



## 2017 COSEIA Marketing and Advertising Pricing

### 2017 COSEIA Advertising Package: \$1,295 Investment

- Includes 1 Webinar
- 2 Newsletter ads
- 2 months of 300 x 250 ad on the COSEIA website homepage

### 2017 COSEIA Webinar Program Investment: \$595 (20% discount for investing in 2+ within one year)

- This resource provides companies with the ability to hold a webinar and COSEIA will market the webinar to its members.
- Companies must be a member of COSEIA to sponsor a webinar
- Topic is subject to approval by COSEIA.
- Three promotional emails to thousands of contacts on our member/email database will be sent prior to webinar (note: Promotions approved/sent out by COSEIA; content provided by member)
- Webinar hosted by COSEIA at no cost to your organization.
- Follow up email will be sent after webinar to participants - informational style with contact, website, special offer, etc.
- Attendee contact list will be provided for post marketing needs
- Webinars are scheduled on a first come, first serve basis - Secure your date today!

### COSEIA E-Newsletter Advertising Investment: 1 banner insertion \$295 or save with 3 banner insertions \$747 (\$138 discount)

- Highly read newsletter sent to approximately 5,000 subscribers
- Average open percentage of over 30%
- Banner size: 200x400

## **COSEIA Wepage Advertising**

### Homepage:

Top of homepage 300 x 250: \$650 month for members/\$1250 month for non-members  
Bottom of the homepage ad 300 x 250: \$325 month for members/\$595 month non-members  
(20% Discount for two months of web advertising investment, 30% discount for three months of web advertising investment)

### Internal Pages:

160 x 600 – Skyscraper ad on primary internal page: \$200 month for members/\$400 month non-members  
160 x 600 – Skyscraper ad on all additional internal pages associated with the primary page: \$150 month for members/\$350 month non-members  
(20% Discount for two months of web advertising investment, 30% discount for three months of web advertising investment)