

Target brand and agency marketing execs in resource center

The categorized supplier guide in each print issue of **PROMO**

Reach more than 48,000¹ readers every month, **PLUS**, get multimedia visibility with a 4 for 1 offer:

- Your print ad in Resource Center
- Introduction as a New Advertiser on promomagazine.com (including links)
- Introduction as a New Advertiser on *PROMOXtra* e-newsletter (including links)
- An audio postcard that links to your Website – and that you can email directly to prospects

resource center gives you major benefits all in one place:

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1. It's affordable

Cost-effective, full-year rates let you deliver your message for 12 months at one low price.

2. It sells all year long

Marketers plan campaigns throughout the year. The Resource Center keeps your information within easy reach for marketers who need your services.

3. It's effective

The Resource Center targets your sales message to the right buyers every time there's a purchasing decision in your category.



Subscribers turn to **PROMO** for strategic information when it's time to make purchasing decisions.

- **91%** of subscribers are involved in the selection of promotion-related programs, products and/or services for their client/organization.²
- **40%** spend \$100,000 or more annually on promotion-related programs, products and/or services.²

RESOURCE CENTER AD RATES (ANNUAL – 12 ISSUES)

- 1" H x 3 3/8" W – \$2,620
- 2" H x 3 3/8" W – \$4,325
- 3" H x 3 3/8" W – \$6,030
- 2-Color – \$390
- 4-Color (From Process) – \$845

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A PENTON MEDIA PUBLICATION
www.promomagazine.com

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