

DFWAE LEADERSHIP BRIEFINGS

REACH
550

TOP ASSOCIATION EXECUTIVES IN THE DALLAS-FORT WORTH AREA

BI-WEEKLY

MEDIA KIT



MANY WAYS TO DELIVER YOUR MESSAGE TO THIS MARKET

ADVERTISING OPTIONS

A

B

B1

F

C

D

G

C1

E

G

The screenshot shows the Global Polymer Innovations website with several advertising placements:

- A:** A banner at the top for The University of Akron College of Polymer Science and Polymer Engineering.
- B:** A sidebar on the left for Hoosier Race Tires, featuring a tire image and text about producing winning race tires for over 40 years.
- B1:** A sidebar on the left for UVG Ltd., providing personalized guidance for commercialization of technology.
- F:** A sidebar on the left for Cooper Tires, featuring a tire image and text about superior treads for customers, employees, partners, and shareholders.
- C:** A main article titled "Kansas Polymer Research Center awaits concrete patent" with a sub-header "The Powder Coating Research Group PCR".
- D:** A "Product Showcase" section with three items: "Industry Reference Materials" (ARM), "Hankook - WINTER i*cept eva" tires, and "Lord - Chemlok 205 Primer and/or Adhesive".
- E:** A "Featured Companies" section listing PCN, F&F Bearing Co., and F&F Bearing Company.
- G:** A "Current Promotions" section for Acturus, offering 50% off Direct Marketing Services and free payment account setup.

A LEADERBOARD

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

B/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.

C/1 TOP/BOTTOM BANNER

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

D PRODUCT SHOWCASE

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

E FEATURED COMPANY

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

F TRADITIONAL TEXT AD

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

G CURRENT PROMOTION

Promote your company's current special offer with this 5-word ad that will entice buyers and increase traffic. Ad includes a unique landing page developed specifically for your company. [View landing page sample.](#)

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 7 emails to the 550 top association executives in the Dallas-Fort Worth area. (one 90 day cycle)



Leaderboard
\$2500

Image Dimensions
728x90

File Format
JPEG, GIF

Max File Size
40k



Top/Bottom Banner
\$2000/\$1500

Image Dimensions
468x60

File Format
JPEG, GIF

Max File Size
40k



Skyscraper
\$1750

Image Dimensions
120x600

File Format
JPEG, GIF

Max File Size
40k



Product Showcase
\$2950

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**



Featured Company
\$2000

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. [More](#)

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



Traditional Text Ad
\$500

Lorem ipsum
 dolor sit
 amet
 Lorem ipsum
 dolor sit amet,
 consectetur
 adipiscing elit,
 sed do e

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

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THE DFWAE LEADERSHIP BRIEFINGS, POWERED BY MULTIBRIEFS, PROVIDES BI-WEEKLY NEWS AND INFORMATION TO TOP ASSOCIATION EXECUTIVES IN THE DALLAS-FORT WORTH AREA.

DFWAE Leadership Briefings tackles today's most relevant issues, gathered from sources like **The Associated Press, The New York Times, Financial Times** and the leading industry publications and is delivered to the inboxes of top association executives in the Dallas-Fort Worth area.

DFWAE LEADERSHIP BRIEFINGS
IS A PROFESSIONAL RESOURCE FOR

NEWS+
IDEAS+

TOP TEN REASONS TO ADVERTISE IN DFWAE LEADERSHIP BRIEFINGS:



CREDIBLE SOURCE

For years, our members have turned to the association as the informational authority of the industry. Advertising in DFWAE Leadership Briefings solidifies your place among bi-weekly information provided to DFWAE members.



TARGETED DISTRIBUTION

Advertising in DFWAE Leadership Briefings 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 DFWAE Leadership Briefings 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 bi-weekly publication, DFWAE Leadership Briefings ensures your ad will be seen bi-weekly by our 550 subscribers.



AFFORDABLE

Advertising in DFWAE Leadership Briefings 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 DFWAE Leadership Briefings 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 DFWAE Leadership Briefings.



TRACK CAMPAIGN EFFECTIVENESS

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