



Lube Tips Email Newsletter

Sales have become more complicated in recent years. As products become more competitive, sales support becomes more important. Your sales team cannot be sent out alone! E-mail marketing provides a personal method of communicating with an audience that lays the groundwork for success in the earliest stages of the sales process.

E-mail advertising effectively establishes contact with buyers - generating new prospects, creating awareness and branding and providing a quick means of response and follow-up. The sales process is shortened and simplified. Shorter sales process...more sales.

Noria has achieved a successful publishing formula that can play an integral role in helping achieve marketing communication goals - from product positioning and branding - to lead generation and sales.

This e-newsletter is sent only to registered subscribers; readers that have formally requested to receive it.

Quick Take

Published since May 2000
49,471 opt-in subscribers (as of Oct 2008)

Ad Positions

Resource Sponsorship

- Located within the editorial content
- Image: 80x80 pixel 3K file max, no animation
- Text: 300 characters
- Hyperlink: web and/or e-mail

Skyscraper Banner

- Located opposite the editorial content
- 120 x 600 pixel image (30K file max, no animation)
- Hyperlink: web or e-mail

Advertising Rate Card

Frequency	1X	3X	6X	12X	24X	48X
Rate	\$2,450	\$2,330	\$2,200	\$2,085	\$1,960	\$1,840