

**WEBSITE:** Our site serves as the foundation of all of our offerings and provides marketers with a strong platform to increase brand awareness and

	Description	CPM	Monthly (est)	Impressions (monthly est)*	Desktop	Specs** Tablet	Mobile
Resource Listing		–	\$1,250 (one-time-fee)	–	75-100 words	75-100 words	75-100 words
Event Listing		–	\$1,750 (one-time-fee)	–	Image: show logo Copy: 75-100 words	Image: show logo Copy: 75-100 words	Image: show logo Copy: 75-100 words
Left-Right Anchors	Fixed on left and right sides of screen (space providing). Option to supply unique creative for each side.	–	\$10,500	10,000	180 x 500	180 x 500	–
Web Intersitial	Overlay appears upon click, once per day, per user, and is mobile optimized.	–	\$10,500	10,000	320 x 480	320 x 480	320 x 480
Half Page (Medium Rectangle on tablet & mobile)	Displays as half-page on desktop and medium rectangle on all other devices.	\$70.00	\$3,000	40,000	300 x 600	300 x 250	300 x 250
Medium Rectangle	Displays as medium rectangle-on desktop and medium rectangle on all other devices.	\$35.00	\$1,750	40,000	300 x 250	300 x 250	300 x 250
Leader Billboard (top)	Displays above menu.	\$90.00	\$4,000	40,000	970 x 250 970 x 90 728 x 90	728 x 90	320 x 50
Leader Billboard Bottom Anchor	Fixed to bottom of browser window. Appears upon page load, once per user per day.	\$90.00	\$4,000	40,000	970 x 250 970 x 90 728 x 90	728 x 90	320 x 50

\*Numbers are estimates only. Numbers fluctuate month by month.

\*\*All ad file sizes should be less than 80kb for static images, and 150kb for animated images.

## WEEKLY

Our newsletter delivers targeted content weekly on Wednesdays to more than 55,000 B2B marketing and sales executives.

	1 Month	3 months	6 months**	Specs
Featured Banner	\$4,000	\$3,500 / month	\$3,000 / month	468 x 60
Standard Banner	\$3,500	\$3,000 / month	\$2,500 / month	468 x 60
Featured Text Ad	\$3,500	\$3,000 / month	\$2,500 / month	Image: 150 x 150 Headline: 50 characters Body: 110 characters
	1 newsletter	2 newsletters	6 newsletters	Specs
Full Sponsorship*	\$6,000	\$5,500 each	\$5,000 each	Featured Banner, Featured Text Ad, Standard Ad, & Logo.

\*Full sponsorships include a featured banner, standard ad, featured text ad, & logo.

\*\*Secure a 6-month program – get 1 month free