

COMPETITIVE ADVANTAGE 2008 RATES:

Become a Primary Sponsor for 12 Months, and Receive a **Free** Button Ad on Our Website for 6 months!
www.thecompetitiveadvantage.net

Reach **55,000** Sales & Marketing Professionals

- Increase Website traffic, clicks, leads
- Receive tracking results

The **Competitive Advantage** E-zine is a valued source of news and resources, including leading news, industry expert Q&A, new products, links to articles, event calendar, and much more.

PRIMARY SPONSOR:

12 Months (12x):	\$5,200	(\$433/issue)
6 Months (6x):.....	\$4,000	(\$667/issue)
3 Months (3x):.....	\$2,300	(\$767/issue)
1 Month (1x):.....	\$900	(\$900/issue)

SECONDARY SPONSOR:

12 Months (12x):	\$4,000	(\$667/issue)
6 Months (6x):.....	\$2,600	(\$433/issue)
3 Months (3x):.....	\$1,650	(\$550/issue)
1 Month (1x):.....	\$700	(\$700/issue)

*12 Month Primary Sponsorship Package - 75 word sponsor message, website link, and a button ad for 6 months.

*6 Month Primary Sponsorship Package - 75 word sponsor message, website link, and a button ad for 3 months.

COMPETITIVE ADVANTAGE ONLINE:

For as little as \$300 per month, your company can place a button ad on every page of the Competitive Advantage Web site! www.thecompetitiveadvantage.net

Your sponsorship includes monthly traffic reports with click-thru rates as well as qualified sales leads from our lead retrieval system. Don't let leads go cold - we send these leads directly to your sales team or your distributors - eliminating lag time and ensuring your leads are **hot!**

BUTTON AD SPECS:

- 120 (wide) x 90 (high)
- 72 dpi

- File size = no more than 40kb
- We do accept animated gifs - same file size as above

*If you have a button that does not fit these requirements feel free to contact us, we can work with you to find a solution

SPONSORSHIP RATES:

12 Month Term:
\$300/month

6 Month Term:
\$400/month

3 Month Term:
\$500/month

1 Month Term:
\$600/month

To place an order or if you have specific inquiries about sponsorships, contact
Emily Howard at 212-595-1785 or ehoward@douglaspublications.com.