

DEMAND GENTM REPORT

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www.DemandGenReport.com

Marketing Opportunities

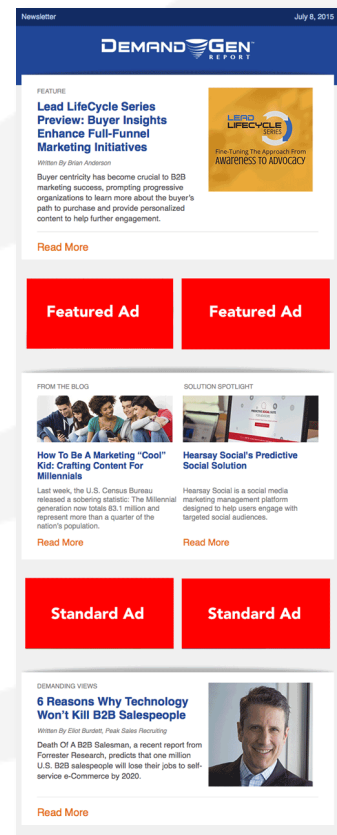
Newsletter • Website • Dedicated E-Vites

NEWSLETTER:

Each week our newsletter delivers targeted content to more than 28,000, B2B executives across ALL channels.

Quick Facts

- Each issue contains custom content – not an aggregate.
- Weekly Newsletter - Delivered every Wednesday
- **Average Click Thru Rate = 10%**
- Average Click Open Rate = 14%



	1 Month	3 months	6 months*	Specs
Featured Banner	\$3,500	\$3,000 / month	\$2,500 / month	284 x 135
Standard Banner	\$3,000	\$2,500 / month	\$2,000 / month	284 x 135
Featured Text Ad	\$3,000	\$2,500 / month	\$2,000 / month	40 words

Secure a 6-month program - get 1 month free!

DEDICATED E-VITES:

If you are looking to reach our readers with a specific message, we offer dedicated e-vites to our subscribers. You provide the text or HTML and once approved, we'll deploy and track the email.

Quick Facts

- Sent to 28k B2B executive subscribers
- Average Click Thru Rate = 10%
- Average Open Rate = 12%

Investment - \$6,500

Add-On: Copywriting & Design - \$1,000

- We offer copywriting and email design as an add-on to your dedicated e-vite investment with us. All we need from you is an asset (white paper, e-book, etc) and our team will generate a final email that can be sent to the RTP audience.

Desktop version:

DEMAND GEN REPORT Don't Shortchange Your SEO. Click Here >

Special Report

B2B Marketers Leverage SEO Insights To Enhance Full-Funnel Engagement

DOWNLOAD NOW

While you may have learned the value of SEO for driving awareness at the top of the funnel, forward-thinking marketers are now leveraging SEO at every stage of the funnel to help craft a more targeted and personalized message.

This white paper will show you how new SEO tools can help automate the process of monitoring keyword performance throughout the sales funnel, including:

- SEO metrics that can enhance buyer personas;
- How to use SEO to identify content gaps; and
- Real use-cases into how SEO boosts lead quality and time spent on a website.

Download this white paper and learn how incorporating SEO tools throughout the sales cycle can help you find more customers and keep them coming back to your site!

DOWNLOAD NOW

Mobile version:

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WEBSITE:

Our site serves as the foundation of all of our offerings and provides marketers with a strong platform to increase brand awareness and drive leads.

Quick Facts

- Traffic has increased 50% in 2014
- Over 20k visits per month
- **Over 1.7 million banner impressions per month**
- Average length of stay = more than 3 minutes
- Average page views per visit – 3.2



	1 Month	3 months	6 months*	CPM**	Monthly Impressions***	Specs****
Resource Listing	\$2,500	Posted Indefinitely		N/A	N/A	75 - 100 words
Article Ad Bottom	\$3,000	\$2,500 / month	\$2,000 / month	\$50	40k - 70k	728 x 90
Sidebar Ad Top						
Sidebar Ad Middle	\$4,000	\$3,500 / month	\$3,000 / month	\$50	70k - 100k	250 x 250
Sidebar Ad Bottom						
In-Article Ad	\$3,500	\$2,500 / month	\$2,000 / month	\$80	30k - 80k	225 x 225
Leaderboard	\$8,000	\$7,000 / month	\$6,000 / month	\$100	30k - 90k	728 x 90

*Secure a 6-month program - get 1 month free!

**Banners also available via CPM pricing.

***Numbers are estimates only. Numbers fluctuate month by month.

****All ad file sizes should be less than 80kb for static images, and 150kb for animated images.

Contact your Demand Gen Report
representative to get started!

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