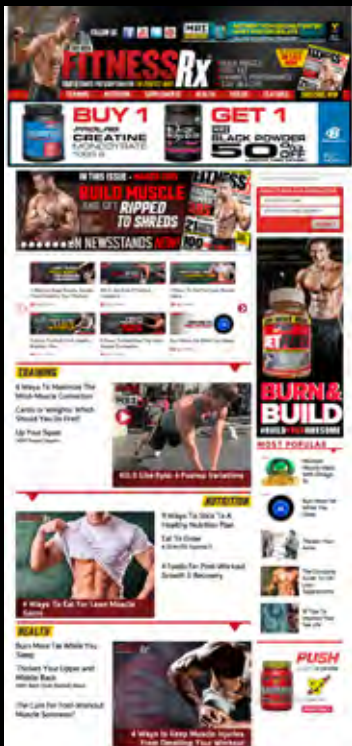
**\$18** CPM

### **PUSHDOWN BANNER**

**\$20** CPM

### **ROTATOR SLIDE**

677X230  
**\$20** CPM





# CUSTOM

## DIGITAL OPPORTUNITIES



### SPONSORSHIP PAGE

INCLUDES:  
ONE LEADERBOARD BANNER  
ONE MEDIUM RECTANGLE BANNER  
ONE WIDE SKYSCRAPER BANNER  
SKIN/BACKGROUND.  
**\$15 CPM/MONTH**



### SPONSORSHIP OF CATEGORY OR SUBCATEGORY

TAKE YOUR PICK!  
FITNESSRXFORMEN.COM HAS SIX CATEGORIES (TRAINING, NUTRITION, HEALTH, LIFESTYLE, SPORTS, AND MEN'S PHYSIQUE). EACH CATEGORY ALSO HAS MANY SUBCATEGORIES THAT MIGHT BETTER TARGET A MARKET FOR YOUR INDIVIDUAL PRODUCTS.  
**\$14 CPM/MONTH**



### VIDEO SERIES SPONSORSHIP

FITNESSRX FOR MEN WILL SEND A VIDEOGRAPHER TO MEET WITH YOUR ATHLETE. WE WILL SHOOT FOR ONE DAY, THEN OUR TEAM WILL EDIT DOWN VIDEO SO THAT WE HAVE FOUR SMALLER VIDEOS. EACH ONE WILL BE UPLOADED TO FITNESSRXFORMEN.COM ON A WEEKLY BASIS AND BLASTED ON SOCIAL MEDIA. AN ARTICLE WILL ALSO ACCOMPANY EACH VIDEO. EACH VIDEO PAGE WILL BE PLACED ON OUR HOMEPAGE ROTATOR FOR ONE WEEK. CALL FOR PRICING.



### ARTICLE PAGE SPONSORSHIP

CHOOSE AN EDITORIAL PAGE THAT COMPLEMENTS YOUR PRODUCT AND COMPANY. THREE BANNER ADS AND/OR SKIN CAN BE PURCHASED ON THESE PAGES. PLEASE SEE CPMS ABOVE FOR BANNER PRICING.





### NATIVE ADVERTISING

ONE OF OUR WELL-QUALIFIED EDITORS WILL WRITE A DEPARTMENT THAT WILL HIGHLIGHT THE PRODUCT OF YOUR CHOICE. THE ARTICLE WILL HAVE AN ORGANIC FEEL TO IT BECAUSE OUR STAFF WILL CREATE EDITORIAL THAT BRINGS POSITIVE LIGHT TO INGREDIENTS IN YOUR PRODUCT. OUR COMPANY WILL THEN RECOMMEND YOUR PRODUCT AND SHOWCASE AN IMAGE. THIS ARTICLE WILL ALSO BE POSTED ON OUR FACEBOOK PAGE.

# E-MAIL

## OPPORTUNITIES

### NEWSLETTER

THE FITNESS RX FOR MEN MONTHLY NEWSLETTER DELIVERS RELEVANT AND ENGAGING FITNESS, NUTRITION AND HEALTH CONTENT, TO A HIGHLY ACTIVE DATABASE OF MALES BETWEEN THE AGES OF 18 AND 45. LIMITED ADVERTISING UNITS PER NEWSLETTER AVAILABLE ON A FIRST COME BASIS.

SIZES AVAILABLE  
LEADERBOARD BANNER (BOTTOM):  
700 X 90 - 180 (HEIGHT INDEPENDENT)  
SKYSCRAPER BANNER (LEFT COLUMN)  
200X600  
**\$50** CPM/MONTH

### DIGITAL EMAIL BLAST

A JOINT PARTNERSHIP BETWEEN FITNESSRX AND YOUR COMPANY. THE BLAST OFFERS AN EXCLUSIVE OFFER FROM AN ADVERTISER, BROUGHT TO YOU ONLY BY FITNESSRX. BLAST INCLUDES EDITORIAL, IMAGE, WEB LINK, AND SPECIAL OFFER.  
LIMITED AVAILABILITY  
**\$100** CPM/MONTH

PLEASE EMAIL ALL AD SUBMISSIONS AND CREATIVE UPDATES TO OUR ONLINE PRODUCTION DEPARTMENT AT:  
[DIGITALADS@ADVANCEDRESEARCHMEDIA.COM](mailto:DIGITALADS@ADVANCEDRESEARCHMEDIA.COM)

### CONTACT

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