

CHA MARKETPLACE MONITOR

REACH

4,800

CRAFT INDUSTRY PROFESSIONALS

MEDIA KIT

BI-WEEKLY



MANY WAYS TO DELIVER YOUR MESSAGE TO THIS MARKET

ADVERTISING OPTIONS

A

The screenshot shows the CHA Marketplace Monitor website. At the top, there's a navigation bar with 'Home', 'Education', 'Events', 'Benefits', 'Research', and 'Press Room'. Below that is a search bar and the date 'Dec. 29, 2010'. The main content area features several articles: 'Dealing with infringement: Part 1', 'Hawaii: Making it work in paradise', 'Banks to get \$30 billion for small business loans', and 'How should I dress?'. There are also product showcases for Starbucks Coffee Company, Dean's Office Machines, and Expedia. On the right side, there are several vertical advertisements, including one for Tricraft Summer Scorifiers, one for Mountain Valley Paper, one for at&t, and one for Fuseworks from Diamond Tech. At the bottom, there's a callout text ad for 'Art Impressions' and another for 'Email Marketing Works!'.

B

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.

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 7 emails to 4,800 craft industry professionals (one 90 day cycle)



Leaderboard
\$2500

Image Dimensions
728x90

File Format
JPEG, GIF

Max File Size
40k



Top/Bottom Banner
\$2000/\$1500

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
\$1500

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
laboreis nisi. [More](#)

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



Callout Text Ad
\$1000

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
\$500

Lorem ipsum
dolor sit amet
Lorem ipsum
dolor sit amet,
consectetur
adipiscing elit,
sed do eiusmod
tempor incidi-
unt ut labore et
[More](#)

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

CONTACT US

COLBY HORTON
DIRECTOR OF MEDIA AND CONTENT
469.420.2601
chorton@multibriefs.com

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

THE CHA MARKETPLACE MONITOR, POWERED BY
MULTIBRIEFS, PROVIDES BI-WEEKLY NEWS AND
INFORMATION TO PROFESSIONALS IN THE CRAFT 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 retailers, manufacturers, professional crafters and designers, the CHA Marketplace Monitor 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.

CHA MARKETPLACE MONITOR
IS A PROFESSIONAL RESOURCE FOR



TOP TEN REASONS TO ADVERTISE IN CHA MARKETPLACE MONITOR:



CREDIBLE SOURCE

For years, our members have turned to the association as the informational authority of the industry. Advertising in CHA Marketplace Monitor solidifies your place among weekly information provided to CHA members.



TARGETED DISTRIBUTION

Advertising in CHA Marketplace Monitor 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 CHA Marketplace Monitor 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 bi-weekly publication, CHA Marketplace Monitor ensures your ad will be every other week by our 4,800 subscribers.



AFFORDABLE

Advertising in CHA Marketplace Monitor 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 CHA Marketplace Monitor 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 CHA Marketplace Monitor.



TRACK CAMPAIGN EFFECTIVENESS

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