

All ads are due to the Chapter by the 20th of the month.

Newsletter distribution is approximately 3,300; estimated CPA recipients 2,500.

Sidebar advertising

Traditional 'business card' ads on the left side of the newsletter

- firm name/logo
- click-through to advertiser's site

One month \$200

6 months \$1020

One year \$1920

Full newsletter sponsorship

Substantive article in first/top newsletter position

- technical analysis
- firm profile/pure marketing-focused
- issue-specific
- click-through to sponsor's site

One month \$1,100

6 months \$5610

One year \$10,560

Interstitial advertising

Traditional 'business card' ads in the body of the newsletter

- firm name/logo
- click-through to advertiser's site

One month \$250

6 months \$1275

One year \$2550