

Global Trade Weekly

REACH **9,700**

INTERNATIONAL TRADE TRAINING PROFESSIONALS

**EACH WEEK**

MEDIA KIT



# MANY WAYS TO DELIVER YOUR MESSAGE TO THIS MARKET

## ADVERTISING OPTIONS

The screenshot shows the FITT website interface with several advertising placements marked with letters A through G:

- A:** A banner advertisement for Finning titled "UNRIVALLED SERVICE".
- B:** A featured company advertisement for Evolution, Inc. titled "Evolution works with companies, helping them to evolve into bigger, faster, stronger and more efficient businesses through planned development."
- C:** A sidebar advertisement titled "Leverage the span of marine shipping, the efficiency of rail and the flexibility of trucking with CP".
- C1:** A large product showcase advertisement for ABB, ALSTOM, and AIRFRANCE, featuring images of industrial equipment and logos.
- D:** A banner advertisement for a "Product Showcase" featuring ACL, ALSTOM, and AIRFRANCE.
- E:** A featured company advertisement for Borden Ladner Gervais (BLG) titled "Helping You Reach Your Most Ambitious Goals".
- F:** A featured company advertisement for Borden Ladner Gervais (BLG) titled "Our goal at BLG is quite simple: to provide our clients with the best service, by the best professionals."
- G:** A traditional text advertisement titled "Work-study abroad sets business students" located at the bottom of the page.

### A LEADERBOARD

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

### B LOWER LEADERBOARD

The lower leaderboard gives your company a prominent position right under the association's masthead.

### C/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.

### D/1 TOP/BOTTOM BANNER

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

### E PRODUCT SHOWCASE

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

### F FEATURED COMPANY AD

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

### G 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 13 emails to the 9,700 International Trade Training Professionals (one 13 day cycle)

\* Prices do not reflect applicable taxes



Leaderboard  
\$3750

Image Dimensions  
728x90

File Format  
JPEG, GIF

Max File Size  
40k



Lower Leaderboard  
\$3500

Image Dimensions  
580x70

File Format  
JPEG, GIF

Max File Size  
40k



Top/Bottom Banner  
\$3200/\$2800

Image Dimensions  
468x60

File Format  
JPEG, GIF

Max File Size  
40k



Top/Bottom Skyscraper  
\$3200/\$2800

Image Dimensions  
120x600

File Format  
JPEG, GIF

Max File Size  
40k



Product Showcase  
\$3000

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 Ad  
\$2000

Lorem ipsum  
Lorem ipsum  
dolor sit amet,  
consectetur  
adipiscing

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



Traditional Text Ad  
\$1500

Lorem ipsum  
Lorem ipsum  
dolor sit amet,  
adipiscing elit,  
eiusmod. [More](#)

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

## CONTACT US

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GLOBAL TRADE WEEKLY, POWERED BY MULTIBRIEFS, PROVIDES WEEKLY NEWS AND INFORMATION TO INTERNATIONAL TRADE TRAINING PROFESSIONALS, BOTH NATIONWIDE AND INTERNATIONALLY.

Global Trade Weekly 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 experts in international trade training.

Global Trade Weekly  
IS A PROFESSIONAL RESOURCE FOR



# TOP TEN REASONS TO ADVERTISE IN AIC WEEKLY NOTES:



## CREDIBLE SOURCE

For 20 years, our members have turned to the association as the informational authority of the industry. Advertising in Global Trade Weekly solidifies your place among weekly information provided to FITT members.



## TARGETED DISTRIBUTION

Advertising in Global Trade Weekly 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 Global Trade Weekly 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, Global Trade Weekly ensures your ad will be seen weekly by over 9,700 subscribers.



## AFFORDABLE

Advertising in Global Trade Weekly 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 Global Trade Weekly 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 Global Trade Weekly.



## TRACK CAMPAIGN EFFECTIVENESS

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