

LLHA NEWS FEED

REACH

1,400

LUGGAGE, LEATHERGOODS, HANDBAG AND ACCESSORIES PROFESSIONALS

EACH WEEK

MEDIA KIT



# MANY WAYS TO DELIVER YOUR MESSAGE TO THIS MARKET

The screenshot shows the website's layout with several advertising spots:

- A:** A blue banner at the top for 'Maui Bay Leather Collection' by WEW.
- B:** A banner below the masthead for 'Product testing & certification' by CSA Group.
- C:** A large article titled 'Heys International forced to innovate in competitive luggage industry'.
- D:** A small article titled 'North Vancouver duo creates leather designs'.
- E:** A 'PRODUCT SHOWCASE' section featuring 'LACO SAC', 'Ipsos', and 'AIR CANADA'.
- D1:** A banner for 'LOJEL' with the tagline 'Innovation, Reliability, and Usability'.
- F:** A 'FEATURED COMPANY AD' for 'Retail Council of Canada'.
- G:** A 'TRADITIONAL TEXT AD' titled 'Sears Canada stake sold off by U.S. parent'.

## ADVERTISING OPTIONS

### A LEADERBOARD

This premier position provides your company with top exposure and quality traffic.

### B LOWER LEADERBOARD

The lower leaderboard gives your company a prominent position right under the association's masthead.

### C/1 TOP/BOTTOM SKYSCRAPER

A skyscraper is a large format ad with prime real estate to sell your company's products or services to decision-makers.

### D/1 TOP/BOTTOM BANNER

Banner ads allow your company to combine text, colors, and graphics into a unique sales message for committed buyers.

### E PRODUCT SHOWCASE

Showcase your latest product with this placement and include a photo, 50-word description and link to your site.

### F FEATURED COMPANY AD

Integrated into the feel of the brief, a featured company ad targets your buying audience with an image and 25-word description.

### G TRADITIONAL TEXT AD

Leverage the power of words with a 15-word text ad to drive traffic to your website.

Sample provided is representative of ad specifications only and does not necessarily depict placement within the brief.

SEE PRICING NEXT >>>

# AD RATES & SPECS

Prices are for participation in 13 emails to the 1,400 luggage, leathersgoods, handbag and accessories professionals (one 90 day cycle)



Leaderboard  
**\$3750**

Image Dimensions  
**728x90**

File Format  
**JPEG, GIF**

Max File Size  
**40k**



Lower Leaderboard  
**\$3500**

Image Dimensions  
**580x70**

File Format  
**JPEG, GIF**

Max File Size  
**40k**



Top/Bottom Banner  
**\$3200/\$2800**

Image Dimensions  
**468x60**

File Format  
**JPEG, GIF**

Max File Size  
**40k**



Top/Bottom Skyscraper  
**\$3200/\$2800**

Image Dimensions  
**120x600**

File Format  
**JPEG, GIF**

Max File Size  
**40k**



Product Showcase  
**\$3000**

Lorem ipsum dolor  
Lorem ipsum dolor  
sit amet, consectetur  
adipiscing elit, sed  
do eiusmod tempor  
incididunt ut labore et  
dolore magna aliqua.  
Ut enim ad minimum  
veniam, quis nostrud  
exercitation ullamco  
laboris nisi. [More](#)

Text **five word headline, fifty word description**  
Image Dimensions **175x125** File Format **JPEG, GIF**



Lorem ipsum  
Lorem ipsum  
dolor sit amet,  
consectetur  
adipiscing

Featured Company Ad  
**\$2000**

Text **five word headline, twenty-five word description**  
Image Dimensions **125x100** File Format **JPEG, GIF**



Lorem ipsum  
Lorem ipsum  
dolor sit amet,  
adipiscing elit,  
eiusmod. [More](#)

Traditional Text Ad  
**\$1500**

Text **five word headline, fifteen word description**  
Image Dimensions **120x50** File Format **JPEG, GIF**

## CONTACT US

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LLHA NEWS FEED POWERED BY MULTIBRIEFS, PROVIDES WEEKLY NEWS AND INFORMATION TO PROFESSIONALS IN THE CANADIAN LUGGAGE, LEATHERGOODS, HANDBAG AND ACCESSORIES INDUSTRY.

LLHA News Feed tackles today's most relevant issues, gathered from sources like the Globe and Mail, the National Post, the Toronto Star, as well as other leading industry publications, and is delivered to the inboxes of luggage, leathersgoods, handbag and accessories professionals.

LLHA NEWS FEED  
IS A PROFESSIONAL RESOURCE FOR

NEWS+  
IDEAS+

# TOP TEN REASONS TO ADVERTISE IN LLHA NEWS FEED :



## CREDIBLE SOURCE

For over 32 years, our members have turned to the association as the informational authority of the industry. Advertising in LLHA News Feed solidifies your place among weekly information provided to LLHA members.



## TARGETED DISTRIBUTION

Advertising in LLHA News Feed allows your company to reach industry decision-makers. Your message will be in front of pre-qualified buyers who are looking for your products specifically for their business.



## OPT-IN SUBSCRIBER LIST

Subscribers to LLHA News Feed have asked to receive this information. Your ad will no longer be mixed with junk mail and spam. Our enhanced technology ensures that your ad will make it through spam filters.



## RELEVANT CONTENT

Our editorial philosophy is driven by current events and relevant industry issues and trends that affect our subscribers the most.



## FREQUENCY

Frequency builds awareness. As a weekly publication, LLHA News Feed ensures your ad will be seen weekly by our 1,400 subscribers.



## AFFORDABLE

Advertising in LLHA News Feed is much cheaper than many other Internet advertising options, and much more affordable than television and radio promotion. Have you priced pay-per-click campaigns lately?



## YOUR AD WILL GET THE ATTENTION IT DESERVES

Each issue of LLHA News Feed has a limited number of ad spaces, allowing your ad to get maximum exposure. A limited number of ads equals higher visibility.



## IMMEDIATE RESPONSE TO YOUR AD

The electronic format makes it more convenient for a reader to respond to your ad. Your product is just a click away!



## EXCEPTIONAL CREATIVE SERVICES

Our talented graphics team is continually raising the bar by creating sophisticated Web ads for our clients. These services are offered at no charge to advertisers in LLHA News Feed.



## TRACK CAMPAIGN EFFECTIVENESS

As an advertiser, you'll have the ability to track reader response to your campaign, immediately quantifying your ROI.