

Advertising Rates 2016

 *Practical Ecommerce* offers four online advertising opportunities for companies that sell products and services to online merchants. They are: **Sponsored Webinars, Display Ads, Email Newsletter Ads, and Dedicated Email Drops.**

SPONSORED WEBINARS

Practical Ecommerce publishes two types of webinars: “30-Minute Editorial” and “60-Minute Collaborative.” The mission of both is to help ecommerce merchants better understand a topic that will help their businesses. Past topics have included email marketing, shopping cart platforms, fulfillment options, search engine optimization, and social media. *Practical Ecommerce* promotes these webinars on our site, in our newsletter, in our social media channels, and in dedicated drops to our email subscribers. Webinar presentations are prerecorded and aired during the actual event. Only the question-and-answer segment is live.

30-MINUTE
EDITORIAL WEBINAR
\$40
Per Lead, \$6,400 cap

“30-Minute Editorial” webinars are planned and presented by our editorial staff, addressing topics that we choose jointly with our sponsors. We introduce the sponsor at the outset of the webinar and, separately, allocate 3 minutes at the end of the presentation — before the Q&A — for the sponsor to explain its products and services and display contact information. Qualified sponsors can participate — if they choose — in the Q&A segment. Sponsors receive the registrants' names, email addresses, titles, telephone numbers, and company names.

“60-Minute Collaborative” webinars are jointly planned and presented by our editorial staff and qualified sponsors. Topics are chosen mutually. Sponsors participate in the presentation and in the question-and-answer segment following it. Sponsors receive the registrants' names, email addresses, titles, telephone numbers, and company names. For sponsorship rates, please check with your advertising sales consultant.

DISPLAY ADS

Display ads appear in two separate locations on the right-hand side of every page on the site. The ads are standard IAB-sized at 300x250 pixels. We accept a limited number of these display ads, and all ads rotate equally in both locations. Display ads on *PracticalEcommerce.com* are sold on a first-come, first-serve basis. See page 3 for display ad technical specifications. *Practical Ecommerce* can write, design, and compose ads at no additional cost.

300x250
Right-Side
\$29.50
Per Thousand Impressions
25,000 Minimum Impressions/
Month

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EMAIL NEWSLETTER ADS

EcommerceNotes is our free, opt-in email newsletter. It provides easy-to-understand tips, tricks and tools to quickly improve an online business. Each newsletter

contains roughly 4 article summaries (with links back to PracticalEcommerce.com) and 2 text-based ads that contain (a) up to 45 words of body text, (b) a 45-character headline, (c) a 120x90 pixel thumbnail graphic, and (d) a 45-character call-to-action line. These text-based ads are available on a first-come, first-serve basis. *Practical Ecommerce* can compose text ads to advertiser's approval, at no additional cost.

TEXT-BASED NEWSLETTER AD,
45 WORDS, TWO SEPARATE
ADS PER NEWSLETTER

Premium Placement

\$990

Per Issue

Standard Placement

\$540

Per Issue

Approx. Subscribers: 38,000

DEDICATED EMAIL DROPS

Practical Ecommerce publishes a limited number of promotional email drops, where each drop is dedicated to a single advertiser. These dedicated drops are sent to subscribers of *EcommerceNotes*. The content or offer of each drop must be related to ecommerce merchants, and cannot include claims or descriptions that will, in

Practical Ecommerce's view, trigger excessive unsubscribes, complaints, or spam notifications. Email subject lines are based on *Practical Ecommerce's* approval,

and can include up to 45 characters, with no exclamation

points or special characters, and must otherwise

describe the offer in a straightforward manner. All

dedicated drops are set in *Practical Ecommerce's*

responsive CSS template, which includes a standard

header and footer. Advertisers provide the HTML

content for the template. For additional specifications,

please consult your advertising sales consultant.

A SOLO EMAIL DEDICATED
TO A SINGLE ADVERTISER

Includes Graphics
And Text

\$3,650

Per Issue

Approx. Subscribers: 38,000

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VOLUME DISCOUNTS

Advertisers receive discounts based on the amount of a single contract, excluding webinar sponsorships, as follows.

Contract Amount	Discount
\$5,000	2.5 percent
\$10,000	5.0 percent
\$50,000	7.0 percent

DISPLAY AD SPECIFICATIONS

Acceptable display ad file formats are JPEG, PNG, GIF, and SWF, with a maximum file size of 40KB. Animated GIF and Flash ads are limited to 30 seconds for the animation. Animated GIFs must have a minimum of 4 seconds per frame. Flash ad frame rate cannot exceed 45 frames per second. DART ads are acceptable provided DART code is standard and reasonable.

All interaction must be user initiated. For example, ads utilizing audio must only play the audio when a user clicks to hear it (not mouse-over), and must be accompanied by an obvious "OFF" button to end the audio. The same rule applies for any video, in that the video must not play unless a user initiates it, and it must be accompanied by an obvious "STOP" button to halt the video. Expandable ads are accepted, provided they are user initiated with a mouse click. Expandable ads will begin as 300x250 pixels, and may expand to the left to an overall size of 500x250 pixels.

Please consult with your advertising sales consultant for additional assistance.

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ACCEPTANCE POLICY

Practical Ecommerce can reject any ad or sponsorship for any reason, and will not otherwise accept content that is deceptive, misleading, excessively animated or otherwise offensive.

ADVERTISER RESPONSIBILITY

Advertisers and agencies assume liability for the content of all advertising placed in *Practical Ecommerce*, and assume responsibility for any claims arising from such advertising against *Practical Ecommerce*. *Practical Ecommerce* reserves the right to reject any advertising for any reason.

PAYMENT TERMS

Advertising invoices are distributed monthly. Invoices are due and payable upon receipt. For agency ads, the publisher bills the agency directly, but holds both the agency and the advertiser liable for monies due.

CONTACT

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