

REACH BUSINESS DECISION MAKERS

New to the Market! Charter Savings on all web and e-mail promotional opportunities!



They Buy From Us. They'll Buy From You.

Who We Are

Since 1937, the National Institute of Business Management (NIBM) has helped organizations succeed by helping people succeed. We deliver plain-English, actionable business management advice to over 70,000 high-performing managers and leaders at organizations in hundreds of different industries nationwide.

Our print newsletters, web sites, special reports, e-letters, audio conferences and webinars quickly give our customers the skills and strategies they need to make more money, avoid legal pitfalls and advance their careers.

And because ALL our customers are either paid subscribers or opt-in e-letter readers, we've found them to be a great audience for our other products and services. Now you can reach them too!

In November 2008, we expanded our reach into the general business market with the launch of BusinessManagementDaily.com. Thousands of decision-makers have found NIBM through this site, signed up for our high-quality e-letters, and purchased both our products and partner products.

Our fast-growing list of e-letter subscribers and site visitors are now
Ready to buy from you.

In our first two months, BusinessManagementDaily.com went from zero to 18,000 unique visitors.

E-Letter Sponsorships

Specialized content ▪ 30-50% open rates ▪ 100% Opt-in ▪ Monthly list hygiene

E-letter	Frequency	Readership	Text Ads	Banner Ads
HR Forum	Weekly	16,200	100 words max	160x240 or Leaderboard
Case In Point	Biweekly	10,400	100 words max	160x240
Admin Pro Forum	Weekly	9,500	100 words max	Leaderboard or Skyscraper
Your Office Coach	Weekly	5,400	100 words max	160x240

For more information, contact Meg Gallogly at (703) 905-4532 or mgallogly@media-mart.com

E-letter	1x	3x	6x	12x	24x	48x
HR Forum	\$500	\$1,350	\$2,400	\$4,200	\$7,200	\$12,000
Case-In-Point	400	1,080	1,920	3,360	5,760	N/A
Admin Pro Forum	300	810	1,440	2,520	4,320	7,200
Your Office Coach	200	540	960	1,680	2,880	4,800

Web banners

Location	Pixels		File Size	1x		4x		12x	
Leaderboard	728x90		40k	\$1,000		\$3,200		\$8,400	
Home Page	336x280		40k	350		1,120		2,940	
Inside Top*	160x240	160x90	30k	\$350	100	\$1,120	320	\$2,940	840
Inside Middle*	160x240	160x90	30k	250	75	800	240	2,100	630
Inside Bottom*	160x240	160x90	30k	150	50	480	160	1,260	420

Notes: Banners must be JPEG or GIF

Includes monthly reporting of impressions and clicks

* Inside ad rates include placement in two topics. Call for discounted pricing on more topics.

Sponsored e-mails

We do not rent or sell our e-mail lists. However, we will deliver your message directly to our customers who have opted-in to receive promotional messages.

\$250/M Sponsorship Rate

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