

Editorial Newsletters

Sold Monthly:

Sound & Video Contractor Electronic Newsletter Rate Card:

S&VC Extra, Corporate AV, Houses of Worship, Residential AV's Connected Home, Networked AV, Digital Signage Update, and AV in Education.

Newsletter	Open Rate	Affiliate	Sponsor	Partner	Premier	Platinum
1 Premium Sponsorship (300x250 + 30 words of text)	\$2,200	\$2,090	\$1,980	\$1,870	\$1,760	\$1,650
2 Feature Sponsorship (300x250 + 30 words of text)	\$1,800	\$1,710	\$1,620	\$1,530	\$1,440	\$1,350
3 Banner Sponsorships (728x90 + 30 words of text)	\$1,700	\$1,615	\$1,530	\$1,445	\$1,360	\$1,275

(Note: Each month includes two (2) issues of the newsletter purchased)

Exclusive Email Promotions, Sold CPM

Sold CPM:	Open Rate	Affiliate	Sponsor	Partner	Premier	Platinum
Custom eBlasts	\$195	\$185	\$176	\$166	\$156	\$146

(Note: Purchased on CPM basis with total cost determined by size of list ordered)

Technical Specs

Banner Format: GIF or JPEG files only. No Rich Media. Outlook 2007 does not render animated .gifs, so if you provide one, please have your file set up so that the first frame can be a stand-alone image. **Dimensions and File Sizes:** Premium and Feature Sponsorship: 300x250, max 30K, 30 words of text, and URL. Banner Sponsorship: 728x90, max 30K, 30 words of text, and URL. Max frames = 4. **Materials due:** Three business days prior to posting. **3rd Party Ad Serving:** We will accept most 3rd Party Ad tags. For newsletters, they must be standard IMG SRC and HREF tags at actual size, no 1x1s. All 3PAS must be accompanied by anti-caching documentation. **Cancellation Policy:** Sponsorships require a 2-week written cancellation notice.

For more information about Technical Specs, please contact:
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