

Online & Newsletter Advertising

by Editor

We at Insurance Headlines know that there is no secret to success. You have to be seen to get noticed! thousands of Insurance & Financial professionals are out there looking for you and the services that you provide and we at Insurance Headlines.com deliver.

Insurance Headlines generates over 150,000 unique visitors and more than 1.5 million page views every quarter. More than 300,000 users from the insurance and financial services industry are estimated to access our 30,000 pages of content monthly via our syndication of Daily Headlines, Financial Content, RSS, RDF, XML, Java Scripts, Press Releases, Blogs & Newsletters.

Drive traffic, build brand awareness and target your message to decision makers in your industry's vibrant markets. Insurance Headlines provides our sponsors & advertisers the optimal setting to expand their reach into the insurance & financial community.

Online Advertising Specifications

Banners/Media

Dimensions

Max File Size

Animation

File Formats*

Skyscraper

120x600

30K

3 loops/30 sec.

.gif, .jpg, rich media

Full Banner

468x60

30K

3 loops/30 sec.

.gif, .jpg, rich media

Vertical Banner

120x240

30K

3 loops/30 sec.

.gif, .jpg, rich media

Half Banner

243x60

30K

3 loops/30 sec.

.gif, .jpg, rich media

Island Rectangle

300x250

240x400

30K

3 loops/30 sec.

.gif, .jpg, rich media

Island Square

250x250

30K

3 loops/30 sec.

.gif, .jpg, rich media

Square Buttons

125x125

120x90

120x60

30K

3 loops/30 sec.

.gif, .jpg, rich media

Online Advertising Cost

Ad Size

Dimensions

Open Rate Net CPM*

Skyscraper

120x600

\$18

Full Banner

468x60

\$18

Vertical Banner

120x240

\$18

Half Banner

234x60

\$18

Island Rectangle

300x250

\$18

Island Square

250x250

\$18

Square Buttons

125x125

\$18

â€¦ Advertisers may utilize one or all of our banner dimension options above!

â€¦ If you are an Insurance Company, Insurance Broker, Bank, Thrift, Finance Company, Asset Manager, Broker/Dealer or Investment Company, please [click here](#) to learn about our Sponsor Advertising Options.
Newsletter Email Advertising Specifications

Banners/Media

Dimensions

Max File Size

Animation

File Formats*

Skyscraper

120x600

30K

3 loops/30 sec.

.gif, .jpg, rich media

Full Banner

468x60

30K

3 loops/30 sec.

.gif, .jpg, rich media

Vertical Banner

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3 loops/30 sec.

.gif, .jpg, rich media

Square Buttons

125x125

120x90

120x60

30K

3 loops/30 sec.

.gif, .jpg, rich media

â€; To increase your click through ratio (CTR) & maximize your Return on Investment (ROI) we limit each newsletter to a maximum of 5 advertisers per mailing!

â€; Certain file formats and rich media formats are subject to testing, and may not be accepted. Please contact our advertising sales department by completing the sponsor advertising questionnaire or you may call us at (800) 576-1845 ext. 1108.

Newsletter Email Advertising Cost

Newsletter Mailings

Newsletter Ad Cost Per Mailing

1 Newsletter Mailing

\$750/top ad - \$500/body ads

4 Newsletter Mailing

\$2,500/top ad - \$1,500/body ads

12 Newsletter Mailing

\$7,125/top ad - \$4,275/body ads

24 Newsletter Mailing

\$13,500/top ad - \$8,100/body ads

48 Newsletter Mailing

\$25,500/top ad - \$15,300/body ads

Example CPM (Cost Per Thousand)

Advertising buy for 75,000 impressions (75,000 ad views)

$75,000 \text{ impressions} / 1,000 = 75$

$75 \times \$18 \text{ (CPM)} = \$1,350 \text{ total net cost}$

Definition CPM (Cost Per Thousand)

CPM (Cost Per Thousand) - Abbreviated as CPM (the letter "M" in the abbreviation is the Roman numeral for one thousand). CPM is used by Internet marketers to price ad banners. Sites that sell advertising will guarantee an advertiser a certain number of impressions (number of times an ad banner is downloaded and presumably seen by visitors.), then set a rate based on that guarantee times the CPM rate. A Web site that has a CPM rate of \$25 and guarantees advertisers 600,000 impressions will charge \$15,000 ($\25×600) for those advertisers' ad banner

Sponsor Advertising Questionnaire

Advertising Creative Standards for Insurance Headlines.com

Insurance Headlines.com retains the right to refuse any and all advertising submitted for display on the Insurance Headlines.com web site, including the following reasons:

Sexually explicit or vulgar content.

The promotion of tobacco, alcohol, or gambling.

Deceptive creative tactics. These include ads simulating computer system warning dialog boxes that lead the viewer to believe their computer, our server or the system is experiencing technical difficulties or that they need to click on the box (ad) to eliminate the message from their screen.

For questions about use of information submitted to our site, please read our Privacy Policy.

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