



## CSI Weekly - Newsletter Ads

You want exposure wherever your clients and prospects are looking. Our newsletters and emails cut through the noise and get noticed.

Weekly Distribution List: approx. 30,000 industry professionals

Delivery rate: 99%

Average Open rate: 20%

Average Click through rate: 7%

Demographics:

87% are involved in the initiation, recommendation, specification, approval or purchase of one or more of the following products or services in every MasterFormat division, such as:

- Concrete/Masonry
- Metals
- Wood, Plastics and Composites
- Thermal and Moisture Protection
- Openings
- Finishes
- Equipment
- Furnishings
- Special Construction
- Conveying Equipment
- Sitework
- Mechanical
- Electrical

### Sponsorship Fee:

- Top placement: \$2,500
- Middle placement: \$2,000
- Bottom Placement: \$1,500

\*Discounted pricing available for multi-week packages

### Sponsorship includes:

- Sponsor provides ad image to CSI, with linking capabilities to specified URL
- CSI provides sponsor recognition by placing ad image provided in CSI Weekly, distributed every Wednesday

### Guidelines

#### What image file formats are acceptable?

.Jpg, .gif (static only) or .png file types are acceptable.

#### What are the dimensions of the images?

577x 125 pixels

### Specifications:

- Artwork is due one week prior to the deployment of the newsletter
- No flash ads or sound effects are permitted
- You may send a URL for the ad that is a unique or vanity URL, which can be tracked using webpage analytics tool on sponsor's end. This will allow you to see the number of pageviews to your site that are directly related to the ad.
- Always test your links to make sure they function as expected.
- Send completed ad and URL to [kwitters@csinet.org](mailto:kwitters@csinet.org)