

# Advertising Rates 2019



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

## SPONSORED ONLINE SEMINARS

Practical Ecommerce produces online, educational seminars to help ecommerce merchants improve their business. We promote these seminars on our site, in our newsletter, in our social media channels, and in dedicated drops to our email subscribers.

ONLINE EDUCATIONAL SEMINAR

**\$40**

Per lead. \$7,400 cap.

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 in the Q&A segment. Sponsors receive each registrant's name, email address, title, telephone number, and company affiliation.

Practical Ecommerce's seminars address topics of interest to our sponsors and audience. Our editorial staff then plans and presents those topics. The duration of seminars varies. Most last roughly 30 minutes — 20 minutes for our presentation, three minutes for the sponsor's segment, and roughly seven minutes for the live question-and-answer period.

Alternatively, sponsors can plan and present seminars in lieu of our editorial staff. For more on sponsor-presented seminars, please confer with your advertising sales consultant.

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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

**\$24.50**

Per Thousand Impressions

50,000 Minimum  
Impressions/Month

## EMAIL NEWSLETTER ADS

EcommerceNotes is our free, twice-weekly, opt-in email newsletter. Each issue

includes roughly four article summaries (with links 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

Premium Placement

**\$1,180** One Issue

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Standard Placement

**\$590** One Issue

Approx. Subscribers: 49,000

## 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: 49,000

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 content.

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## KNOWLEDGE BRIEFS

Knowledge Briefs publicize whitepapers, ebooks, webinars, and other lead generation collateral of our advertisers.

KNOWLEDGE BRIEFS

**\$1,490**

30 Days

We publish up to six Knowledge Briefs concurrently. All appear together on a single page under the heading of “Industry IQ.” Each Brief runs for 30 days and consists of a 45-character headline, a 45-word description, and a 300x200 pixel thumbnail — with links to the advertiser’s

landing page to access the collateral.

We promote Knowledge Briefs to visitors of PracticalEcommerce.com on the home page and on all article pages. Each of those promotions consists of the advertiser’s name, a headline, and a custom image, all of which link to that Brief. Each Brief receives no less than 250,000 promotional impressions per month.

Additionally, a link to each Brief appears in every twice-weekly email newsletter — approximately 49,000 subscribers — while the Brief is live on the site.

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## DISCOUNTS

We offer discounts on bundled lead-generation products, as follows.

### **QUICK START | 7.50% Discount**

*Receive 3 email ads for \$5,199.*

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1 Email Newsletter Premium Ad

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1 Email Newsletter Standard Ad

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1 Dedicated Email Drop

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### **SIX PACKS | 10.0% Discount**

*Each six pack sold separately. No co-mingling.*

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6 Email Newsletter Premium Ads	\$1,062 each (\$6,372 total)
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6 Email Newsletter Standard Ads	\$531 each (\$3,186 total)
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6 Dedicated Email Drops	\$3,465 each (\$20,790 total)
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6 Knowledge Briefs	\$1,341 each (\$8,046 total)
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6 Seminar Sponsorships	\$6,660 max each (\$39,960 max total)
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For display ads, advertisers receive a 10% discount on contracts of 500,000 or more guaranteed impressions. Inventory for display ads varies depending on traffic fluctuations to our site. To accommodate these variations, we offer discounted, non-guaranteed display ads at \$17 CPM. For more, please confer with your advertising sales consultant.

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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 four seconds per frame. Flash ad frame rate cannot exceed 45 frames per second.

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.

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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.

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## 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.

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## 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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