

B2BecNews Newsletter — 20,000+ subscribers

Rates per edition	3x	6x	9x	12x
Leaderboard (728 x 90px)*	\$750	\$700	\$650	\$600
Rectangle (300 x 250px)*	\$750	\$700	\$650	\$600

Weekly Sponsorship (4 per week)\$3,400
80,000 subscriber impressions

News Alert Sponsorship (4 per month)\$3,400
Advertise a leaderboard or medium rectangle in newsletter and then leaderboard with sponsor logo in 2 news alert editions.

B2BECNEWS DIGITAL REPORTS**B2BecNews Executive Reports****Exclusive reports from our editors (Digital Only)**

Sponsorship includes cover recognition, 1-pg article, 1-pg ad, marketing, lead generation, and a custom PDF*

*Guaranteed minimum of 75 non-vendor leads for 2-pg program, 50 non-vendor lead for 1-pg program

Rate: \$8,500 (1-pg ad + 1 -pg article)

Rate: \$5,000 (1-pg ad)

B2BecNews Research Reports**Exclusive sponsorship opportunities with leads**

Platinum Sponsorship: 1-pg executive Q&A article, 1-pg, 4/c ad, logo, 75 guaranteed leads* and a custom PDF. **Rate: \$8,500**

Gold Sponsorship: 1-pg ad, logo, custom PDF and guaranteed 50 leads*. **Rate: \$5,000**

*Guaranteed minimum of non-vendor leads from report downloads

B2BecNews Webinar Series

B2B Research or Editorial Webinar..... \$22,500

B2B Co-Sponsor Webinar \$19,500

B2B Co-Branded Webinar \$27,000*

*Co-branded webinar is limited to 2 company sponsors. For multiple sponsor webinars (more than 2), please contact your sales manager.

CUSTOM PROGRAMS**Exclusive content marketing programs****CUSTOM REPORT, WHITE PAPER OR SURVEY REPORT**

Collaboration with B2BecNews editor who executes, tabulates (if survey), and publishes the report. Report includes leads, analysis, results, sponsor ad + logo, newsletters and email promotion.

Rate: \$19,500 - \$22,500

E-BOOK

Compilation of B2B articles, B2B survey results on related topic
Sponsored by logo, 1-pg ad, e-blast to 15k, B2BecNews ad 4x.

Rate: \$17,500

CONTENT SYNDICATION

Promote asset via email, website, and newsletter for leads

Rate: \$4,500 per month

LIVE ROUNDTABLE EVENTS

contact your sales manager for more information

EMAIL PROMOTIONS**Market whitepapers, case studies, research, webinars**

Program includes HTML promo transmission, tracking reports (delivery, open and CTR rates)

Distribution: B2B manufacturers, distributors, wholesalers and retailers

Cost: \$3,000 | List rental quantity: 6,000

Cost: \$2,500 | List rental quantity: 5,000

Additional Option: Resend to Opens: 15% premium to order

ONLINE ADVERTISING

B2B E-Commerce World on digitalcommerce360.com platform

IMPRESSION AMOUNT

10,000 - 19,000.....	\$65
20,000 - 29,000.....	\$58
30,000 or Higher	\$55

PREMIUM ADS & UPGRADES COST

Native Advertising.....Contact your sales manager

Interstitial / Welcome Banner ¹.....\$1,500/mo.

Upgrade to Premium AdsAdd: \$20 CPM

¹ Every unique visitor in a 30-day period

DigitalCommerce360.com – Ad Type	(w x h)
Interstitial / Welcome Banner	640x480
Super Leaderboard	970x90
Leaderboard	728x90
Medium Rectangle	300x250
Skyscraper	160x600
Premium – Ad Type ²	(w x h)
Billboard	970x250
Portrait	300x105
Push-down	970x180

Vendor Directory

Be listed and searchable with company description, product quotes, contact detail; premium positions in all categories

Directory Levels	First	Additional
Premium	\$3,500	\$1,200
Gold	\$2,500	\$1,200
Silver	\$1,500	\$1,200
Bronze	\$750	\$500

QUARTERLY UPGRADE OPTIONS (Platinum and Gold levels)

News Topic Sponsor - \$850

DC360 Homepage Banner - \$500

4 Magazine Conference Ads - \$1,750

3 Months Featured Resource - \$1,250