

DAILY BRIEF – DIGITAL e-NEWSLETTER

DIGITAL ADVERTISING RATES AND SPECIFICATIONS

Distribution: 14,000+ per day

Frequency: Daily (Sent 6:00 am EST each business day)

ABOUT DAILY BRIEF

Loaded with great creative work, digestible information and invaluable insights into the most important trends facing the business of entertainment marketing, promotion and design, Daily Brief is PromaxBDA's daily email newsletter specifically designed to empower and promote marketers, promotion executives and designers, giving them the tools and information needed to lead the conversation about the critical role our community plays in the monetization of media.

Ad	Dimensions	Price per Week	Price per Month
Leaderboard	600px wide x 125px high	\$1,000	\$3,500
Right Vertical Banner	125px wide x 345px high	\$700	\$2,500

PROMAXBDA.ORG WEBSITE

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Traffic: An average of more than 90,000 visits per month

ABOUT PROMAXBDA.ORG

PromaxBDA.org is the official website for PromaxBDA, the leading global resource for education, community, creative inspiration and career development for marketing, promotion and design professionals within the entertainment/information industry. It is the mission of the PromaxBDA Association and its website to lead the conversation about the role marketing, promotion and design play in the value of media across content platforms.

Ad	Dimensions	GIF or JPEG Size	Flash/Rich Media	Price per Month
Central Banner	300px wide x 230px high	50K	50K - 15 Sec - 4 Loops	\$5,000
Right Vertical Rectangle	125px wide x 428px high	50K	50K - 15 Sec - 4 Loops	\$5,000

Note: Site ads can be placed in a maximum rotation of 3 ads.

Digital Specifications

All ads must be in JPEG, GIF or Flash formats. GIFs may be animated. For best results, please make your JPEG or GIF at a resolution of at least 72 DPI and color to 256. For Flash files please optimize graphics before loading them into animation and limit the number of animation frames to 5 or less. Please contact us for Rich Media ad requirements.

HOW TO SEND:

Email files as a JPEG, GIF or Flash to Justin Sanders at justin@promaxbda.org.

FOR MORE INFORMATION or a Specific Media Schedule contact:

Jay Milla 310-789-1517 jay@promaxbda.org

DAILY BRIEF

Leaderboard Banner Example for e-Newsletter
Dimensions: 600px wide x 125px high

Right Vertical Banner Banner Example for e-Newsletter
Dimensions: 125px wide x 345px high

WEBSITE

Central Banner Banner Example for Website.
Dimensions: 125px wide x 428px high

Right Vertical Rectangle Banner Example for Website. Dimensions: 300px wide x 230px high