

# Break Through the Clutter and Reach Your Customers



**Magilla Marketing** is a weekly e-newsletter that delivers the blunt truth on email marketing, through honest and insightful commentary by editor and real-world direct marketer Ken Magill. **Magilla Marketing** connects you with more than 45,000<sup>1</sup> marketing professionals at companies across a variety of markets.

Magilla Marketing delivers a steady diet of case studies, benchmark-metrics pieces, and news stories that help marketers stay on top of important issues, improve campaign deliverability, and increase customer retention. Ongoing topics include: what day of the week is best for sending outbound email; what offers work best; whether or not personalization delivers enough lift to make it worthwhile; and how to make sure legitimate marketing email is not flagged as spam.

Magilla Marketing also covers regulatory issues-from a marketer's perspective. It's an oasis for marketers who are sick and tired of the finger-wagging, anti-marketing stories so prevalent in consumer journalism and the technology trades. Readers will come away from a Magilla Marketing opinion piece thinking, "Thank you! I've been waiting for someone, anyone, to say that!"

Source: 1. Publisher's Own Data 2/07.

## SPONSORSHIPS AVAILABLE

Net Rates		
MAGILLA MARKETING SPONSORSHIPS	12 Weeks (12X)	Annual (48x)
<b>Premier Banner Sponsorship:</b> 468x60 banner ad and the top text ad position. Text consists of 50 words/10 lines maximum (including blank lines and hyperlink).	\$12,960	\$43,200
<b>Premier Half Tower Sponsorship:</b> 120x240 tower ad with text ad in e-newsletter content. Text consists of 50 words/10 lines maximum (including blank lines and hyperlink).	\$12,360	\$40,800
<b>Second Banner Sponsorship:</b> 468x60 banner and the third text ad position. Text consists of 50 words/10 lines maximum (including blank lines and hyperlink).	\$10,200	\$34,800
<b>Second Half Tower Sponsorship:</b> 120x240 tower ad with text ad in e-newsletter content, appears below Premier Tower. Text consists of 50 words/8 lines maximum (including blank lines and hyperlink).	\$9,000	\$31,200
<b>Marketplace Ad:</b> 105x25 button plus 50 characters, including spaces, of linkable text. Appears in left column below Second Half Tower.	\$1,800	\$5,720
All availability is on a first-come basis.		



Drive your marketing ROI with a Magilla Marketing sponsorship!

For more information on Magilla Marketing contact your sales representative. Visit [www.directmag.com/advertisers](http://www.directmag.com/advertisers) and [www.multichannelmerchant.com/advertisers](http://www.multichannelmerchant.com/advertisers) for more information on advertising with DIRECT and Multichannel Merchant.

# Advertising Rates and Specs

The screenshot shows a magazine page for 'Magilla Marketing' with the tagline 'The Blunt Truth on Everything E-mail'. The page includes a navigation bar with 'SUBSCRIBE', 'UNSUBSCRIBE', and 'CONTACT US'. The main content area features a 'TABLE OF CONTENTS' and several articles. Advertisements are placed in various locations, labeled A through E:

- A:** Premier Banner 468x60 (top right)
- B:** Premier Half Tower 120x240 (left side)
- C:** Second Banner 468x60 (middle right)
- D:** Second Half Tower 120x240 (left side)
- E:** Marketplace Ad 105x25 (bottom left)

Each ad placement is accompanied by a 'Text Ad' specification: 'Text Ad 1 (Arial 10 pt) 50 Words/8 lines', 'Text Ad 2 (Arial 10 pt) 50 Words/8 lines', 'Text Ad 3 (Arial 10 pt) 50 Words/8 lines', and 'Text Ad 4 (Arial 10 pt) 50 Words/8 lines'. The page also contains placeholder text for articles and ads.

**A**  
**PREMIER BANNER SPONSORSHIP**  
 468x60 banner ad with top text ad position (50 words/10 line max. of text)  
 \$12,960/12 weeks (12x)  
 \$43,200/Annual (48x)

**B**  
**PREMIER HALF TOWER SPONSORSHIP**  
 120x240 half tower with text ad in content (50 words/10 line max. of text)  
 \$12,360 /12 weeks (12x)  
 \$40,800 /Annual (48x)

**C**  
**SECOND BANNER SPONSORSHIP**  
 468x60 banner with text ad (50 words/10 line max. of text)  
 \$10,200 /12 weeks (12x)  
 \$34,800/Annual (48x)

**D**  
**SECOND HALF TOWER SPONSORSHIP**  
 120x240 half tower with text ad in content (50 words/10 line max. of text). Appears below Premier Half Tower.  
 \$9,000/12 weeks (12x)  
 \$31,200 /Annual (48x)

**E**  
**MARKETPLACE AD**  
 105x25 button with text (50 words/10 line max. of text). Appears below Half Towers.  
 \$1,800/12 weeks (12x)  
 \$5,720/Annual (48x)

All text ads are limited to 50 words/8 lines, including blank lines and hyperlinks.  
 All availability is on a first-come basis.



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