

SWCS CONSERVATION NEWSBRIEFS

19,500

REACH

CONSERVATION PROFESSIONALS

EACH 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/1 TOP/BOTTOM 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 FEATURED COMPANY

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.

### G CURRENT PROMOTION

Promote your company's current special offer with this 5-word ad that will entice buyers and increase traffic. Ad includes a unique landing page developed specifically for your company. [View landing page sample.](#)

The screenshot shows the Conservation NewsBriefs website with several ad placements marked with letters A through G:

- A:** Leaderboard ad at the top left.
- B:** Skyscraper ad on the left sidebar.
- B1:** Another skyscraper ad on the left sidebar.
- C:** Banner ad for PIZZO Ecological Restoration.
- C1:** Banner ad for Validus.
- D:** Product Showcase section featuring Wetland Builder, Wholesale Wildflower Seeds, and Seed Slinger.
- E:** Featured Company section for Agri Drain and EnviroCert International.
- F:** Traditional text ad for Stock Seed Farms.
- G:** Current promotion for Trimbale AgGPS Field Level II System.

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

SEE PRICING NEXT >>>

# AD RATES & SPECS

Prices are for participation in 13 emails to the 19,500 conservation professionals (one 90 day cycle)



Leaderboard  
**\$2000**

Image Dimensions  
**728x90**

File Format  
**JPEG, GIF**

Max File Size  
**40k**



Top/Bottom Banner  
**\$1500/\$1000**

Image Dimensions  
**468x60**

File Format  
**JPEG, GIF**

Max File Size  
**40k**



Skyscraper Top/Bottom  
**\$1500/\$1000**

Image Dimensions  
**120x600**

File Format  
**JPEG, GIF**

Max File Size  
**40k**



Product Showcase  
**\$750**

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 minimum  
 veniam, quis nostrud  
 exercitation ullamco  
 laboris nisi. [More](#)

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



Featured Company  
**\$500**

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 minimum veniam, quis. [More](#)

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



Traditional Text Ad  
**\$1500**

Lorem ipsum  
 dolor sit  
 amet  
 Lorem ipsum  
 dolor sit amet,  
 consectetur  
 adipiscing elit,  
 sed do e

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



Current Promotion  
**\$350**

Lorem ipsum dit amet  
 Lorem ipsum dolor t amet,  
 consectetur adipiscing

Text **five word headline**  
Image Dimensions **68x34** File Format **JPEG, GIF**  
Landing Page Text **50 word product description**  
Landing Page Image Dimensions **175x125** File Format **JPEG, GIF**

## CONTACT US

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SWCS CONSERVATION NEWSBRIEFS, POWERED BY MULTIBRIEFS, PROVIDES WEEKLY NEWS AND INFORMATION TO CONSERVATION RESEARCHERS, ADMINISTRATORS, PLANNERS, POLICYMAKERS, TECHNICAL ADVISORS, TEACHERS, STUDENTS, FARMERS, AND RANCHERS.

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 conservation professionals around the world.

SWCS CONSERVATION NEWSBRIEFS  
IS A PROFESSIONAL RESOURCE FOR

NEWS+  
IDEAS+

# TOP TEN REASONS TO ADVERTISE IN SWCS CONSERVATION NEWSBRIEFS:



## CREDIBLE SOURCE

For more than 60 years, our members have turned to the association as the informational authority of the industry. Advertising in SWCS Conservation NewsBriefs solidifies your place among weekly information provided to SWCS members.



## TARGETED DISTRIBUTION

Advertising in SWCS Conservation NewsBriefs 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 SWCS Conservation NewsBriefs 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, SWCS Conservation NewsBriefs ensures your ad will be seen weekly by our 19,500 subscribers.



## AFFORDABLE

Advertising in SWCS Conservation NewsBriefs 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 SWCS Conservation NewsBriefs 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 SWCS Conservation NewsBriefs.



## TRACK CAMPAIGN EFFECTIVENESS

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