



# Grow Your Bottom Line



Part of the **MULTICHANNEL MERCHANT** Franchise

**O+F Advisor** is a weekly e-newsletter that targets more than 30,000\* operations and fulfillment professionals. It provides the latest research, case studies and analysis in a quick, practical and easy-to-read format; as well as expert strategic advice and practical techniques to improve efficiencies, productivity, cost savings and customer service.

Sponsor **O+F Advisor** and target decision-makers who control purchasing for the entire order fulfillment process, from order taking to warehousing, picking, packing and shipping. They work for top catalogers, retailers, e-retailers, manufacturers and other multichannel marketers.

## 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 Tower Sponsorship:** 120x600 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).

**Marketplace Ad:** 105x25 button plus 50 characters, including spaces, of linkable text.  
Appears under Premier Tower.

\*Publisher's Own Data, 2/07.

All availability on a first-come, first-serve basis.

	<b>Quarterly (12x)</b>	<b>Annual (48x)</b>
Premier Banner Sponsorship	\$12,960	\$43,200
Premier Tower Sponsorship	\$12,960	\$43,200
Second Banner Sponsorship	\$7,020	\$21,600
Marketplace Ad	\$1,800	\$5,280



## For more information, contact:

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# Advertising Rates and Specs

The screenshot shows the O&F Advisor website layout with several ad spots highlighted:

- Spot A:** A large banner at the top right of the page, labeled 'Premier Banner 468x60'.
- Spot B:** A vertical sidebar ad on the left side, labeled 'Premier Tower 120x600'.
- Spot C:** A horizontal ad below the main content area, labeled 'Second Banner 468x60'.
- Spot D:** A small square ad at the bottom left, labeled 'Marketplace Ad 105x25'.

The website content includes the magazine title 'O&F Advisor', the date 'January 3, 2007', and a 'TABLE OF CONTENTS' section with links to various articles.

**A**

**PREMIER BANNER**  
 468x60 top banner ad and top text position (50 words/8 lines max.)  
 \$12,960/12 weeks (12x)  
 \$43,200/annual (48x)

**B**

**PREMIER TOWER**  
 120x600 tower ad and second text position (50 words/8 lines max.)  
 \$12,960/12 weeks (12x)  
 \$43,200/annual (48x)

**C**

**SECOND BANNER**  
 468x60 banner and second text position (50 words/8 lines max.)  
 \$7,020/12 weeks (12x)  
 \$21,600/annual (48x)

**D**

**MARKETPLACE AD**  
 105x25 button plus 50 characters of linkable text.  
 \$1,800/12 weeks (12x)  
 \$5,280/annual (48x)

All availability is on a first-come basis.



## Build your custom program today!

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