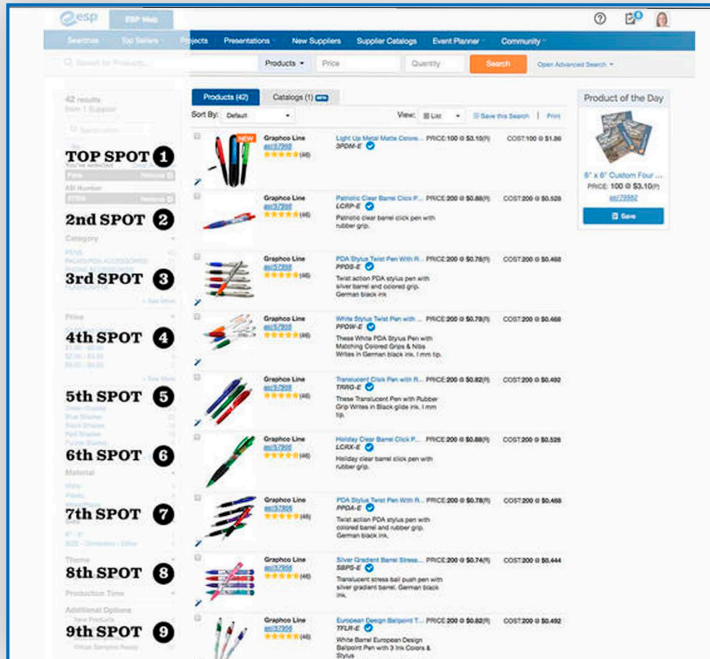


Pay for Placement



Product Exclusive

Effectively Targets at the Top of Search Results

Highly Coveted

High Engagement

2022 ESP Pay for Placement Rates:

Cost is per 1,000 Impressions

	Tier 1	Tier 2	Tier 3 - \$170 CPM (position agnostic)
Top Spot	\$345	\$320	
2nd Spot	\$335	\$310	
3rd Spot	\$330	\$305	
4th Spot	\$320	\$295	
5th Spot	\$310	\$285	
6th Spot	\$300	\$275	
7th Spot	\$290	\$265	
8th Spot	\$280	\$255	
9th Spot	\$275	\$250	

ESP® Pay for Placement (PFP) will help you target searching distributors by positioning your products in the top nine ad spots in search results for a product category. This highly engaging ad spot places your products where they need to be to stand out in search results.

Visit espasiadvertising.com or contact your account executive to get started.