

NEWSLINE

REACH 20,000

MEMBERS REPRESENTING 75 CHAPTERS

EVERY WEEK

MEDIA KIT





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 FEATURED COMPANY**
Integrated into the feel of the brief, a featured company 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.](#)

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 20,000 members of merit shop construction-related firms and their employees (one 90 day cycle)



Leaderboard
\$3500

Image Dimensions
728x90

File Format
JPEG

Max File Size
40k



Top/Bottom Banner
\$3000/\$2500

Image Dimensions
468x60

File Format
JPEG

Max File Size
40k



Skyscraper
\$3000

Image Dimensions
120x600

File Format
JPEG

Max File Size
40k



Product Showcase
\$2950

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



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Featured Company
\$2500

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



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Traditional Text Ad
\$1500

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



Lorem ipsum dolor sit amet
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Current Promotion
\$2250

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

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NEWSLINE, POWERED BY MULTIBRIEFS,
PROVIDES WEEKLY NEWS AND INFORMATION
TO AMERICA'S BUSINESS COMMUNITY AND
THE MERIT SHOP CONSTRUCTION INDUSTRY.

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. Delivered to the inboxes of merit shop construction-related firms and their employees, the NEWSLINE keeps professionals informed of topics that impact the daily operation of their practices. Subscribers are decision-makers and influencers with purchasing power – the top-tier professionals in the implant dentistry industry.

NEWSLINE
IS A PROFESSIONAL RESOURCE FOR

NEWS
IDEAS+

TOP TEN REASONS TO ADVERTISE IN NEWSLINE:



CREDIBLE SOURCE

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



TARGETED DISTRIBUTION

Advertising in NEWSLINE 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 NEWSLINE 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, NEWSLINE ensures your ad will be seen every week by our 20,000 subscribers.



AFFORDABLE

Advertising in NEWSLINE 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 NEWSLINE 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 NEWSLINE.



TRACK CAMPAIGN EFFECTIVENESS

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