SmartBrief

Exclusive Opportunity

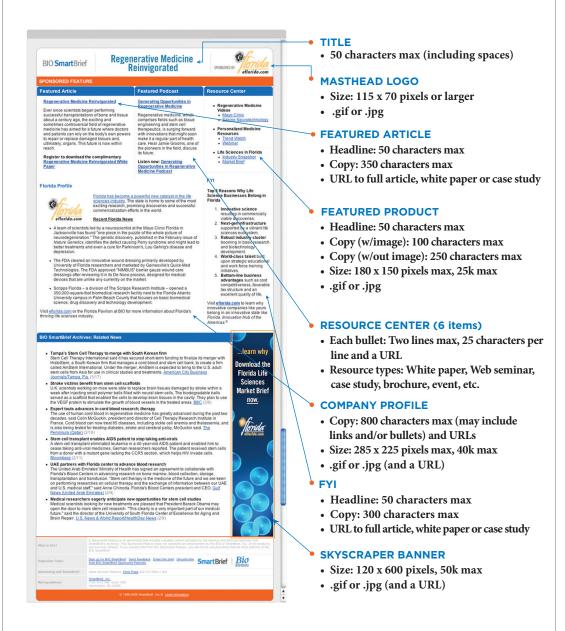
Sponsored Features

Your Opportunity to Tell Your Story

You determine the subject. You drive the content. We pull relevant industry news from the SmartBrief archives to support your issue, then send it to our entire subscriber list with the SmartBrief stamp of approval.

With only a handful of industry-specific Sponsored Features produced annually, they are our most exclusive and prominent advertising vehicles – a direct conversation with decision makers in your industry.

Secure your SmartBrief Sponsored Feature today (please allow four to six weeks for production). This exclusive inventory is going fast.



Sponsored Feature Details

- Focused on an industry hot topic, you "own" the issue
- 70% advertiser content; 30%
 SmartBrief content (relevant, archived news)
- Sponsored Features are sent separately to our qualified, opt-in subscriber list
- The Sponsored Feature package includes five follow-up text ads in your brief to drive more traffic to the Sponsored Feature
- We deliver a polished, professional publication that can be used as a unique addition to your sales and marketing collateral
- Sponsored Features advertisers include Airbus, Raytheon, Dow Jones, Standard and Poor's, SAP, IBM and other industry leaders