

WEBSITE: Our site serves as the foundation of all of our offerings and provides marketers with a strong platform to increase brand awareness and drive leads.

	CPM	Monthly (est)	eCPM**	Impressions (monthly est)***	Specs****
Resource Listing	–	\$1,000 (one-time-fee)	–	–	75-100 words
Event Listing	–	\$1,500 (one-time-fee)	–	–	Image: show logo Copy: 75-100 words
Skybar	\$70	\$2,100	\$98	30,000	250 x 500
Sidebar Middle	\$35	\$1,050	\$49	30,000	250 x 250
Sidebar Bottom	\$35	\$1,050	\$49	30,000	250 x 250
In-Article	\$90	\$1,080	\$126	12,000	250 x 250
Leaderboard	\$90	\$2,700	\$126	30,000	728 x 90
Pop-In*	–	\$10,000	–	10,000	640 x 480

*Pop-in unit shows once per day, per user.

**eCPM reflects pricing for exclusive positioning/buyout in that location.

***Numbers are estimates only. Numbers fluctuate month by month.

****All ad file sizes should be less than 80kb for static images, and 150kb for animated images.

WEEKLY NEWSLETTER:

Our newsletter delivers targeted content weekly on Wednesdays to more than 55,000 B2B marketing and sales executives.

	1 Month	3 months	6 months**	Specs
Featured Banner	\$3,500	\$3,000 / month	\$2,500 / month	500 x 200
Standard Banner	\$3,000	\$2,500 / month	\$2,000 / month	500 x 200
Featured Text Ad	\$3,000	\$2,500 / month	\$2,000 / month	Image: 150 x 150 Headline: 50 characters Body: 110 characters
	1 newsletter	2 newsletters	6 newsletters	Specs
Full Sponsorship*	\$5,500	\$5,000 each	\$4,500 each	Featured Banner, Featured Text Ad, Standard Ad, & Logo.

*Full sponsorships include a featured banner, standard ad, featured text ad, & logo.

**Secure a 6-month program – get 1 month free!

DIGEST NEWSLETTER:

Our DIGEST newsletter delivers targeted content bi-monthly to more than 55,000 B2B marketing and sales executives.

	1 newsletter	3 months	6 months**	Specs
Featured Banner	\$2,500	\$3,000 / month	\$2,500 / month	468 x 60
Standard Banner	\$2,000	\$2,500 / month	\$2,000 / month	468 x 60
Featured Text Ad	\$2,500	\$2,500 / month	\$2,000 / month	Image: 150 x 150 Headline: 50 characters Body: 110 characters
	1 newsletter	2 newsletters	6 newsletters	Specs
Full Sponsorship*	\$5,000	\$4,500 each	\$4,000 each	Featured Banner, Standard Banner, & Featured Text Ad.

*Full sponsorships include a featured banner, standard banner, & featured text ad.

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