



PurchasingB2B delivers e-Newsletters that are relevant to the feature sections and supplements that are published in **PurchasingB2B** magazine and on **PurchasingB2B.ca**

PurchasingB2B Weekly e-Newsletter:

- Sent every Tuesday
- 11,000 email subscribers
- Leaderboard ad (600 x 200 pixels)
- Big Box ads (300 x 250 pixels)
- \$950 per eNewsletter
- Sponsored Content Article (article plus Big Box ad) \$1,250 per eNewsletter



WEBSITE

PurchasingB2B.ca also features news and content for:

fleet management

CAR / Canadian Automotive Review

Travel Management Canada

- Leaderboard ad (728 x 90 pixels)
- Big Box ad (300 x 250 pixels)
- \$500 per Month for ROS

Travel Management Canada e-Newsletter:

- Sent 1x per month
- 11,000 email subscribers
- Leaderboard ad (600 x 200 pixels)
- Big Box ad (300 x 250 pixels)
- \$950 per eNewsletter



E-Directs and Advertorial E-Newsletters

PurchasingB2B can deliver your own message to an exclusive and receptive audience. We can segment the audience to ensure your business is reaching the right people.

- Net cost per 1,000 emails: \$350
- Minimum 5,000 email names
- Add 25% for data segmentation



Fleet Management e-Newsletter:

- Sent 2x per month
- 11,000 email subscribers
- Leaderboard ad (600 x 200 pixels)
- Big Box ads (300 x 250 pixels)
- \$950 per eNewsletter



Sponsored Webinars

Position yourself as an industry leader by sponsoring a 60-minute educational webinar hosted by a top-level industry expert. **PurchasingB2B** provides a complete turn-key service.

Package includes:

- Marketing material and promotions
- Webinar registration and hosting
- Content, industry-leading expert, and moderator
- Sponsor message at start of webinar
- Follow-up



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