


## 2023 Newsletter Ad Rate Sheet

(Rates Subject To Change)

Newsletter Advertising Information	Your Rates
<p>Published Weekly</p> <ul style="list-style-type: none"> <li>▪ <b>12,800+ Potential Impressions</b> – our newsletters are sent 4x per month to 3,200+ payroll industry e-mail addresses.</li> <li>▪ <b>16,000 LinkedIn Impressions</b> Each newsletter is posted ~4X per month to the <i>Payroll Sales</i> group on LinkedIn (4,600+ members)</li> <li>▪ <b>IPPA and TPG members</b> - Our database includes all active and past IPPA and TPG members.</li> <li>▪ <b>Great Open Rates</b> – Our open rate averages 30% to 38% per newsletter. Our August 11, 2023, campaign hit a 48% open rate!</li> </ul> <div data-bbox="177 1281 298 1402">  </div> <p><a href="#">Payroll Industry Alerts   August 11, 2023</a>  <small>Sent Email • Sent Aug 11, 2023 at 9:15am EDT  3,234 sends • 1,473 (48%) opens • 911 (29%) clicks</small></p>	<ul style="list-style-type: none"> <li>▪ <b>Bronze Level</b> = \$85.00 per publication <ul style="list-style-type: none"> <li>○ Minimum 8 continuous publications - one logo change every 4 weeks.</li> <li>○ Add 20% to the rate for every other week placement (same logo/copy must be used).</li> </ul> </li> <li>▪ <b>Silver Level</b> = \$139.00 per publication <ul style="list-style-type: none"> <li>○ Minimum 8 continuous publications - one logo change every 4 weeks.</li> <li>○ Add 20% to the rate for every other week placement (same logo/copy must be used).</li> </ul> </li> <li>▪ <b>Platinum Level</b> = \$249.00 per publication for three locations. <ul style="list-style-type: none"> <li>○ Minimum 8 publications (add 10% to the rate for every other week placement).</li> <li>○ All ads and logos will be hyperlinked to one URL of your choice.</li> <li>○ One ad/logo change once every 2 weeks.</li> </ul> </li> </ul> <p><b>PLEASE NOTE:</b> We rotate all ads/logos weekly to ensure equal exposure.</p>



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Payroll Service Industry e-Newsletter

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**Newsletter Sign Up**

## Sample Formatting For Newsletter

Do you want this newsletter sent to your inbox each Friday? Click on this link below, and you will be directed to our newsletter page.

[Click Here To Subscribe To This Newsletter](#)

### Breaking News

## Senators Urge Kroger To Address Lingering Payroll System Issues

By *Russell Redman* on February 15, 2023

- Word Count: **234**
- Read Time: **56 Seconds**

U.S. Sens. Elizabeth Warren (D., Mass.), Bernie Sanders (I., Vt.) and Ron Wyden (D-Ore.) have called on The Kroger Co. to address payroll system issues that reportedly have impacted thousands of workers nationwide, with some receiving no or only some of their paychecks.

- In a Feb. 15 letter to Kroger Chairman and CEO Rodney McMullen, the senators urged the Cincinnati-based grocer to explain the extent of payroll compensate affected employees.
- The lawmakers cited ongoing published reports of Kroger systemic paycheck difficulties as well as of four class-action lawsuits filed against the retailer engaged in "wage theft."

### Excerpts Of The Letter:

"We are writing today regarding alarming new reports of Kroger mistreatment of workers and consumers through widespread errors. These reports indicate that 'systemic and widespread errors' of your employees experienced delays and missing wages in their paychecks."

### The Letter Went On The Say...

Warren, Sanders and Wyden stated in the letter, "We are writing to you to demand that you take immediate action to prevent future wage theft," they said.

[Click Here To Read This Article In Full](#)

### Related Articles: Click On Link(s) To Read

- [Payroll problems part of 'technology transformation' at Kroger](#)
- [Local Kroger employees comment on issues with payroll system](#)
- [Unions prod The Kroger Co. to remedy payroll software issues](#)

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## Sample Open Rates (See Below)

As you can see, we have an extremely high open rate due to the content and quality of our e-mail database.

Time Sent ↓	Campaign Name	Sends	Opens
Fri, Feb 17, 2023, 9:16 AM	<a href="#">Payroll Industry Alerts   February 17, 2023</a>	3,378	1,230 38%

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We've put together a variety of articles for you to read and share with your colleagues. If you would like to read our past articles, or to learn more about our money-making payroll marketing system, click on the link below.

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