



MOST POPULAR

What is Most Popular?

Most Popular is an ad unit that is seamlessly integrated into search result listings but appears 1.5x larger than other product cards.

Why Is It Beneficial?

Most Popular is an eye-catching ad spot that sticks out from the rest of the search listings. It builds brand recognition and visibility right after a search is conducted.

Features Included

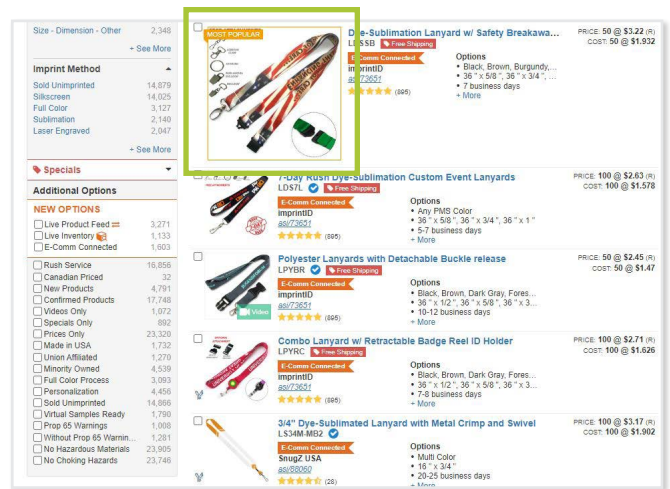
- ▶ **Product card is 1.5x larger than the rest of listings**
- ▶ **Appears with orange border around unit**
- ▶ **“Most Popular” burst**
- ▶ **Option for 10 or 20 products**

Rate

10 products - \$345/mo.

20 products - \$625/mo.

We are in the beginning stages of rolling out a new platform to a select number of distributor members, ESP+. This innovative new search platform has an updated look and feel and as a result some advertising opportunities may display differently to this select group of users.



▶ **Visit espasiadvertising.com or contact your account representative for more information.**