

# More Media Platforms, More Audience Engagement

## E-News Advertising

Ideally suited to support any marketing campaign, *Monitor's* unique Daily E-News Broadcast and new Weekly Wrap-Up afford unmatched audience reach for advertisers and sponsors.

### DAILY E-NEWS BROADCAST ADVERTISING

Our most popular advertising media platform, *monitordaily's* Daily E-News Broadcast reaches over 7,000 registered e-news subscribers every business day. Its unique format and delivery has made it the medium of choice for advertisers seeking to heighten awareness. Direct hotlink features afford the additional opportunity for audience engagement.

DURATION	CONTRACT COST (FREQUENCY/INSERTIONS PER WEEK)				
	1X	2X	3X	4X	5X
1 Year	\$4,975	\$8,955	\$12,685	\$16,420	\$19,030
6 Months	2,950	5,310	7,525	9,735	11,285
3 Months	1,795	3,230	4,575	5,925	6,865

All e-news advertising rates are subject to change without notice.



### WEEKLY E-NEWS WRAP-UP ADVERTISING

This new platform was launched in June 2011 to provide an alternative to the *Daily E-News Broadcast*. Based on a new e-mail delivery system that measures subscriber popularity, this broadcast of the top 10 news stories from the previous week is forwarded every Monday morning to *monitordaily's* 7,000+ e-news subscribers.

Advertisers that chose this exclusive new media platform enjoy the benefit of sharing the broadcast with only two other sponsors thus improving visibility and the opportunity to engage with this opt-in audience.

INSERTION/FREQUENCY	CONTRACT COST (DURATION)		
	1 YEAR	6 MONTHS	3 MONTHS
One Time Per Week	\$6,995	\$3,850	\$2,210

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### DAILY & WEEKLY E-NEWS AD REQUIREMENTS

**BANNER STYLE:** 600 pixels wide x 80 pixels tall, JPG or GIF. Maximum file size is 15K. Animation is NOT supported.

**LOGO/TEXT STYLE:** Company logo/image area is 200 pixels wide x 120 pixels tall, must include 10 pixel white border on top and bottom. Animation is NOT supported. If you cannot prepare a Web-ready image, send us a high-resolution EPS, TIF or PDF of your logo and we will prepare it for you.

E-news message space is limited. Please supply text as follows:

- Line 1: Bold Headline** — Single line only, cannot exceed 60 characters including all spaces and punctuation.
- Lines 2/4: Body Copy** — Three lines only, please limit text to 220 characters including spaces and punctuation. We will work with advertisers to edit text that is too long when submitted.
- Line 5: URL (live hotlink)** — Line 5 is designed to contain an active URL only, other text will not be considered. URL cannot exceed 50 characters including punctuation.

### CONTACT DENISE FINEGAN FOR E-NEWS ADVERTISING DETAILS

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