

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

The screenshot displays a web page for a SmartBrief Special Report titled "let us be your guide" for the 2011 International CES. The page features the CEA SmartBrief logo and a "click here" button. The main article, "Innovation abounds at the 2011 International CES," describes the event's excitement, mentioning the opening keynote by Taio Cruz and the "Dynamite" song. It also discusses the industry's recovery from the recession, citing CEA's statistics on attendance and product launches. The article concludes with a mention of the book "The Comeback: How Innovation Will Restore the American Dream" and a link to "let us be your guide" for the 2012 International CES. The page is sponsored by ROVI.

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.

The screenshot displays a 'Sponsored Feature' layout for 'Southeast Aerospace Spotlight: North Carolina'. The header includes the 'AIA dailyLead' logo, the title 'Southeast Aerospace Spotlight: North Carolina', and a 'Sponsored by THRIVE NORTH CAROLINA' badge. The main content is organized into three columns. The left column, 'Featured Article', contains the title 'N.C.'s Strong Pipeline for Aerospace Labor', a paragraph about North Carolina's manufacturing tradition, and three bullet points highlighting the state's aerospace strengths. The middle column, '2011 Paris Air Show', features a graphic for the 48th International Paris Air Show and a link to schedule an appointment. The right column, 'Resource Center', lists helpful links such as 'Sign up for Aerospace Industry News Alerts' and 'N.C. Business Overview Video'. Below the main content is a 'North Carolina Profile' section with the 'THRIVE in NORTH CAROLINA' logo and a paragraph about the state's business advantages. The bottom right corner features a 'FYI' section titled 'North Carolina's Distinct Aerospace Advantages' with bullet points about military and aerospace employment. The layout is professional and informative, designed to attract aerospace industry interest.

AIA dailyLead | **Southeast Aerospace Spotlight: North Carolina** | Sponsored by **THRIVE NORTH CAROLINA**

SPONSORED FEATURE

Featured Article	2011 Paris Air Show	Resource Center
<p>N.C.'s Strong Pipeline for Aerospace Labor</p> <p>North Carolina's strong manufacturing tradition provides the aerospace industry with the highly skilled workforce it needs to thrive.</p> <ul style="list-style-type: none">• The state ranks first in the Southeast U.S. and ninth nationally in total manufacturing employment.• More than 150 aerospace and aviation companies employing more than 9,500 skilled workers are located in N.C.• More than 25,000 people are employed in engineering fields in N.C. <p>Learn more here or access the N.C. Aerospace Fact Sheet.</p>	<p>See North Carolina's exhibit at Hall 3, Booth AB98</p>  <p>48th INTERNATIONAL PARIS AIR SHOW LE Bourget JUNE 20-26, 2011</p> <p>Schedule an appointment with an N.C. representative.</p>	<ul style="list-style-type: none">• Helpful Links at ThriveNC.com• Sign up for Aerospace Industry News Alerts• N.C. Business Overview Video• Financial Incentives in N.C.• Aerospace Companies Thriving in N.C.• N.C.'s Aerospace Research Infrastructure• 2011 North Carolina Aerospace Forum

North Carolina Profile

THRIVE in NORTH CAROLINA

North Carolina has the tangibles that businesses need as well as a lifestyle that helps employees flourish. Our secret is simple: When people Thrive, business Thrives. We understand that in today's global economy, people are your greatest source of competitive advantage—happy, fulfilled employees are more productive employees. From our business resources to our human resources to our natural resources, we offer businesses what they need to create a competitive advantage and Thrive.

[Recent Aerospace News in North Carolina](#)

Spirit AeroSystems Inc. shipping outer spar component • The first production of an outer spar component for the Airbus A350 XWB began shipping last year from the Kinston facility. Approximately 11.5 meters in length and made of carbon fiber, the outer spar, or leading edge spar, is part of a group of components that make up the fixed leading edge on wings to be produced by Spirit AeroSystems at the North Carolina Global TransPark.

HondaJet continues flight testing • Honda Aircraft Company, Inc.'s FAA-conforming HondaJet took its first flight on Dec. 20, 2010, at the company's world headquarters in Greensboro. A significant milestone in the history of Honda Aircraft Company, this is a solid step toward delivery of the advanced light business jet in 2012.

FYI

North Carolina's Distinct Aerospace Advantages

- Employment in aircraft engine and engine part manufacturing has increased by 68% in N.C. Compare that with a decline of 25% for the United States as a whole.
- N.C. is home to five military installations with more than 100,000 active duty military personnel. Each year, 10,000 highly skilled veterans enter the civilian workforce with relevant training for aerospace employment.
- N.C. features three of the top 10 emerging aerospace cluster markets in the South, according to a [recent article](#) in Southern Business & Development magazine.

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.

The screenshot shows an email newsletter for SwapClear, titled "Interest Rate Swap Clearing for clients". The header includes the SwapClear logo, the date "SEPTEMBER 26, 2009", and navigation links: "SIGN UP", "FORWARD", "ARCHIVE", and "ADVERTISE". Below the header is the "sifma SmartBrief SPECIAL UPDATE" logo, with "Sponsored by LCH.CLEARNET" and a "Search past news" link.

The main content area is titled "Special Update on Over-the-Counter Derivatives -- Part I". It includes a welcome message, a paragraph about the update's focus on industry news and regulatory developments related to the Dodd-Frank Act, and a paragraph about the resources offered for those looking to learn more about OTC derivatives.

A section titled "Analysis from SIFMA" follows, with a sub-header "The role of OTC derivatives in today's financial markets". The text discusses the importance of OTC derivatives as risk-management tools for companies worldwide, their use in managing exposure to interest rates, currency-exchange rates, and commodity prices, and their role in problems encountered by a small number of insurers.

The footer includes the SwapClear logo, a description of SwapClear as LCH.Clearnet's market leading IRS clearing service, and a link to "www.lchclearnet.com". It also includes a disclaimer: "Product announcements appearing in SmartBrief are used as advertisements and do not reflect actual SIFMA endorsements. The views expressed in..."

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 e-newsletters.

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

SIGN UP | FORMATS | ARCHIVE | ADVERTISE

Sponsored by

BEST
OF
2011

Expert views and insights from
Restaurant SmartBrief

Lead Story Title Goes Here

Subheader goes here subheader goes here

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Share: [D](#) [F](#) [T](#) [EMAIL](#)

2012 Predictions

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Share: [D](#) [F](#) [T](#) [EMAIL](#)

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The advertisement features a green background. At the top center is the Philadelphia logo. Below it, the text "Spread Responsibly." is written in white, followed by "Click here to learn more." in smaller white font. In the bottom right corner, there are two tubs of Philadelphia cream cheese spread; one is labeled "PHILADELPHIA" and the other "Blueberry".

Product announcements appearing in SmartBrief are paid advertisements and do not reflect actual ASCQ endorsement. The news reported in SmartBrief does not necessarily reflect the official position of ASCQ.

Most Popular Stories

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