



Web Advertising  
E-Newsletters  
Direct E-Mail  
Lead Generation  
Appointment Setting  
Webinars

# Sales & Marketing

Business Brief

Fast & effective ways to reach Sales & Marketing decision makers

**MEDIA KIT**

**Sales & Marketing Update** is a widely-read publication by sales and marketing executives covering the latest strategies and trends in their industry.

Every day, **Sales & Marketing Update** keeps subscribers up to date with actionable, quick read information designed to increase sales and revenue.



Every Wednesday, the Sales & Marketing Update e-newsletter is sent to an opt-in **database of 190,000 subscribers**

### Our readers are interested in the following products/services:

- Social Media
- SEO/SEM/PPC
- Marketing Automation
- CRM Solutions
- Email Marketing/Delivery Solutions
- 3rd Party Emailing
- Market Research
- Survey Technology
- Email List Growth
- Content Marketing

### TOP TITLES

of subscribers to Sales & Marketing Update

- VP of Sales
- VP of Marketing
- Directors of Sales
- Directors of Marketing
- Sales Managers
- Marketing Managers

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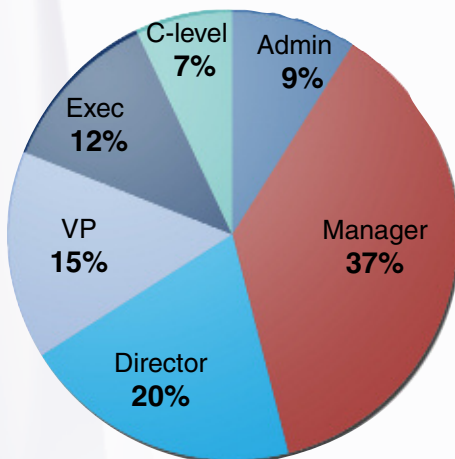
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The screenshot shows the website's layout with a navigation bar, a main content area with articles like 'The 15 Worst Mistakes New Salespeople Make' and 'Super Bowl ads: \$3.5 million for 30 seconds; who's going to win?', and a sidebar with 'Stock Quotes' and 'Whitepapers'.

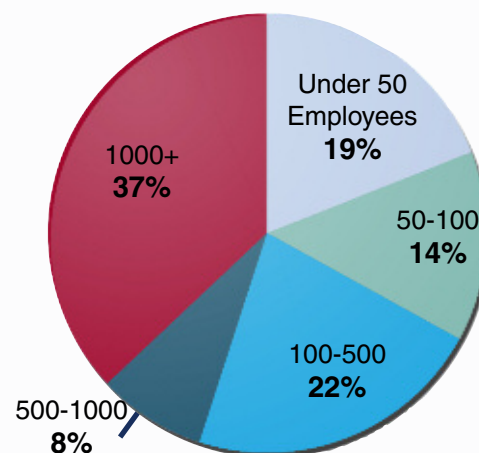
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**Job Function**  
of readers of Sales & Marketing Update



**Company Size**  
that employs Sales & Marketing Update readers





Fast and effective advertising opportunities to reach sales & marketing decision makers.

### Appointment Setting

- Take your lead generation efforts to the next level with our appointment setting services
- Increase conversion rates - target ideal customer profile: title, industry, company size, etc.
- Generate opportunities, not leads - prospects are carefully prescreened by our trained call center team.
- Sales-ready - those who agree to an appointment are delivered to your sales team for follow up
- Shorten sales cycle - eliminate wasted efforts perusing unqualified leads
- Get past the gatekeeper - appointments are only set with decision makers
- Reduced risk - only pay for appointments matching your target profile
- Manual quality check - each appointment generated is individually scrubbed for quality purposes



### Webinars

- Allow our team to develop, host, promote, and run a targeted webinar to generate sales-ready opportunities deeper through the sales funnel.
  - Topic, audience, and speaker chosen in collaboration to maximize number of qualified leads and ROI
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- Increase conversion rates – prospects are significantly more qualified than traditional lead generation efforts
  - Sales-ready – list of webinar attendees are delivered to your sales team for follow up
  - Shorten sales cycle – eliminate multiple steps in funnel, ensuring prospects have interest in your products/services
  - Build personal relationships with prospects
  - Showcase your organization as an industry expert
  - Create remarketing opportunities by recycling webinar recordings

### Web Banner Ads

Ad Type		CPM
Leaderboard	728x90 1 per page view prioritized location	\$20-\$30
Rectangle	300x250 per page view sidebar location	\$20-\$30
In-Story-Banner	468x60 1 per page view in story location	\$20-\$30
High-Impact	Interstials peel offs, extendables pop-upunders, prioritized location/data rich	call for details

### E-Newsletters

Ad Type	Rate	
Leaderboard	728x90	\$20-\$30 CPM
Rectangle	300x250	\$20-\$30 CPM
Combo package	leaderboard & rectangle	\$20-\$30 CPM
Multi-week package	pricing reflects 2 weeks; Call for details on extended runs	Discounts available for extended advertising: Call for Details
Text offer	30-50 word promotion in sponsored content section of e-newsletter	\$7-\$9 CPC

### Email Blasts

Selects	Rate
Open Database	\$175/CPM
Select targeting (geo, industry, title, company size)	\$200/CPM
a/b testing	\$150 per split
Suppression Fee	\$150

### Industry Spotlight Package

Highlight your newest products and services on our website and e-newsletter

Package Includes:	Rate
2-Week Homepage feature	Full Package: \$1,995
1 week e-newsletter text offer	
1 week rectangle or leaderboard ad	

**Lead Generation** — Starts at \$25 CPL. Call for details.

**Webinars** — Call for details.

**Appointment Setting** — Call for Details.

## Material Requirements & Guidelines

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### Web Banner Materials:

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- 728x90 Leaderboard, flash, .gif or jpeg, 50 max file size, 4 loops max
- 300x250 Rectangle, flash, .gif or jpeg, 50k max file size, 4 loops max
- 468x60 Rectangle, flash, .gif or jpeg, 50k max file size, 4 loops max

### Rich Media Web Advertising:

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- SWF files and 3rd Party Ad Tags.
- Video can initiate, without audio, upon page load up to 10 seconds.
- User initiation is required to restart video with audio.
- File Size: Alt image GIF/JPG = 50k | Initial flash = 450k | Total File Size = 2.5 mb (with video)
- Format: Streaming
- Length: 30 seconds max
- Audio: On click or mouse-over with 1 second delay.
- Expandable In-Banner video on mouseover of 1 second only – expandable to 728x280pixels
- Ads may not contain persistent rapid or “strobing” animation.

### Industry Spotlight & Sponsored Content:

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- Scalable product logo
- Approximately 35-50 words of text describing product or service.
- URL link to company or product.

### eNewsletter Materials:

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- 728x90 Leaderboard, .gif or jpeg, 25k max file size, static
- 300x250 Rectangle, .gif or jpeg, 25k max file size, static
- Text Offer - Approximately 35-50 words of text, scalable product logo or image optional

### Email Blasts:

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- Subject line for email
- HTML version of email as a standalone file
- HTML email should use inline style (if using style tags), not style sheets or embedded styles.
- Text version of email as a standalone file (.txt file - should not include any HTML)
- Electronic means of opting out of future communications from partner. (Note: PBP Media's standard partner opt-out will also be included at the end of the email.)
- Seeded Names
- Suppression List

### Lead Generation:

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- For each asset, you are entitled to all creative submissions listed above. Please provide as much creative as available. PBP Media will provide limited creative support.
- Scalable client-approved logo
- Mandatory Fields for Registration Form
- Lead Dissemination requirements



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## Design Guidelines

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**Sales & Marketing Update** reserves the right to reject any insertion, graphic, text description, or URL. Ads may never have transparent background and may never blend into content screen. Sales & Marketing Update prohibits advertisers from displaying ads or infomercials in such a way so that the reader believes the content as news, rather than advertising. Fonts and text elements may not resemble Sales & Marketing Update content.

Prior approval from Sales & Marketing Update must be given for use of the following rich media types.