

# E-Mail Newsletters

Weekly Issues

Subscribers: **120,000**

It's a fact: E-mail marketing is one of the most cost-effective and powerful marketing tools available to businesses today. Leverage the power of e-marketing and generate instant and measurable results with your campaign.

Our popular e-newsletters deliver timely information on the latest developments in the real estate industry to more than 120,000 subscribers wherever they are – in their office, at home, or on the road.

Ads available in skyscraper or text format.

*53% of business users check their e-mail six or more times per day.*

Source: Forrester Research

**Skyscraper Ad Rates:**

**Sole position:** \$1,600 per issue

**Text Ad Rates:**

**First Position:** \$1,600 per issue  
**Second Position:** \$750 per issue  
**Third Position:** \$500 per issue  
**Fourth Position:** \$500 per issue

**Specifications:**

For e-mail newsletter advertising specs, please see page 25.

