SmartBrief Product Portfolio

SmartBrief Exclusives

SmartBrief is proud to introduce a diverse portfolio of EXCLUSIVES - distinct products designed to give you 100% share-of-voice in reaching your industry's key decision makers. Sole sponsorship means there's no distraction from your marketing message. Every issue is built exclusively around your brand. No clutter. No competition.

Product	Breakdown	Largest Ad Unit	Number of Sends	Number of Participating Briefs
Dedicated Send	100% Advertiser Content	700 x 1200	1	30+
Sponsored Feature	70% Ad Content 30% SmartBrief Content	285 x 225 120 x 600	1 + 5 promo spots	30+
Topic Based Special Report	100% of Ad Units + SmartBrief Content	728 x 90 120 x 600	1 or 2	90+
Conference Special Report	100% of Ad Units + SmartBrief Content	728 x 90 120 x 600	1 or 2	90+
Best of Report	100% of Ad Units + SmartBrief Content	300 x 600	1 + 4 poll sponsorships	90+
Roadblock	100% of Ad Units + SmartBrief Content	728 x 90	1	100+

SmartBrief E-Newsletter Roadblocks

Looking for more impact with less competition? SmartBrief now offers the option to "roadblock" your favorite industry brief for up to a full year. Key decision-makers will see your branding message – and no one else's.

Take the Roadblock route when you want:

Constant exposure

Choose your brief, choose your term, and all available ad space is yours alone.

Concrete savings

Sign up for a longer term to lower your cost-per-insertion.

Complete exclusivity

Capture 100% of mindshare when you don't share ad space with your competitors.

Don't get left out. Contact us today to start the Roadblock process.



SmartBrief Conference Special Reports

Associations spend big money to promote their meetings and trade shows. Now you can benefit from the buzz with custom e-newsletters tied to the most important events on the industry calendar.

With helpful previews or detailed wrap-ups, Conference Special Reports get attention – and results.

This premier advertising platform offers:

Good Company

Align your brand more closely with the association behind all the excitement.

Better Response

Drive traffic to the URL of your choice with superior click-through rates.

Best Timing

Get in front of prospects when their industry focus is at its peak.

Only one sponsor can enjoy the benefits of a Conference Special Report.

Contact us before your competition does



SmartBrief Data Driven Reporting

It pays to be data-driven. Is your ad reaching the right audience? Are you getting the ROI you hoped for? With a SmartBrief campaign, you'll never have to wonder.

Our best-in-class reporting tools provide all the data you need for greater certainty and smarter decisions:

- Reach
- Impressions
- Total clicks
- Click-through rates
- Clicks per creative

Best of all, we go beyond the aggregate data to show you exactly who's interacting with your ad – right down to **company name** and **job title**. No more mystery. No more hunches. No more extrapolation.

Nowhere else will you find this level of detailed reporting. It's what makes SmartBrief your advertising partner...and not just another advertising platform.



SmartBrief Dedicated Sends

When you want total control of your message, a Dedicated Send offers the ultimate flexibility and exclusivity in tailoring a promotional opportunity to fit the needs of your brand.

The content is all yours, so the benefits are unlike anything else:

Versatile Objective

Capture leads, promote a product, position your brand – use the Dedicated Send however you see fit.

Flexible Timing

Work with SmartBrief publishing experts to schedule a send based on your marketing initiatives rather than our editorial calendar.

Advertorial Impact

Make your own news by adapting SmartBrief's well-known editorial look to your marketing campaign.

To maintain optimal performance, Dedicated Sends are strictly limited and closely monitored.

Contact us to schedule your send today.



SmartBrief Sponsored Features

For ultimate impact and flexibility, tell your story on your own terms. Our objective, independent content is just the foundation, ready for your custom add-ons: A feature article, an in-depth company profile, multiple product offerings, a variety of ads.

Mix. Match. Innovate. Experiment. No other SmartBrief product offers:

More Balance

With 30% news and 70% advertiser content, you get the perfect blend of credibility and flexibility.

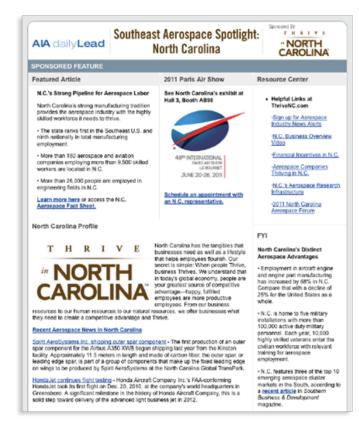
More Space

A longer layout means extra room to make your case.

More Follow-up

Five ads in your industry brief continue driving traffic long after your Sponsored Feature has been sent.

Availability is extremely limited and content is subject to approval. Contact us to schedule your Sponsored Feature today.



SmartBrief Topic Based Special Reports

When you need industry leaders to think of you first, SmartBrief gives them something to think *about*. Our editors create timely reports on single issues, helping deliver higher open rates and greater engagement.

Topic-Based Special Reports also offer:

Brand Relevance

Associate your brand with a pressing issue to allow a more urgent call to action.

Content Matching

Align ad copy with the overall topic to achieve better click-through rates.

Multiple Impressions

Repeat your logo and message up to four times in a single send.

Extended Reach

Link to SmartBrief blogs to leverage the power of search and social networks.

Availability is limited.

Contact us today so we can begin working on your Topic-Based Special Report.



SmartBrief Best of Reports

For best-in-class engagement, there's no better vehicle than our annual wrap-up featuring the year's top news, trends and predictions.

SmartBrief editors pick the year's biggest stories, then add expert analysis and custom polls to deliver the highest possible mind share. Sponsors receive:

Coveted Branding

Establish your credentials as an industry thought leader.

Multiple Impressions

Build anticipation with 4 weekly poll questions in SmartBrief enewsletters.

Enduring Recognition

Stay in front of the market with branded editorial that lives permanently on one of our blogs.

Enhanced Advertising

Make a bigger impression with ad specs designed for maximum impact.

With just one issue per year, there's no such thing as "second best."

Contact us to reserve your sponsorship today

