

# CLICKBRIEF™ NEWSLETTER

## ABOUT

The **ClickBank ClickBrief Newsletter** will contain summaries of the week's latest Internet marketing headlines, selected from hundreds of trustworthy publications and delivered right to our client's inbox saving them time and keeping them informed about the Internet marketing industry.

## WHY ADVERTISE

The ClickBrief Newsletter is a good sponsorship option for both affiliates and vendors since it contains a wide variety of information and reaches a diverse audience.

## AUDIENCE

Affiliates, vendors and partners

## LANGUAGE

English only

## DISTRIBUTION

Estimated 75,000 recipients

## FREQUENCY

Weekly

## AD PLACEMENT TYPES & SPECS

### LEADERBOARD

- Size: 728 x 90 pixels. 120k maximum; .gif or .jpg
- No limits on animation
- Includes a link to landing page

### NEWS SECTION 1

- Sponsorship Logo: 160 x 45 pixels. 30k maximum; .gif or .jpg
- Box Shot/Image: 120 x 110 pixels. 40k maximum; .gif or .jpg
- Copy: 300 characters maximum, excluding spaces
- Includes a link to landing page

### NEWS SECTION 2

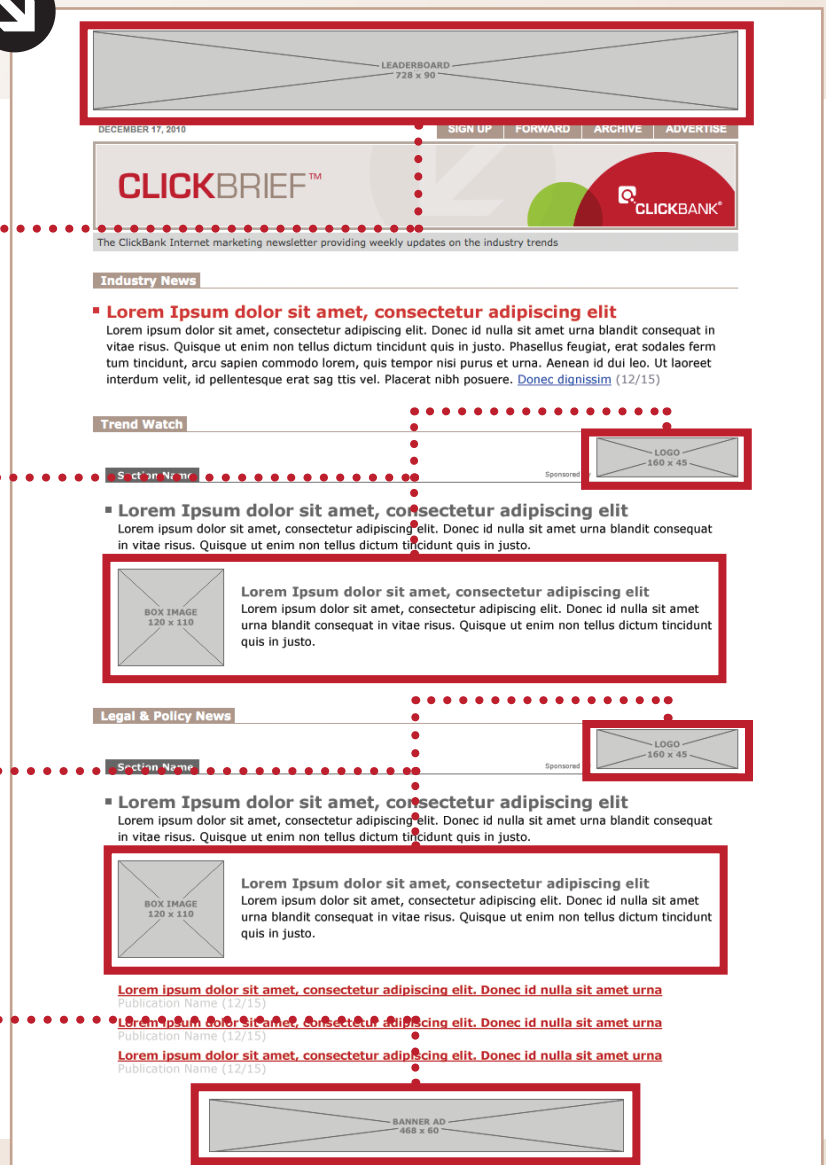
- Sponsorship Logo: 160 x 45 pixels. 30k maximum; .gif or .jpg
- Box Shot/Image: 120 x 110 pixels. 40k maximum; .gif or .jpg
- Copy: 300 characters maximum, excluding spaces
- Includes a link to landing page

### NEWS SECTION 3

- Banner: 468 x 60 pixels. 60k maximum; .gif or .jpg
- Includes a link to landing page
- No animation

### ADDITIONAL DETAILS & CONSIDERATIONS

- See rate card for pricing
- If using an animated .gif, include branding and important information on the first frame as .gifs will not animate for Outlook 2007 users (~8% of readership).



The mockup shows the newsletter layout with various ad placement callouts:

- LEADERBOARD** (728 x 90) at the top.
- DECEMBER 17, 2010** and navigation links: **SIGN UP**, **FORWARD**, **ARCHIVE**, **ADVERTISE**.
- CLICKBRIEF™** logo and **CLICKBANK®** logo.
- Text: "The ClickBank Internet marketing newsletter providing weekly updates on the industry trends"
- Industry News** section with a sponsored article: "Lorem Ipsum dolor sit amet, consectetur adipiscing elit".
- Trend Watch** section with a sponsored article: "Lorem Ipsum dolor sit amet, consectetur adipiscing elit".
- Legal & Policy News** section with a sponsored article: "Lorem Ipsum dolor sit amet, consectetur adipiscing elit".
- Bottom section with three sponsored articles: "Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec id nulla sit amet urna blandit consequat in vitae risus. Quisque ut enim non tellus dictum tincidunt quis in justo."
- BANNER AD** (468 x 60) at the bottom.

For more information or to book placement, please contact [advertising@clickbank.com](mailto:advertising@clickbank.com) or call (303) 592-2680