

ON-SITE DISPLAY ADVERTISING

AD TYPE	SIZE(S)	AVG. CTR
Big Sky (Welcome Ad)	1920x500 (half) 1920x850 (super)	0.86%
Floor	970x40 970x90 1200x90	0.21%
Leaderboards	970x90 970x250 728x90 300x50 320x50	0.11%
Mobile Adhesion	300x50 320x50	0.32%
Native	<i>Varies</i>	0.21%
Rectangles	300x250 300x100 300x600	0.12%
Reveal	<i>Varies depending on site</i>	0.31%
Skin/Page Wrap/ Wallerpaper/ Bookend	<i>Varies depending on site</i>	1.52%
Personal Assistant	<i>Varies</i>	0.03%

The benchmarks provided are based on extensive data collected from Informa Engage-run advertising campaigns. Please note these benchmarks are derived from Informa-wide data and represent a compilation of campaign performance from brands that have worked with Informa Engage YTD. Click-through rates (CTR) measure the effectiveness of an ad by dividing the number of ad clicks by the total number of impressions. CPMs not shown, as they vary by brand.