

Overview

Promote your message via marketing directly to the desktop or mobile device. E-blasts deliver the latest product developments, technology advancements, and other industry news to thousands of professionals. Our average click-through rates beat industry averages. And, we can gather important reader information to provide you with qualified leads.

Program Features

Multisponsor \$400 per listing | \$100 production charge

- Advertiser Logo and URL link
- Client provided materials
- Minimal materials required: image, advertiser name and short description
- Editorial preference list

Third Party \$300/CPM | \$200 production charge

- Client-provided materials (fully coded HTML or static image)
- 3rd-party preference list

Roles & Duties

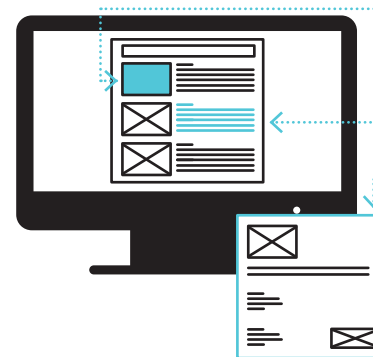
Client

- Define the expectations
- Provide materials
- Meet approval times

Sales

- Inform client of timeline
- Manage final approval

Specs



Advertiser Logo: 300 dpi, eps, jpg

Advertiser Name

Body Text: 75 words max

Contact Info: URL and phone number

Booth Number: Show blast only

Image: 175 x 175 pixels, jpg, gif

Short Description: 300-500 words

E-Mail: 600 x 1250 px HTML file*

*recommended size