

Grow Your Sales

Build Your Sales Pipeline With MULTICHANNEL MERCHANT'S

LIST & DATA STRATEGIES

For the Multichannel Merchant

MULTICHANNEL MERCHANT'S List and Data Strategies is a weekly enewsletter that targets more than 33,000¹ multichannel management, e-commerce and marketing professionals. It provides the latest trends, analysis and insights to help these executives maximize their customer and prospect data, and use their lists and databases effectively.

Sponsorships Available

Premier Banner Sponsorship: 468x60 banner ad and the top text position. Text consists of 50 words/8 lines maximum (including blank lines and hyperlink).

Premier Half Tower Sponsorship: 120x240 tower ad with text underneath. Text consists of 40 words/12 lines maximum (including blank lines and hyperlink).

Second Banner Sponsorship: 468x60 banner and the second text position. Text consists of 50 words/8 lines maximum (including blank lines and hyperlink).

Second Half Tower Sponsorship: 120x240 tower ad with text underneath, appears below Premier Half Tower. Text consists of 40 words/12 lines maximum (including blank lines and hyperlink).

Marketplace Ad: 105x25 button plus 50 characters, including spaces, of linkable text. Appears in right column under Second Half Tower.

Source: 1. Publisher's Own Data, 2/07
All availability is on a first-come basis.

| | <u>Quarterly</u> | <u>Annual</u> |
|--------------------------------------|------------------|---------------|
| Premier Banner Sponsorship | \$15,000 | \$50,400 |
| Premier Half Tower Sponsorship | \$12,600 | \$43,200 |
| Second Banner Sponsorship | \$11,400 | \$38,400 |
| Second Half Tower Sponsorship | \$9,000 | \$31,200 |
| Marketplace Ad | \$1,440 | \$4,560 |



Build your custom program today!

William Camaraza, (305) 448-6168, william.camaraza@penton.com
Candice Hadley, (630) 554-8989, candice.hadley@penton.com
Jennifer Brownyard, (212) 204-4224, jennifer.brownyard@penton.com

Advertising Rates and Specs

LIST & DATA STRATEGIES
For the Multichannel Merchant
From Multichannel Merchant, a Prism Business Media Publication | January 8, 2007 |

Premier Banner 468x60
A

- UNSUBSCRIBE
- SUBSCRIBE
- PREFERENCES

TABLE OF CONTENTS

- Buyer's Guide
- Classifieds/Job Openings
- ListFinder - Search over 50,000 lists
- Webinars
- Find a vendor

This issue of List & Data Strategies is sponsored by Lake Group Media, Inc.

Powerful Business Leaders... AMERICAN CITY BUSINESS JOURNALS' publications are available throughout the country. Some of the nation's fastest growing markets. Entrepreneurs rely on regional publications to keep informed about business developments, trends and issues in their local area.

Contact Daniel Grubert at (914) 925-2449 for more information.

List and Data Tips

How Many Web Buyers Will You Have for Next Year's Catalog Circulation?
Multichannel merchants need to look at their order flow of Web buyers and break down the Web orders into as many granular segments as possible. You can tell what is going to happen to sales by looking at when different Web segments start buying, and how the number of Web buyers accelerate, plateau and slow down.

The key is to segment your Web customers by the type of buyers. To find out how to do this, [click here](#).

When All You Know is an E-mail Address...

But what if you don't have that depth of information? What if the only thing you have is the very minimum of information? What if all you have is an e-mail address? [Click here](#) to find out what you need to know about certain e-mail addresses.

Sponsored by:

Second Banner 468x60
C

This issue of List & Data Strategies is sponsored by Direct Media, Inc.

Increase Your 2007 List Revenue
Wondering what you can do in 2007 to increase list revenue? As we all know, every year it seems to get harder and harder, however, there are steps you can take to maximize every opportunity. We outline them in our free report, "20 Ways to Increase List Revenue." No obligation, no strings attached. Just [click here](#) to obtain your report today and begin to increase list income tomorrow!

Unleashing the Potential of Transactional E-mail Messages
How can marketers avoid missing out on key touch points in a budding customer relationship? Find the right partner to integrate transactional messaging into the marketing platform, use the right tools, and focus on applying the following best practices to customize, track, and optimize transactional messages.

Sponsored by:

Marketplace Ad 105x25
E

Sponsored by:

Premier Half Tower 120x240
B

ExecuReach is the first and only file home and business addresses, by mail

Second Half Tower 120x240
D

A

PREMIER BANNER
468x60 top banner ad and top text position (50 words/8 lines max.)
\$15,000/12 weeks (12x)
\$50,400/annual (48x)

B

PREMIER HALF TOWER
120x240 tower ad with text underneath (40 words/12 lines max.)
\$12,600/12 weeks (12x)
\$43,200/annual (48x)

C

SECOND BANNER
468x60 banner and second text position (50 words/8 lines max.)
\$11,400/12 weeks (12x)
\$38,400/annual (48x)

D

SECOND HALF TOWER
120x240 tower ad with text underneath (40 words/12 lines max.)
\$9,000/12 weeks (12x)
\$31,200/annual (48x)

E

MARKETPLACE AD
105x25 button plus 50 characters of linkable text.
\$1,440/12 weeks (12x)
\$4,560/annual (48x)

All availability is on a first-come basis.



Build your custom program today!

William Camaraza, (305) 448-6168, william.camaraza@penton.com
Candice Hadley, (630) 554-8989, candice.hadley@penton.com
Jennifer Brownyard, (212) 204-4224, jennifer.brownyard@penton.com