

SMPS CONNECTIONS

REACH

80,000

TOP MARKETING AND BUSINESS PROFESSIONALS WITHIN THE
ARCHITECTURE, ENGINEERING AND CONSTRUCTION INDUSTRY

EVERY WEEK

MEDIA KIT

SMPS

Society for Marketing
Professional Services

MANY WAYS TO DELIVER YOUR MESSAGE TO THIS MARKET

ADVERTISING OPTIONS

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

The screenshot shows the SMPS Connections website with several advertising spots highlighted by letters A through F:

- A:** A horizontal banner at the top of the main content area.
- B:** A vertical sidebar advertisement on the right side of the page.
- B/1:** A large vertical advertisement on the right side, below the sidebar.
- C:** A horizontal banner below the sidebar advertisement.
- C/1:** A horizontal banner below the sidebar advertisement, to the right of the C banner.
- D:** A product showcase section with three columns of product information.
- E:** A featured company section with a profile for Cardophile.
- F:** A traditional text ad at the bottom of the page.

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 8,000 marketing and business professionals (one 90 day cycle)



Leaderboard
\$3000

Image Dimensions
580x70

File Format
JPEG, GIF

Max File Size
40k



Top/Bottom Banner
\$2750/\$2500

Image Dimensions
468x60

File Format
JPEG, GIF

Max File Size
40k



Skyscraper Top/Bottom
\$2750/\$2500

Image Dimensions
120x600

File Format
JPEG, GIF

Max File Size
40k



Product Showcase
\$2250

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
\$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. [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 e

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

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SMPS CONNECTIONS, POWERED BY MULTIBRIEFS, PROVIDES WEEKLY NEWS AND INFORMATION TO MARKETING AND BUSINESS PROFESSIONALS IN THE ARCHITECTURE, ENGINEERING AND 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 emergency architecture, engineering and construction professionals, SMPS Connections keeps professionals informed of topics that impact the daily operation of their business. Subscribers are decision-makers with purchasing power—the top-tier professionals.

SMPS CONNECTIONS
IS A PROFESSIONAL RESOURCE FOR



TOP TEN REASONS TO ADVERTISE IN SMPS CONNECTIONS:



CREDIBLE SOURCE

For 38 years, our members have turned to the association as the informational authority of the industry. Advertising in SMPS Connections solidifies your place among weekly information provided to SMPS members.



TARGETED DISTRIBUTION

Advertising in SMPS Connections 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 SMPS Connections 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, SMPS Connections ensures your ad will be seen bi-weekly by our 8,000 subscribers.



AFFORDABLE

Advertising in SMPS Connections 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 SMPS Connections 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 SMPS Connections.



TRACK CAMPAIGN EFFECTIVENESS

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