

COST ESTIMATING NEWSBRIEF

REACH 2,300

COST ESTIMATING AND ANALYSIS PROFESSIONALS

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 a news brief page with several advertising spots:

- A (Leaderboard):** A banner at the top for Lockheed Martin with the slogan "We never forget who we're working for."
- B (Skyscraper):** A vertical sidebar ad on the right for "Recruiting & Staffing" in the "Aerospace & Defense Industry".
- C (Banner):** A horizontal banner for "Project Management Simplified" by iM.
- C/1 (Banner):** A horizontal banner for "FOX News" with the headline "GOP senators: No more budget resolutions without defense spending bill".
- D (Product Showcase):** A grid of three product cards: "PROJECTRx® Pro", "Deltek People Planner", and "Enterprise Planning & Controls".
- E (Callout Text Ad):** A small text ad for "ORACLE" with the headline "Hardware and Software, Engineered to Work Together".
- F (Traditional Text Ad):** A small text ad for "Raytheon" with the headline "Raytheon helps Army with threat detection".

Sample provided is representative of ad specifications only and does not necessarily depict placement within the brief. Please refer to page 3 for appropriate image dimensions.

SEE PRICING NEXT >>>

# AD RATES & SPECS

Prices are for participation in 13 emails to the 2,300 industry professionals, partners, students and educators. (one 90 day cycle)



Leaderboard  
**\$2500**

Image Dimensions  
**728x90**

File Format  
**JPEG, GIF**

Max File Size  
**40k**



Top/Bottom Banner  
**\$2000/\$1750**

Image Dimensions  
**468x60**

File Format  
**JPEG, GIF**

Max File Size  
**40k**



Skyscraper  
**\$2000**

Image Dimensions  
**120x600**

File Format  
**JPEG, GIF**

Max File Size  
**40k**



Product Showcase  
**\$1950**

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



Callout Text Ad  
**\$1500**

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



Traditional Text Ad  
**\$500**

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

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

# CONTACT US

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COST ESTIMATING NEWSBRIEF, POWERED BY MULTIBRIEFS, PROVIDES WEEKLY NEWS AND INFORMATION TO PROFESSIONALS WHO WORK IN COST ESTIMATING AND ANALYSIS.

The news tackles today’s most relevant issues, gathered from sources like **The Associated Press**, **The New York Times**, **Financial Times** and the leading industry publications and is delivered to the inboxes of cost estimating and analysis professionals in the public and private sector - the top-tier people in the industry.

COST ESTIMATING NEWSBRIEF IS A PROFESSIONAL RESOURCE FOR



# TOP TEN REASONS TO ADVERTISE IN COST ESTIMATING NEWSBRIEFS:



## CREDIBLE SOURCE

For more 20 years, our members have turned to the association as the informational authority of the industry. Advertising in Cost Estimating Newsbrief solidifies your place among weekly information provided to SCEA members.



## TARGETED DISTRIBUTION

Advertising in Cost Estimating Newsbrief 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 Cost Estimating Newsbrief 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, Cost Estimating Newsbrief ensures your ad will be seen every week by our 2,300 subscribers.



## AFFORDABLE

Advertising in Cost Estimating Newsbrief 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 Cost Estimating Newsbrief 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 Cost Estimating Newsbrief.



## TRACK CAMPAIGN EFFECTIVENESS

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