

E-NEWSLETTER SPONSORSHIP

The *Smart Industry Update* newsletter is distributed twice weekly (each Monday and Thursday) to our engaged audience of nearly 12,000 decision-makers across industry. *SI Update* provides an eye-catching combination of informative features, sponsored segments, graphics and alerts of the latest trends. Sponsorship of *SI Update* delivers a unique combination of branding and awareness, and is effective in driving click-through activity. Further, *SI Updates* provide the ability to associate your name with a specific brand message.

Just select the ad unit you'd like to use (right), supply us with creative for your ad and destination URL on your website. We'll schedule your placement and desired timing against available inventory. We take care of making sure the newsletter is delivered at the optimum time to maximize open rates, and we provide you with a report on how your ad performed. Advertising in the *SI Update* places your messaging directly in the inbox of prospects, affording one-click access to more information on your products and services.

The *Top Five*, a special edition of *SI Update*, is published the last Friday of every month, celebrating the most-read *Smart Industry* pieces in the last 30 days.

PREMIUM SPONSOR: \$2,150 NET

Up to 150x150 pixel non-animated image (optional), up to 75 characters for headline and up to 350 characters for text (including spaces). Include destination link.

FEATURED SPONSOR: \$1,300 NET

Up to 150x150 pixel non-animated image (optional), up to 75 characters for headline and up to 250 characters for text (including spaces). Include destination link.



SINGLE SPONSOR E-NEWSLETTER

What size are the ad units for a Single Sponsor eNewsletter and what are the specs for each unit?

We feature the same ad units as our editorial newsletters (see table).

What kind of performance can I expect from my Single Sponsor E-Newsletter?

Performance always varies, but the great thing about our Single Sponsor eNewsletter is that by featuring *Smart Industry* content and using our design template, open rates and click-through rates are routinely very strong.

What kind of reporting is provided for my Single Sponsor E-Newsletter?

Our summary report includes metrics for delivery rates, open rates and click-through rates.

What's the process for determining the topic for our Single Sponsor E-Newsletter?

You'll work with our editorial team to determine a suitable topic. Our editors are keenly aware which topics resonate with your audience and which topics are too narrow to draw enough attention. They'll share their expertise to help you find a topic that suits your message and reaches the widest possible audience.

Single Sponsor eNewsletter Program Cost:

From \$5,000 net per issue

CUSTOM E-NEWSLETTER AD SPECIFICATIONS *	
Position	Creative
Premium Sponsor	Up to 150x150 pixel non-animated image (optional), up to 75 characters for headline and up to 350 characters for text (including spaces). Include destination link.
Featured Sponsor	Up to 150x150 pixel non-animated image (optional), up to 75 characters for headline and up to 250 characters for text (including spaces). Include destination link.
Sponsored Link	Up to 75 characters for headline and up to 150 characters for text (including spaces). Include destination link.

* All character counts include spaces.

