



PAY FOR PLACEMENT

What is Pay for Placement?

Pay for Placement positions your products in the top nine ad spots in search results for a selected product category.

Why Is It Beneficial?

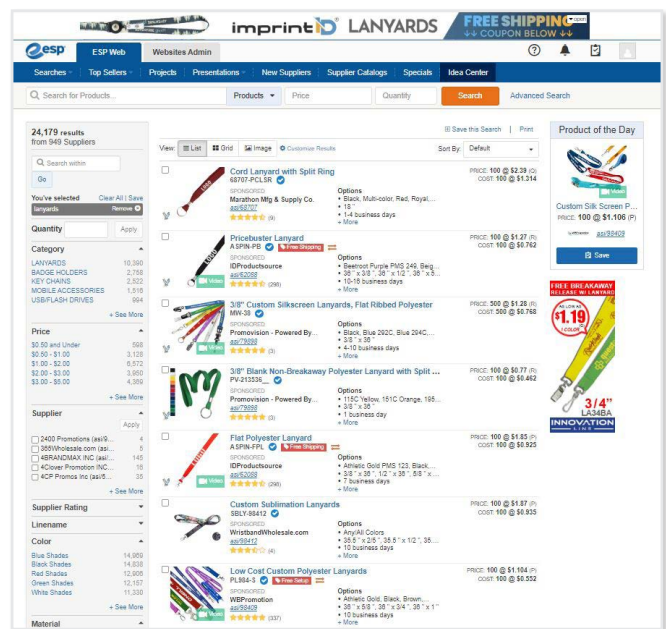
Your products appear first after a search conducted, meaning high visibility and better exposure on your products that are relevant to the search. Distributors will engage more with products that are first served to them.

Features Included

- ▶ **Positioned within the top nine spots in search results**
- ▶ **Increased likelihood of distributor engagement with your product listings**

Rate

Position	Tier 1	Tier 2	Tier 3 (position agnostic)
Top spot	\$400/M	\$370/M	\$225/M
2nd spot	390/M	355/M	225/M
3rd spot	375/M	350/M	225/M
4th spot	365/M	335/M	225/M
5th spot	355/M	325/M	225/M
6th spot	340/M	315/M	225/M
7th spot	330/M	305/M	225/M
8th spot	320/M	285/M	225/M
9th spot	320/M	285/M	225/M



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 espiadvertising.com or contact your account representative for more information.**