

E-Newsletters

Plant Services' e-newsletters contain original topical features, the latest industry news and technical insights, assuring that you get high response rates from your key prospects. They're the most timely, effective vehicles to deliver your message directly to the inbox of readers that are responsible for making decisions about your product.

PlantServices.com E-News: A weekly news-focused e-newsletter delivers feature articles, company news, product announcements, technical issues and more. **Subscribers:** 45,000

AssetManagement Insider: A targeted monthly update exploring the rapidly evolving practice of enterprise asset management. **Opted-in subscribers:** 20,000.

PlantEnergy Insider: A targeted monthly update on technologies and market forces driving energy efficiency. **Opted-in subscribers:** 24,000.

New Product Bulletin: The strictly product-focused newsletter with features large four-color images with editor written descriptions and supported with links. **Subscribers:** 50,000.

Single Sponsor/Custom E-Newsletters: These newsletters allow you to use any newsletter platform for your message. Your content will be combined with our editorial content to give users a complete picture on a specific topic that meshes with your core technology or market. All custom newsletters are sent to a targeted customized list.

Benefits of Advertising in our E-newsletters

- Targets your message to opt-in readers that are responsible for making decisions about your product or services.
- Immediate results to your Web Site, or from our lead capture program.
- Detailed tracking reports to help you prove and maximize ROI.



PlantServices.com E-News Advertising Rates

POSITION	CREATIVE	NET RATE
Top Sponsor (Banner Alternative)	Dimensions: 468 x 60 pixels File Size: 40K or less Formats: Non-animated gif or jpeg	\$1,500
Top Sponsor (Text Alternative)	Dimensions: 120 x 60 pixels File Size: 5K or less Formats: Non-animated gif or jpeg Text: 400 characters, including headline	\$1,500
Skyscraper	Dimensions: 160 x 600 pixels File Size: 40K or less Formats: Non-animated gif or jpeg	\$1,500
Sponsored Product*	Dimensions: 120 x 60 pixels File Size: 5K or less Formats: Non-animated gif or jpeg Text: 300 characters, including headline	\$1,100
Sponsored Link	Text: Up to 40-character headline, plus 80 characters additional text	\$425

For more information, contact our digital sales manager: Norm Klieman at (630) 467-1300 ext. 344 or email nklieman@putman.net