

***News Briefs***  
**eNewsletter**

Now more than ever, professionals consume information on the go. Our *News Briefs* eNewsletter allows members to stay informed about timely industry topics and association news whether they are in the office or on the road.



- Delivers your message directly to the inbox of decision-makers on a regular basis
- In addition to members, opt-in subscription means that professionals in the market for your products and services see your message
- Frequently forwarded to others for additional exposure
- Cross-promoted in other CAPMA publications and communications pieces
- Directs visitors to the landing page of your choice to facilitate the purchasing process
- Archives are accessible for unlimited online viewing



- Limited to six advertisers per issue.

## 2 Sponsored Content

- Limited to five advertisers per issue.
- Image/Logo must be 180 x 150 px
- Headline: Advertiser supplies up to 64 characters, including spaces
- Summary text: Advertiser supplies up to 465 characters, including spaces
- Call to Action text: Advertiser supplies up to 64 characters, including spaces (e.g., Click Here, Read More)
- Advertiser supplies call to action URL

All advertisers will receive an invoice for the total amount, due upon activation.

Advertisements must be in JPG format (animation and Flash/SWF files are not accepted) and the total file size must not exceed 100kb. Contract advertisers may change their ad artwork once a month at no additional cost.

Advertisers will receive campaign performance reports that detail monthly ad impressions and click-throughs on an as-requested basis.

When renewing online ads, priority and first right-of-refusal will be given to advertisers who commit to 12 months. All other companies will be renewed on a first-come, first-served basis.

**Disclaimer:** Please note that the mockup shows overall newsletter layout, but exact ad location on the newsletter will vary based on the amount of editorial content supplied each issue.

Rates are net. Reservation is on a first-come, first-served basis.

**Are you ready to take your influence to the next level? Ask us about custom packaging options and industry-specific campaigns to boost your presence in print and online.**

## CURRENT RATES (CPC-N0025)

Display Advertising	Rate
Sponsored Content - 12 Months	<input type="checkbox"/> \$1,890.00
Rectangle - 12 Months	<input type="checkbox"/> \$1,350.00

REQUEST TODAY!

## Supplementary Charges

Artwork Creation	\$125.00
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