

Retail

NEWS ALERT

Lead Generation

Banner and eNewsletter Advertising

Email List Rental

**Fast and effective ways to reach
retail decision makers**

Contact:

Kevin Melesky

610-695-8600 x155

kmelesky@pbp.com



pbpmedia

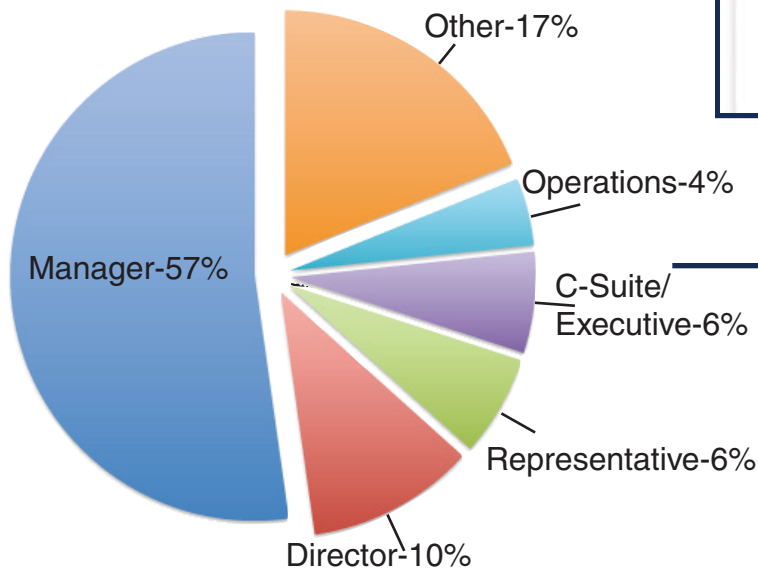
RetailNewsAlert.com

Provides quick-read articles focusing on retail management insights to help facilitate growth and profitability.

RetailNewsAlert.com

Features 6 business channels packed with information:

- Customer Contact
- Sales & Marketing
- Business & Financing
- Technology
- Online Retail
- Retail Companies



RetailNewsAlert.com

Readers Include

Presidents, Owners, Entrepreneurs, and other C-Level Executives

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370 Technology Dr Malvern PA 19355



Banner Ads
 Display Units Available

- 728x90 Leaderboard
- 300x250 Rectangle

Industry Spotlight
 Features:

- 1-week homepage feature
- 1 eNewsletter sponsorship

eNewsletter
 Sponsorship Available

- 728x90 static ad
- 300x250 image or contextual ad





Internet Marketing
 Master's Degree - Online

Become an Internet Marketing Superhero

[Learn more about our online Internet Marketing Master's Program](#)

Full Sail University's Internet Marketing Master's Degree Program provides you with the tools necessary to become a marketing superhero and save your brand. Our 12-month program teaches you the strategic marketing methods to hit your target demographic and expand your share of the online marketplace.

Specialized curriculum covers advanced search engine optimization, internet marketing campaign development, and strategic internet public relations.



Earn your degree in 12 months!

Direct Email Blast
 Your content to our audience.

Lead Generation

RetailNewsAlert.com offers 2 types of Lead Generation on a performance-based cost per lead basis.

Web Promotion

With this lead gen program we take your asset (ex. white paper or case study) and PUSH it to a targeted readership through activities such as eBlasts, eNewsletters, Text Ads, Banners, Homepage Features and Daily Round-ups.

Telesales

We have also added an optional 'Human' element as well. Our call center will take the abstract of your offer, call out to prospects within your filters, offer your asset as a related topic of interest, and email the prospect a link to your asset.



2011 Advertising Rates

Web Banner Ads

Ad Unit	Dimension	Rate
LeaderBoard	728x90	\$30/CPM
In-story Rectangle	300x250	\$30/CPM
Geo-Target Impressions	either IBU	\$35/CPM

eNewsletters- Exclusive Sponsorship Include 728X90 AND 300x250

Ad Unit	Dimension	Number Weekly Issues	Rate*
LeaderBoard	728x90	1 issue (exclusive)	\$2400 each
In-story Rectangle	300x250	3 issues (exclusive)	\$2100 each
		6 issues (exclusive)	\$1800 each

eBlasts

Select	Rate*
Entire Database	\$200/CPM
Selects — including title, geo, industry (SIC), and company size	\$250/CPM

*discounts available for multi-week runs

Industry Spotlight — \$2,500

Showcase your newest products and services on our Homepage and eNewsletter.

- 2-Week Homepage Feature
- 1 eNewsletter Sponsorship
- Value-Add Banner Impressions (choose 728x90 or 300x250)

Lead Generation

Customized Program-content syndication. Call for Details.

Delivery and push methods include, but not limited to eBlast, eNewsletter, Banners, Home-page Features, and Run-of-Network reach, with a Customized Lead Form.



Materials Requirement

Web Banner Materials:

- 728x90 Leaderboard, flash, .gif or jpeg, 25k max file size, 4 loops max
- 300x250 Rectangle, flash, .gif or jpeg, 25k max file size, 4 loops max

eNewsletter Materials:

- 728x90 Leaderboard, .gif or jpeg, 25k max file size, static
- Text Ad Spot or Ad Image: 300x250 Rectangle, .gif or jpeg, 25k max file size, static
- approximately 35-50 words of text-dependending on font size

Email Blasts:

- 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 stan-dard partner opt-out will also be included at the end of the email.)
- Seeded Names
- Suppression List

PLEASE NOTE: When creating materials, please do NOT use style sheets! We can not accept them as they tend to get altered, stripped out and/or picked up by email filters.

Content Syndication for EACH asset:

- 300x250 Text Ad Spot (30-50 words). The text should be a teaser leading to the asset.
- 728x90 Leaderboard, .gif or jpeg, 25k max file size, static (for the newsletter placement)
- Text Ad Spot or Ad Image: 300x100 Rectangle, .gif or jpeg, 25k max file size, static -which is about 35-50 words of text-dependending on font size

Lead Generation:

- 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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Advertising Guidelines & Policies

Animation/Looping Guidelines

No ad loop maximum; total animation time for all lops combined cannot exceed 30 seconds. Ads may not contain persistent rapid or “strobing” animation.

Design Guidelines

RetailNewsAlert.com 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. RetailNewsAlert.com 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 RetailNewsAlert.com content.

eNewsletters

For optimal email viewing, eNewsletter ads must be static jpeg or .gif only

eBlasts

- Materials are due 1 week prior to scheduled flight date
- Recommended maximum HTML width: 600 pixels
- Images included must be static jpg or gif only; no flash
- Send suppression list as .xls or tab-delimited .txt file
- Subject line and text version also needed

Approval Process for Rich Media

Prior approval from RetailNewsAlert.com must be given for use of the following rich media types.