

NEWS BRIEF

CONNECT WITH YOUR IDEAL BUYERS IN TRUSTED INDUSTRY NEWSLETTERS

3X the CTR and 50% higher open rates compared to the industry average*

The most engaged professional subscribe to association newsletters for nearly every industry. And that means they're the perfect place for connecting with your ideal buyers. That's because advertising in a news brief pushes your message right into their inboxes and leverages the association's brand affinity. And because our briefs feature a mobile responsive design and industry-leading delivery and open rates, your company is sure to be noticed.

How It Works

After you've decided which news briefs highlight your company best, our creative team designs your ads with attention grabbing messages and visuals that speak to your ideal buyers. Then our technology maximizes delivery and ensures that newsletters stay out of spam folders. As a result, your ideal buyers see your ads alongside relevant industry content on a regular basis, building your brand and gaining the trust of potential customers.

*as of Q1 2016

Benefits

- Regularly reach a highly defined audience
- Display your ads clearly to readers on any device with a mobile responsive design
- Keep subscribers seeing your ads every week with relevant industry content delivered right to their inboxes
- Access detailed reporting through our online portal
- Maximize your ad exposure with our industry-leading delivery and open rates