

Business Financial Publishing Presents

Dedicated Email Marketing

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Create awareness by sending a stand alone or dedicated email advertisement to our diverse lists that include over one million unique individual investors.

Using a dedicated email advertising placement, we will send your message to our list of individual investors. Your message is sent from our servers with our brand presenting your special offer.

We do the hard work for you: we schedule the sends, maintain strong ISP relations to see that your emails are received, monitor open and click rates, and help with segmentation. All you need to do is give us the creative and the subject, and we'll handle the rest.

Target audiences with campaigns directed at specific investment ideas and market trends, or promote your product, service, or company by mailing to our entire database of highly responsive, profit-oriented investors. Pricing is on a cost-per-thousand (CPM) basis, with minimum list rentals starting at just 25,000 names.

Dedicated emails:

- Allows your message to be received by our users from a familiar and credible source - Business Financial Publishing.
- Does not present other competitor efforts within the message.
- Direct response focused - you can see immediate ROI from renting our valuable lists.
- Turnkey solution - just give us the quantity, date, and creative, and we'll handle the rest, including set-up, timing, segmentation, and tracking.

What We Offer

- **Diverse audience.** With eight unique lists currently available, we provide you with the opportunity to target independent investors interested in specific topic areas or investors looking for the next big play.
- **Active audience.** Highly motivated and responsive to marketing efforts, the individual investors in our audience are seeking information, products, and services that will help them profitably navigate the financial markets.
- **Solutions.** Target our lists with a number of variables to find the best performing list before rolling out to our complete list. Split testing allows you to test multiple creative messages or pricing to our users, so you can maximize revenues from future advertising initiatives.

Get Started Today

- **Evaluate our lists.** Eight lists are available to rent, each unique with respect to recipient interests. Target individual lists for more focused efforts or reach our broad subscriber base for general product, service, or company awareness.
- **Offer specifications**
 - Email advertisements are not subject to any length restrictions.
 - Provision of both HTML and plain text creative at least two days prior to the flight date.

Contact an Advertising Account Executive today! Dial 1-877-420-7801.

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Sponsorship Emails

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Sponsorship Emails - Our daily and weekly newsletters provide partners with an opportunity to reach their audience within the body of our content-rich media: content that readers expect and enjoy with each and every issue.

With our circulation of six weekly e-letters - *NewsletterAdvisors.com Weekly*, *Big Idea Investor*, *Broker Adviser's Financially Fit*, *MutualsAdvisor.com Weekly*, *4XAdviser.com Weekly*, and *China Investor Report* - and our daily publication, *Small Cap Daily*, we can deliver over one million well-placed sponsorship impressions of a text advertisement for your product or service.

How to get started

- **Evaluate our newsletters.** Target your audience - our publications cover small-, mid- and large-cap stocks, broker services, forex trading, and more.
- **Review offer specs.**
 - Your newsletter sponsorships can be up to a 300 character maximum.
 - Provision of ad copy at least two days before newsletter launch will insure the proper testing and delivery of your advertisement.

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