SupplyChainBrain.com Channel Newsletter Sponsorships

Sponsor a channel newsletter and grow your database of qualified prospects!

A SupplyChainBrain.com channel newsletter is a digest of current news and information on a specific supply chain practice. The SupplyChainBrain editorial staff searches for relevant news and information and is responsible for the complete content of each issue. Each newsletter article will provide a live link to either the full story or the story source. There will generally be between 5-10 story summaries per newsletter issue. The number of stories per issue will always depend on the availability of content within that time period. Channel newsletters can run quarterly, bi-monthly or even monthly depending upon how frequently content would be available for the specific channel theme.

Marketing & Distribution: Current issues of each channel newsletter are displayed every day for viewing on the SupplyChainBrain.com Newsletters Home Page. All channel newsletters are also advertised on their respective channels where visitors come to find information specifically relevant to those channels. Visitors to current issues are invited to subscribe and receive any or all of today's largest selection of SCM newsletters via e-mail. The subscription form displays all available newsletters in order to facilitate the subscription selection process. The list of subscribers who receive a channel newsletter via e-mail can also include the sponsor's own customer/prospect list of up to 500 e-mail addresses which are provided to our webmaster prior to the publication of your first sponsored issue. The subscriber list will grow throughout the year. On average, SupplyChainBrain channel newsletters generate between 500-1,200 new subscribers each year. Of course, the specific newsletter theme greatly influences that result. There is also an initial e-blast sent out for the first issue to all SupplyChainBrain opt-in newsletter subscribers announcing the availability of your channel newsletter.

Advertising: The channel newsletter sponsor is the only advertiser with a logo at the top clearly indicating your company as the exclusive newsletter sponsor, as well as a 120 x 800 banner running along the top right hand side. All advertising for the newsletter must be delivered to the webmaster at least one week prior to the scheduled publication of each issue.

Lead Generation and Results: All data on new subscribers to your channel newsletter is collected by SupplyChainBrain throughout the year and delivered to your organization at an agreed frequency, with their email address and other available demographic data. Advertisers also receive statistics on banner views and clicks to their newsletter advertisements throughout the year.

Sponsorship Cost: The total cost to your organization for each issue of your newsletter is $3,500 net.

