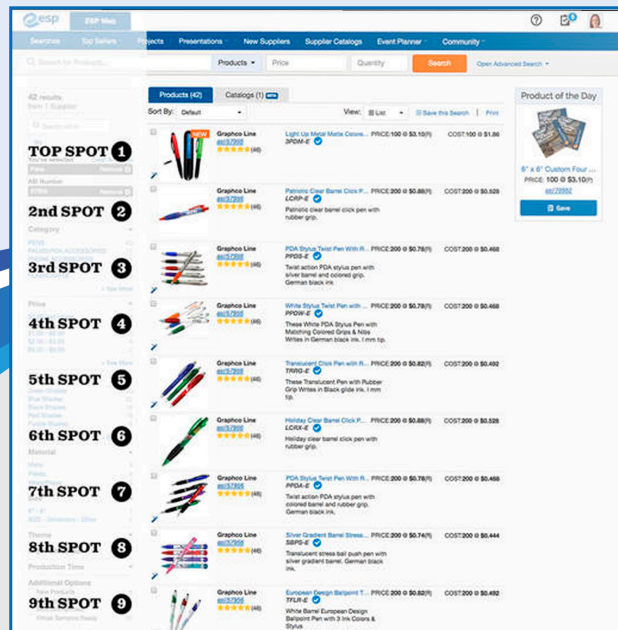


Pay for Placement



Highly Coveted.
Highly Engaging.
Product Exclusive.

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.

2023 ESP Pay for Placement Rates:
Cost is per 1,000 Impressions

	Tier 1	Tier 2	Tier 3 (position agnostic)
Top spot	\$375/M	\$350/M	\$195/M
2nd spot	\$365/M	\$335/M	\$195/M
3rd spot	\$355/M	\$330/M	\$195/M
4th spot	\$345/M	\$315/M	\$195/M
5th spot	\$335/M	\$305/M	\$195/M
6th spot	\$320/M	\$295/M	\$195/M
7th spot	\$310/M	\$285/M	\$195/M
8th spot	\$300/M	\$270/M	\$195/M
9th spot	\$300/M	\$270/M	\$195/M

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