



2007 E-ZINE ADVERTISING RATE CARD

2007 E-Zine Information

SalesTrax newsletters provide a way for you to reach out to sales professionals and sales executive management. The SalesTrax monthly E-Zine is emailed to 150,000 sales executives, recruiters, and sales managers. Each E-Zine contains informative and timely articles specific to the sales profession or the management of sales people. Emailed on the 2nd Wednesday of the month, the E-Zine target display ads are an ideal value for advertisers of career tools, resume services, sales training, IRA rollovers, meeting and conference centers, presentation equipment, road warrior tools, career development, eCRM and sales force automation tools. All display ads include a link to your website.

AUDIENCE: The “typical” profile of sales executives who receive our current E-zine are:

- 77% have earned bachelor’s degrees
- 13% have earned graduate degrees
- \$55,000 is the average annual income
- 7 years is the average amount of sales experience
- 13% are diversity candidates
- 55% are affirmative action candidates

E-zine ad descriptions and rates

CENTER COLUMN DISPLAY AD

Location: Center column underneath featured articles

Ad Size: 468x60 pixels or 234x60 pixels

Text: up to 50 words

Cost: \$999 net cost per issue

LEFT OR RIGHT COLUMN DISPLAY AD

Location: Left or right column under menu

Ad Size: 180x150 pixels or 234x120 pixels

Cost: \$499 net cost per issue

GENERAL INFORMATION

SWF, GIF and JPG files are acceptable.

Maximum image file size: 25k

PAYMENT TERMS: Display Ads require payment at the time that materials are due before the publish date.

CREDIT TERMS: Display Ads require company information complete with credit references at the time that materials are due before the publish date.

MATERIALS DUE DATE: Materials must be received three working days prior to the closing date.

HOW TO SUPPLY YOUR DISPLAY AD:

By email: Send files to Images@SalesTrax.com

Via mail: Mail your disk with the file (File format: .swf, .gif, .jpg) and identifying information to:

Paul Hirsch, Advertising Coordinator
SalesTrax
8400 W. 110th St. Suite 600
Overland Park, KS 66210

Disks: CD-ROM, Zip 100, IBM 3.5" floppy

Web links: Please include the URL link for each banner in your email or in your correspondence. Please include your company name in your file extension. Example: IBMCorp.gif.

2007 E-Zine publish and close dates

Sales Professionals E-Zine

Publish Dates	Closing Dates
1/3	12/29
2/7	2/2
3/7	3/3
4/11	4/6
5/9	5/4
6/13	6/8
7/11	7/6
8/8	8/3
9/12	9/7
10/10	10/5
11/14	11/9
12/12	12/7