

IAOM WEEKLY BULLETIN

REACH

2,900

GRAIN MILLERS AND ALLIED TRADES REPRESENTATIVES

EVERY WEEK

MEDIA KIT



MANY WAYS TO DELIVER YOUR MESSAGE TO THIS MARKET

ADVERTISING OPTIONS

A LEADERBOARD

This premier position provides your company with top exposure and quality traffic.

B SKYSCRAPER

A skyscraper is a large format ad with prime real estate to sell your company's products or services to decision-makers.

C/1 TOP/BOTTOM BANNER

Banner ads allow your company to combine text, colors, and graphics into a unique sales message for committed buyers.

D PRODUCT SHOWCASE

Showcase your latest product with this placement and include a photo, 50-word description and link to your site.

E CALLOUT TEXT AD

Integrated into the feel of the brief, a callout ad targets your buying audience with an image and 25-word description.

F TRADITIONAL TEXT AD

Leverage the power of words with a 15-word text ad to drive traffic to your website.

The screenshot shows the IAOM Weekly Bulletin website interface. At the top, there's a navigation bar with 'Home', 'About', 'Conferences', 'Courses & Workshops', 'Join', and 'Contact Us'. The main content area features several news articles with headlines such as 'China to support Angola in boosting grain production', 'Demand for Australian wheat strong as price near 2 year high', 'Egypt ports face backlog and no grain shortage', 'Grain Handling Safety Coalition addresses grain safety', 'Equipment line nearly complete with acquisition of Alberta, Canada, firm', 'Hastings, Minn., has a milling mystery', 'Midwest, Plains brace for deep freeze', 'Fortress Launches the Phantom ICON', 'Russia grain crop higher than government's figure', 'Winter drought may hit China wheat output', and 'Seed risk in rain-hit grain'. On the right side, there are several advertisements, including one for 'AIRLANCO' and another for 'Stalwart F&E'. The bottom of the page includes a footer with contact information and a 'Recent Issues' section.

A

B

C

F

C1

E

D

SEE PRICING NEXT >>>

Sample provided is representative of ad specifications only and does not necessarily depict placement within the brief.

AD RATES & SPECS

Prices are for participation in 13 emails to 2,900 clinical laboratory professionals (one 90 day cycle)



Leaderboard
\$3500

Image Dimensions
728x90

File Format
JPEG, GIF

Max File Size
40k



Top/Bottom Banner
\$3000/\$2750

Image Dimensions
468x60

File Format
JPEG, GIF

Max File Size
40k



Skyscraper
\$3000

Image Dimensions
120x600

File Format
JPEG, GIF

Max File Size
40k



Product Showcase
\$2950

Lorem ipsum dolor
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi. **More**

Text **five word headline, fifty word description**
Image Dimensions **175x125** File Format **JPEG, GIF**
Max File Size **30k**



Callout Text Ad
\$2500

Lorem ipsum dolor
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis. **More**

Text **five word headline, twenty-five word description**
Image Dimensions **125x100** File Format **JPEG, GIF**
Max File Size **30k**

CONTACT US

COLBY HORTON
VICE PRESIDENT OF PUBLISHING
469.420.2601
chorton@multibriefs.com

BEN MAITLAND
DIRECTOR OF ADVERTISING SALES
972.402.7025
bmaitland@multibriefs.com



Traditional Text Ad
\$1500

Lorem ipsum dolor sit amet
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor. **More**

Text **five word headline, fifteen word description**
Image Dimensions **120x50** File Format **JPEG, GIF**
Max File Size **15k**

IAOM WEEKLY BULLETIN, POWERED BY MULTIBRIEFS, PROVIDES WEEKLY NEWS AND INFORMATION TO GRAIN MILLERS AND ALLIED TRADES REPRESENTATIVES DEVOTED TO THE ADVANCEMENT OF EDUCATION AND TRAINING OPPORTUNITIES IN THE GRAIN MILLING INDUSTRIES WORLDWIDE.

The Weekly Bulletin tackles today's most relevant issues, gathered from sources like **The Associated Press, The New York Times, Financial Times** and the leading industry publications. Delivered to the inboxes of grain millers and allied trades representatives around the world, IAOM Weekly Bulletin keeps professionals informed of topics that impact the daily operation of their business. Subscribers are decision-makers with purchasing power - the top-tier professionals in the industry.

IAOM WEEKLY BULLETIN
IS A PROFESSIONAL RESOURCE FOR

NEWS
IDEAS+

TOP TEN REASONS TO ADVERTISE IN IAOM WEEKLY BULLETIN:



CREDIBLE SOURCE

For over 100 years, our members have turned to the association as the informational authority of the industry. Advertising in IAOM Weekly Bulletin solidifies your place among weekly information provided to IAOM members.



TARGETED DISTRIBUTION

Advertising in IAOM Weekly Bulletin allows your company to reach industry decision-makers. Your message will be in front of pre-qualified buyers who are looking for your products specifically for their business.



OPT-IN SUBSCRIBER LIST

Subscribers to IAOM Weekly Bulletin have asked to receive this information. Your ad will no longer be mixed with junk mail and spam. Our enhanced technology ensures that your ad will make it through spam filters.



RELEVANT CONTENT

Our editorial philosophy is driven by current events and relevant industry issues and trends that affect our subscribers the most.



FREQUENCY

Frequency builds awareness. As a weekly publication, IAOM Weekly Bulletin ensures your ad will be seen every week by our 2,900 subscribers.



AFFORDABLE

Advertising in IAOM Weekly Bulletin is much cheaper than many other Internet advertising options, and much more affordable than television and radio promotion. Have you priced pay-per-click campaigns lately?



YOUR AD WILL GET THE ATTENTION IT DESERVES

Each issue of IAOM Weekly Bulletin has a limited number of ad spaces, allowing your ad to get maximum exposure. A limited number of ads equals higher visibility.



IMMEDIATE RESPONSE TO YOUR AD

The electronic format makes it more convenient for a reader to respond to your ad. Your product is just a click away!



EXCEPTIONAL CREATIVE SERVICES

Our talented graphics team is continually raising the bar by creating sophisticated Web ads for our clients. These services are offered at no charge to advertisers in IAOM Weekly Bulletin.



TRACK CAMPAIGN EFFECTIVENESS

As an advertiser, you'll have the ability to track reader response your campaign, immediately quantifying your ROI.