

# Shopper Marketing

## NEWSWIRE

A TWICE-WEEKLY E-UPDATE FROM THE PATH TO PURCHASE INSTITUTE

Designed to  
Display on All  
Mobile Devices!

## A DIGITAL CONNECTION TO YOUR CUSTOMERS

Every Tuesday and Thursday, the *Shopper Marketing Newswire* is sent to over 11,000 brand, retailer and agency professionals who have requested to receive current and timely information surrounding the shopper marketing discipline. Take advantage of this consistent communication vehicle to secure your presence in front of thousands of potential customers.

### Shopper Marketing Newswire delivers:

- Research, data and innovations in path-to-purchase technology and marketing.
- Reports on marketing initiatives across the nation's leading chains in food, drug, mass & specialty.
- Current company news and personnel changes.

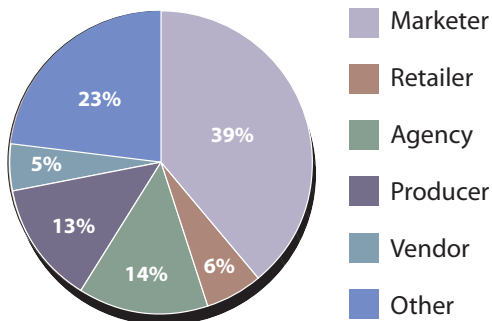
### Use Shopper Marketing Newswire's dedicated reach to:

- Build traffic on your website.
- Reinforce branding campaigns.
- Drive traffic to your trade show booth.
- Announce a new product.
- Promote availability of white papers or webinars.

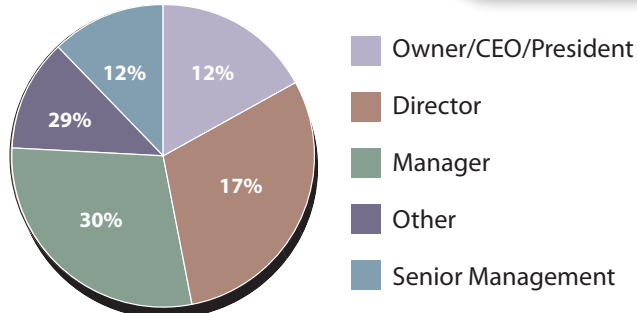


## AUDIENCE PROFILE

### Business Categories



### Titles



**To reserve your ad space please contact:**

**Albert Guffanti**  
Managing Director & Publisher  
(973) 459-2824  
aguffanti@ensembleiq.com

**Craig Hitchcock**  
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blittle@ensembleiq.com

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## NEWSLETTER SPECIFICATIONS

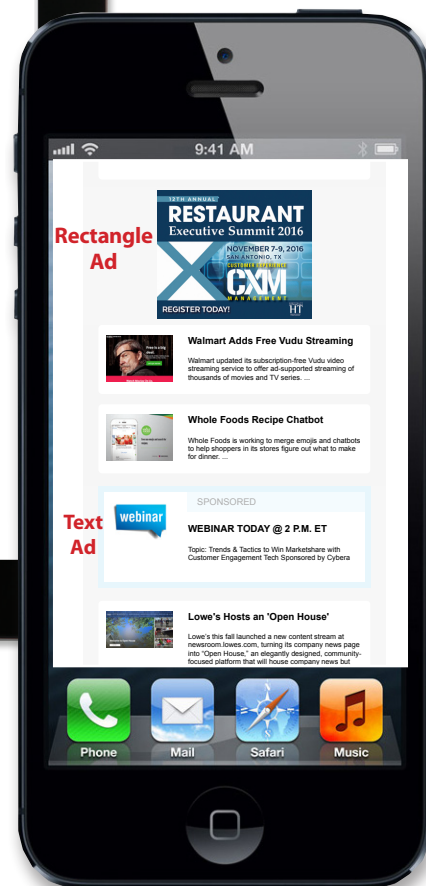
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### Rectangle Ads

- \$725/Issue  
*(Minimum commitment of 4 issues.)*
- Ad size: 300 x 250 pixels
- Max File Size: 100k
- No Flash files. Animated gifs are OK.
- Two rectangle ads available per issue.

### Text Ads

- \$725/Issue  
*(Minimum commitment of 4 issues.)*
- Headline: Max 50 characters
- Body: Max 30 words
- Link: Max 50 characters
- Image/Logo: approx. 300 x 300 pixels
- Two text ads available per issue.



### Ad Material Deadline

One week prior to publication date.

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