Advertising Rates 2015

Web Marketing Today offers four online advertising opportunities. They are: Sponsored Webinars, Display Ads, Email Newsletter Ads, and Dedicated Email Drops.

SPONSORED WEBINARS

Web Marketing Today publishes two types of webinars: “30-Minute Editorial” and “60-Minute Collaborative.” The mission of both is to help online businesses better understand a topic that will help them. Past topics have included email marketing, lead generation, website conversion, and social media. Web Marketing Today promotes these webinars on our site, in our newsletter and in dedicated drops to our email subscribers. We prepare the webinar presentation decks using professional, quality production standards, and then record and edit the presentations with those same standards.

“30-Minute Editorial” webinars are planned and presented by our editorial staff — addressing topics that resonate with our readers. We introduce the sponsor during the webinar, and allocate 5 minutes for the sponsor to separately present its products and services. Qualified sponsors can also participate in the question-and-answer segment. Sponsors receive the names and email addresses of all registrants. Optional registration fields are title, telephone number, and company name.

“60-Minute Collaborative” webinars are jointly planned and presented by our editorial staff and qualified sponsors. Topics are chosen mutually. Sponsors participate in the presentation and in the question-and-answer segment following it. Sponsors receive the names and email addresses of all registrants. Optional registration fields are title, telephone number, and company name. Sponsors also receive the recorded webinar to place on their sites or otherwise use as they desire.

DISPLAY ADS

Display ads appear in two separate locations on the right-hand side of every page on the site. The ads are standard IAB-sized at 300x250 pixels. We accept a limited number of these display ads, and all ads rotate equally in both locations. Display ads on WebMarketingToday.com are sold on a first-come, first-serve basis. See page 3 for display ad technical specifications. Web Marketing Today can write, design, and compose display ads at no additional cost.
EMAIL NEWSLETTER ADS

*Web Marketing Today* publishes a free, opt-in email newsletter. It provides easy-to-understand tips, tricks, and tools to quickly improve an online business. Each newsletter contains roughly four article summaries (with links back to WebMarketingToday.com) and two text-based ads that contain up to 45 words of body text, a 45-character headline, and a 120x90 pixel thumbnail graphic. These text-based ads are available on a first-come, first-serve basis. *Web Marketing Today* can compose text ads to advertiser’s approval, at no additional cost.

<table>
<thead>
<tr>
<th>Placement</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Premium Placement</td>
<td>$890</td>
</tr>
<tr>
<td>Standard Placement</td>
<td>$650</td>
</tr>
</tbody>
</table>

Per Newsletter

Approx. Subscribers: 40,000

DEDICATED EMAIL DROPS

*Web Marketing Today* publishes a limited number of promotional email drops, where each drop is dedicated to a single advertiser. These dedicated drops are sent to newsletter subscribers. The content or offer of each drop must be related to online businesses, and cannot include claims or descriptions that will, in *Web Marketing Today*’s view, trigger excessive unsubscribes, complaints, or spam notifications. Email subject lines are based on *Web Marketing Today*’s approval, and can include up to 45 characters, with no exclamation points or special characters, and must otherwise describe the offer in a straightforward manner. All dedicated drops are set in *Web Marketing Today*’s responsive CSS template, which includes a standard header and footer. Advertisers provide the HTML content for the template. For additional specifications, please consult your advertising sales consultant.

<table>
<thead>
<tr>
<th>Package</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>A SOLO EMAIL DEDICATED TO A SINGLE ADVERTISER</td>
<td>$4,100</td>
</tr>
</tbody>
</table>

Per Issue

Approx. Subscribers: 40,000
MULTIPLE-INSERTION DISCOUNTS

Discounts are available to advertisers who place multiple advertising insertions. The discounts are 2.5 percent for commitments of 6 insertions and 5 percent for commitments of 12 insertions, across a 12-month period. For example, an advertiser who commits to 6 top placement newsletters would pay $867.75 per insertion, which is 2.5 percent less than the open rate. Additional discounts are available to advertisers that purchase, respectively, $50,000 and $100,000 of insertions in a single contract.

DISPLAY AD SPECIFICATIONS

Acceptable display ad file formats are JPEG, GIF, PNG and SWF, with a maximum file size of 40KB. Animated GIFs and Flash ads are limited to 30 seconds for the animation. Animated GIFs must have a minimum of 4 seconds per frame. Flash ad frame rate cannot exceed 45 frames per second. DART ads are acceptable provided DART code is standard and reasonable.

All interaction must be user initiated. For example, ads utilizing audio must only play the audio when a user clicks to hear it (not mouse-over), and must be accompanied by an obvious “OFF” button to end the audio. The same rule applies for any video, in that video must not play unless a user initiates it, and must be accompanied by an obvious “STOP” button to stop the video. Expandable ads are accepted, provided they are user initiated with a mouse click. Expandable ads will begin as 300X250, and may expand to the left to an overall size of 500X250.

Flash files may not draw resources from external URLs. For example, a Flash ad cannot dynamically load video from another domain. Web Marketing Today can track clicks for Flash ads only if our ad-server-tracking code is properly implemented. Please consult with your advertising sales consultant for additional assistance.

ACCEPTANCE POLICY

Web Marketing Today can reject any ad or sponsorship for any reason, and will not accept content that is deceptive, misleading, excessively animated or otherwise offensive.

ADVERTISER RESPONSIBILITY

Advertisers and agencies assume liability for the content of all advertising placed in Web Marketing Today, and assume responsibility for any claims arising from such advertising against Web Marketing Today.

PAYMENT TERMS

Advertising invoices are distributed monthly. Invoices are due and payable upon receipt. For agency ads, the publisher bills the agent directly, but holds both the agency and the advertiser liable for monies due
READERSHIP

The most recent Web Marketing Today reader survey asked four questions. The results are below.

WHICH BEST DESCRIBES YOU OR YOUR BUSINESS?

- Professional services: 59.2%
- Retail, wholesale: 31.3%
- Non-profit, government: 9.5%

WHICH BEST DESCRIBES YOUR ROLE WITHIN YOUR COMPANY?

- Owner, CEO: 60.2%
- Employee: 21.3%
- Senior management: 11.8%
- Other: 6.6%

WHICH BEST DESCRIBES THE ANNUAL REVENUE OF YOUR BUSINESS?

- Less than $500,000: 62.6%
- $500,000 to $1 million: 15.2%
- $1 million to $5 million: 11.4%
- More than $5 million: 8.9%
DOES YOUR BUSINESS OR ORGANIZATION RECEIVE CUSTOMERS OR SALES FROM THE LOCAL ECONOMY?

- Yes: 62.6%
- No: 37.4%

CONTACT

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