

SIDEBAR

REACH 4,200

ASSOCIATION MARKETING AND COMMUNICATIONS PROFESSIONALS

EVERY WEEK MEDIA KIT



MESSAGE TO THIS MARKET

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 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.

The screenshot shows a website layout with several advertising spots:

- A:** A horizontal banner at the top left for "Database Management" with a "Sidebar" sub-header.
- B:** A vertical skyscraper ad on the right side for "ROYLE printing" with a list of benefits: "high quality", "short to medium run print solutions, flexibility, value, outstanding customer service and a great experience for our customers".
- C:** A horizontal banner for "event rebels" with a photo of people at an event.
- C1:** A horizontal banner for "BROWN PRINTING COMPANY" with the tagline "Big enough to serve you. Small enough to know you."
- D:** A product showcase area with three columns: "Projection Presentation Technology", "Membership Renewal Processing", and "Get Your Non-Profit Help". Each column includes a small image and a short description.
- E:** A callout text ad for "Advanced Solutions International" with a small logo and text.
- F:** A traditional text ad for "MULTI" located at the bottom of the page.

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 4,200 Association Marketing and Communication 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**
Max File Size **30k**



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**
Max File Size **30k**



Traditional Text Ad
\$500

Lorem ipsum
dolor sit amet
Lorem ipsum
dolor sit amet,
consectetur
adipiscing elit,
sed do eiusmod
tempor **More**

Text **five word headline, fifteen word description**
Image Dimensions **120x50** File Format **JPEG, GIF**
Max File Size **15k**

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SIDEBAR, POWERED BY MULTIBRIEFS,
PROVIDES WEEKLY NEWS AND
INFORMATION TO ASSOCIATION
MARKETING AND COMMUNICATIONS
PROFESSIONALS.

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 magazine editors, directors and vice presidents of trade associations, Sidebar 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.

SIDEBAR
IS A PROFESSIONAL RESOURCE FOR



TOP TEN REASONS TO ADVERTISE IN SIDEBAR:



CREDIBLE SOURCE

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



TARGETED DISTRIBUTION

Advertising in Sidebar 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 Sidebar 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, Sidebar ensures your ad will be seen every week by our 4,200 subscribers.



AFFORDABLE

Advertising in Sidebar 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 Sidebar 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 Sidebar.



TRACK CAMPAIGN EFFECTIVENESS

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