



2008 NEWSLETTER ADVERTISING RATE CARD

2008 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 125,000+ sales executives and 30,000+ sales managers and recruiters. Each issue contains informative articles specific to sales, recruiting and the management of sales people. Emailed on the 2nd and 3rd Wednesday of the month, the e-zine target display ads are an ideal value for advertisers with career tools, resume services, sales training, webinars, nationwide sales expansions, IRA rollovers, conference centers, presentation equipment, career coaching, 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 completed bachelor’s degrees
- 13% have completed graduate degrees
- Average sales experience is 7 years
- 55% qualify as affirmative action candidates
- 13% qualify as diversity candidates
- \$55,000 is the average annual income

E-zine Ad Descriptions and Rates

CENTER COLUMN DISPLAY ADS

Location: Center column above featured articles

Ad Size: 468x60 pixels or 234x60 pixels

Text: up to 30 words

Cost: \$999 net, (\$699 for mgmt. Issue)

LEFT OR RIGHT COLUMN DISPLAY ADS

Location: Left or right column under menu

Ad Size: 120x600 pixels or 120x90 pixels

Cost: \$499 net (\$399 net for mgmt. 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, Technology Manager
SalesTrax (Internet Services Division)
8400 West 110th Street, 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.

2008 E-Zine Publish and Close Dates

Sales Professionals E-Zine

<u>Publish Dates</u>	<u>Closing Dates</u>
01/09	01/04
02/13	02/08
03/12	03/07
04/09	04/04
05/07	05/02
06/11	06/06
07/09	07/04
08/13	08/08
09/10	09/05
10/08	10/03
11/12	11/07
12/10	12/05

Sales Management E-Zine

<u>Publish Dates</u>	<u>Closing Dates</u>
01/16	01/11
02/20	02/15
03/19	03/14
04/16	04/11
05/14	05/09
06/18	06/13
07/16	07/11
08/20	08/15
09/17	09/12
10/15	10/10
11/19	11/14
12/17	12/12