

# SSL Online

The *Architectural SSL* online newsletter will reach out to our reader base to notify them of the latest stories and news now available in *Architectural SSL* magazine and on the *Architectural SSL* website. In a simple and straightforward format this e-news blast will also acquaint them with LED and SSL product news direct from manufacturers.

**The objective:** move specifier interest to your website.

**YOUR SPONSORSHIP INCLUDES THE FOLLOWING:**

- Native content product release on e-newsletter
- Accompanying product or project image
- Target link to your homepage or specified landing page

Pricing	1X	6X	12X
GROSS	\$1,882	\$1,647	\$1,412
NET	\$1,600	\$1,400	\$1,200

**Material Preparation and Specs:** (3 total items required)

**ITEMS Native Content Product Release:**

- Headline plus 70 words (maximum), provided in a text document.**  
*Architectural SSL* Native guidelines apply:
  - No trademark (™) or registered (®) symbols allowed.
  - Company and/or product names not allowed in headlines.
  - Other restrictions apply, see full native advertising guidelines.
- Product image (440 x 232), no logos or corporate branding allowed.**
- Desired target link for your item.**

**EXECUTION**

SSL Online will be broadcast to a selection of 15,000 from our database. Each SSL Online will be housed in the SSL Online archive for one year.

**MEASUREMENT**

Metrics for each broadcast will be assembled by *Architectural SSL* and is available to sponsors upon request.

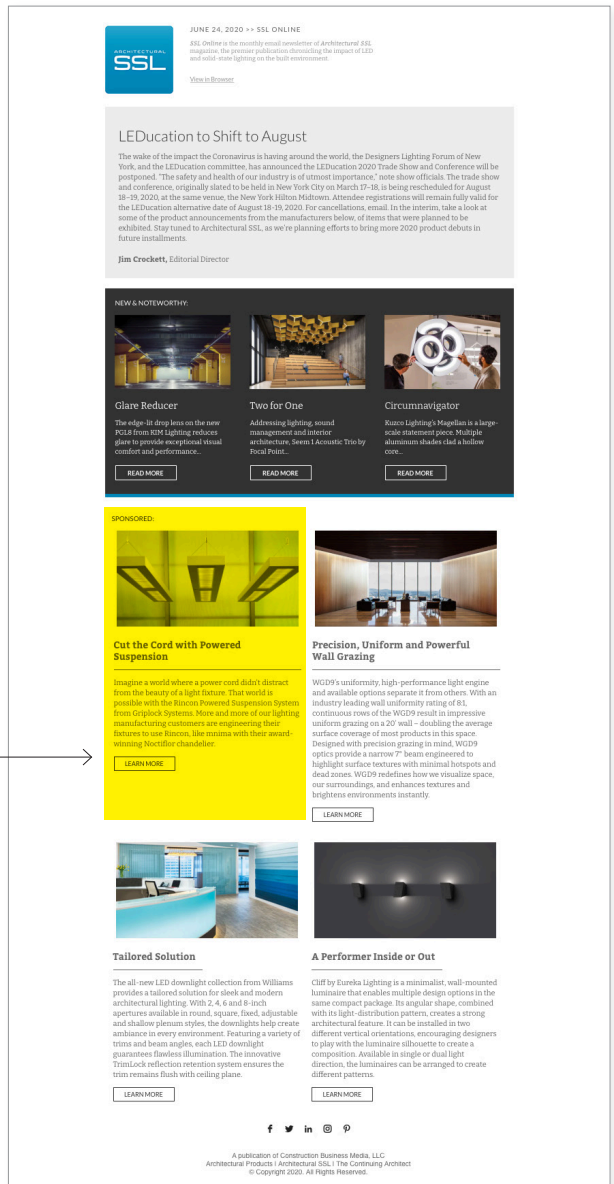
**MATERIALS**

Send all materials to [dpape@cbmedia.us.com](mailto:dpape@cbmedia.us.com) two weeks prior to the first of the month of delivery.

**TIMING**

One SSL Online e-newsletter per month, timed for delivery on or near the 20th of each month.

12 EDITIONS IN 2021



**2020 PERFORMANCE METRICS**

Average Sent: 12,500  
 Average Deliver: 99.5%  
 Open Rate: 18.5%

