

## Overview

Promote your message via marketing directly to the desktop or mobile device. E-newsletters deliver the latest product developments, technology advancements, and other industry news to thousands of professionals. Our average click-through rates beat industry averages. And, we can gather important reader information to provide you with qualified leads.

## Roles & Duties

### Client

- Define the expectations
- Provide materials
- Meet approval times

### Sales

- Manage final approval

## Specs



**Leaderboard:** 728 x 90, gif, jpg, 45kb

## Program Features

### Daily E-Newsletter

*Reach up to 183,600\* audience members monthly for around \$15/per 1000*

- Leaderboard - Zone 1..... **\$2,750 month**
- Leaderboard - Zone 2..... **\$2,475 month**
- Leaderboard - Zone 3..... **\$2,225 month**

### Weekly E-Newsletter

*Reach up to 46,000\* audience members monthly for around \$25/per 1000*

- Leaderboard - Zone 1..... **\$1,150 month**
- Leaderboard - Zone 2..... **\$1,025 month**
- Leaderboard - Zone 3..... **\$925 month**
- Leaderboard - Zone 4..... **\$825 month**
- Leaderboard - Zone 5..... **\$750 month**

### Breaking News

*Reach up to 11,500\* audience members monthly for around \$50/per 1000*

- Leaderboard - Zone 1..... **\$3,000 month**

### Top Ten

- Leaderboard - Zone 1..... **\$3,000 month**
- Leaderboard - Zone 2..... **\$2,000 month**
- Leaderboard - Zone 3..... **\$1,000 month**