

THE CET CONNECTION

REACH

3700

CONTINUING EDUCATION AND TRAINING PROFESSIONALS

MEDIA KIT

BI-WEEKLY



MANY WAYS TO DELIVER YOUR MESSAGE TO THIS MARKET

A

Educational Program Innovations Center

A leading technical training solution provider of engineering and technology programs in the private sector.

C

Rediscover Real Estate

ROBERT ALLEN INSTITUTE®
Your Source for Real Estate Know-how

D

Product Showcase: OKA Consulting Services

For needs that extend past a single training event, OKA's consulting services focus on action-based recommendations and solutions, drawing from a rich base of organization development resources. Past projects have included client-specific curriculum development and training design; organization assessments; workgroup facilitation; teambuilding; and strategic planning. [More info](#)

C1

TTG TECHNICAL TRAINING GROUP®
800.874.8883 • info@brainfiller.com

E

Provider of Integrated IT Solutions
Open Solutions Inc. focuses on the financial services marketplace by providing state-of-the-art industry specific products and services. [More](#)

ADVERTISEMENT

B

WESTWOOD COLLEGE

ON-CAMPUS?

ONLINE?

ON YOUR TERMS

[View our programs](#)

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.
- C1 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.

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 3,700 continuing education and training professionals (one 90 day cycle)



Leaderboard
\$3500

Image Dimensions
728x90

File Format
JPEG, GIF

Max File Size
40k



Top/Bottom Banner
\$2750/\$2750

Image Dimensions
468x60

File Format
JPEG, GIF

Max File Size
40k



Skyscraper
\$3500

Image Dimensions
120x600

File Format
JPEG, GIF

Max File Size
40k



Product Showcase
\$2950

Lorem ipsum dolor
 Lorem ipsum dolor
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 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**



Callout Text Ad
\$2500

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**

CONTACT US

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The CET Connection, POWERED BY MULTIBRIEFS,
PROVIDES BIWEEKLY NEWS AND INFORMATION
TO CONTINUING EDUCATION AND TRAINING
PROFESSIONALS NATIONWIDE.

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 individuals and company executives in quality continuing education and training businesses, The CET Connection 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.

THE CET CONNECTION
IS A PROFESSIONAL RESOURCE FOR

NEWS
IDEAS+

TOP TEN REASONS TO ADVERTISE IN THE CET CONNECTION:



CREDIBLE SOURCE

For over 40 years, our members have turned to the association as the informational authority of the industry. Advertising in The CET Connection solidifies your place among weekly information provided to IACET members.



TARGETED DISTRIBUTION

Advertising in The CET Connection 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 The CET Connection 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, The CET Connection ensures your ad will be every other week by our 3,700 subscribers.



AFFORDABLE

Advertising in The CET Connection 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 The CET Connection 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 The CET Connection.



TRACK CAMPAIGN EFFECTIVENESS

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