

# Advertising Rates 2017

 The mission of Practical Ecommerce is to publish independent editorial, commentary, and instruction to help ecommerce merchants. For companies that sell products and services to that audience, we offer five online advertising opportunities. They are: **Sponsored Seminars, Display Ads, Email Newsletter Ads, Dedicated Email Drops, and Brand Posts.**

## SPONSORED ONLINE SEMINARS

Practical Ecommerce produces two types of online educational seminars: "Custom" and "Essential Skills." The mission of both is to help ecommerce merchants better understand a topic that will help their businesses. Practical Ecommerce promotes these seminars on our site, in our newsletter, in our social media channels, and in dedicated drops to our email subscribers. Seminar presentations are prerecorded and aired during the actual event. Only the question-and-answer segment is live.

CUSTOM ONLINE SEMINAR

**\$2,500,** plus  
**\$40**  
Per Registrant

For both types of seminars, we introduce the sponsor at the outset of the presentation and allocate three minutes at the end for the sponsor to explain its products and services. 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. Sponsors of Essential Skills seminars also receive a display ad, at 300x600 pixels, on the relevant seminar page for its duration of roughly 12 months.

"Custom" seminars address topics of interest to our sponsors, who select the topics in collaboration with Practical Ecommerce. Our editorial staff then plans and presents those topics in an independent, transparent manner. Custom seminars last 30 minutes — roughly 20 minutes for our presentation, three minutes for the sponsor's segment, and roughly seven minutes for the live question-and-answer period at the end.

ESSENTIAL SKILLS  
ONLINE SEMINAR

**\$2,500,** plus  
**\$40**  
Per Registrant  
Includes 300x600 Display  
Ad

"Essential Skills" seminars address the fundamentals of launching, managing, and growing an ecommerce business. These topics — from novice to expert — are chosen and presented by our editorial staff. Participants can attend an initial "Essential Skills" seminar for

free. After that, attendees must pay to view the recording, which will remain on PracticalEcommerce.com for approximately 12 months. Essential Skills seminars last roughly one hour.

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## DISPLAY ADS

Display ads at PracticalEcommerce.com appear in a prominent location on the upper right-hand side of the home page and every article page. The ads are standard IAB-sized at 300x600 pixels. We accept a limited number of these display ads, which are sold on a first-come, first-serve basis. See page four for display ad technical specifications.

300x600  
Right-Side  
**\$32.50**  
Per Thousand Impressions  
50,000 Minimum Impressions/  
Month

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## EMAIL NEWSLETTER ADS

EcommerceNotes is our free, twice-weekly, opt-in email newsletter. Each issue includes roughly four article summaries (with links back to PracticalEcommerce.com) and two text-based ads that contain (a) up to 45 words of body text, (b) a 45-character headline, (c) a 300x200-pixel thumbnail graphic, and (d) a 4-word 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  
**\$1,090**  
Per Issue  
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Standard Placement  
**\$640**  
Per Issue  
Approx. Subscribers: 45,000

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## DEDICATED EMAIL DROPS

Practical Ecommerce publishes two promotional email drops per week, wherein 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, or will otherwise compromise our editorial integrity.

A SOLO EMAIL DEDICATED  
TO A SINGLE ADVERTISER  
Includes Graphics  
And Text  
**\$3,850**  
Per Issue  
Approx. Subscribers: 45,000

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 additional specifications, please consult your advertising sales consultant.

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## BRAND POSTS

Brand Posts consist of articles created or commissioned by advertisers in collaboration with Practical Ecommerce. Brand Posts enable advertisers to expose their leadership, expertise, products, and services to a wide audience of ecommerce professionals.

Practical Ecommerce publishes up to six Brand Posts concurrently. Each post appears on the site for 12 weeks and is clearly labeled "Sponsored," "From Our Advertisers," or similar verbiage. Each post resides on its own page, with no competing sidebars or advertisements. The maximum length of each Brand Post is 1,500 words plus optional images, infographics, and videos.



BRAND POSTS

**\$2,950**  
Per Month  
3 Month Total: \$8,850

Brand Posts are promoted to visitors of PracticalEcommerce.com on the home page, in right sidebars on all article pages, and in internal site search results. Each of those promotions — "Promotional Impressions" — consists of the advertiser's name and the post's headline and custom image, all of which link to the actual Brand Post.

Each Brand Post receives no less than 400,000 Promotional Impressions per month, or 1.2 million in total.

Additionally, the headline and custom image of all Brand Posts appear in Practical Ecommerce's email newsletter once per month for three months. Each Brand Post also receives three separate monthly entries to Practical Ecommerce's principal social media sites: Twitter, Facebook, and LinkedIn. Brand Posts are indexed by Google, Bing, and other search engines and appear in relevant search results for each.

Brand Posts follow guidelines set forth by Google, Interactive Advertising Bureau, and other reputable organizations for transparency and disclosure. Links within Brand Posts are "nofollow" and do not, therefore, transfer PracticalEcommerce.com's PageRank or other authority signals.

The content of Brand Posts expresses the opinions of advertisers, who can compose their own Brand Posts or, alternatively, Practical Ecommerce can compose on advertisers' behalf. Regardless, the content does not necessarily reflect the views of Practical Ecommerce and it cannot undermine our editorial integrity and standing.

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## VOLUME DISCOUNTS

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

<b>Contract Amount</b>	<b>Discount</b>
\$10,000	2.5 percent
\$25,000	5.0 percent

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## 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

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, or otherwise offensive.

## ADVERTISER RESPONSIBILITY

Advertisers and agencies assume liability for the content of all advertising placed with Practical Ecommerce, and assume responsibility for any claims arising from such advertising. Practical Ecommerce reserves the right to reject any ad or sponsorship 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.

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## CONTACT

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