

Advertise

PARTNER WITH COMMPRO

ABOUT COMMPRO

To produce, share and promote your content and capabilities via the development of webinars, sharing of your branded intellectual property and thought leadership posts to our community of **170,000+ Public Relations, Corporate Communications, Marketing, Investor Relations, & Financial Communications professionals.**

OUR COMMUNITY

COMMUNITY

...working @



COMMPRO



- Chief Communications Officer / Executive Communications Management
- Chief Marketing Officer / Senior Marketing Management
- Investor Relations Officer / Chief Financial Officer
- President / CEO
- Other Senior / Executive Leadership

COMMPRO

DISTRIBUTION

- More than 170,000 email subscribers to the *CommPRO Daily Executive Briefing*
- More than 3 million subscribers to news aggregation apps Feedly and News360
- Global audiences through online syndication including;

Equities.com, Flipboard, AllTop, FeedBurner, FeedAge, Blog Digger, Feed Listing and Apple News

- Social Media channels including, Facebook, Twitter and LinkedIn

WEBINARS

CommPRO serves as your turnkey solution for webinar development. Our process includes:

- Collaboration with our partner to develop the webinar(s) content calendar.
- Management of all webinar speaker recruitment.
- The development of the webinar overview and all event messaging materials (e.g. webinar registration confirmation email, webinar post on the CommPRO.biz website.)
- Creation of all webinar marketing materials, including:
 - Webinar email invitation (*CommPRO Alert*)
 - Display ads for the CommPRO website, daily executive briefing email and social platforms. NOTE: This includes creation of specific sizes needed by our partner.
- Coordination and management of all webinar preparation materials (event prep, webinar deck)

Our webinars provide insight and education to the c-suite. A cross-section of our events:

- FIGHTING THE GOOD FIGHT: Navigation Strategies for the C-Suite in a Time of Uncertainty
- Bringing Back the Small Cap IPO: 2017 Reg A+ Outlook
- Employee Advocacy Success at Scale
- How A Trump Presidency May Impact Shareholder Activism
- The Content Marketing Crossroads and Rise of Content Intelligence
- Financial Communications and Innovation Forum
- The Integrated Communicators Guide to LinkedIn

CONTENT MARKETING

A lead generation partnership with CommPRO offers the perfect platform to reach decision-makers working in all facets of integrated marketing communications. Working together, we will deliver the following:

- Content marketing & distribution
- Lead generation
- Brand marketing

LEAD GENERATION / CONTENT SHARING

Own a section of CommPRO's web site (For example: **PR ROI Channel**) Your 'channel' includes:

- Unlimited content posts – posting frequency is up to you.
- Want results fast? Post at least one new content item per week. Why? Each time you post a new content item, it is featured in the *CommPRO Daily Executive Briefing* and on the homepage of our web site, www.commpro.biz
- \$5,000 per month

SPONSOR A LEAD GENERATION POST

For example, "S&P100 Corporate Website Survey: Who is Top, Who is the Flop?" (Download Results) <https://bit.ly/1LY1Mhx>

- \$3,500 per post

DEVELOP CUSTOM CONTENT

CommPRO will work with you to develop custom white papers, case studies or articles. The fee is based upon word-count, \$2 per word.

WEB ADVERTISING

CommPRO's website attracts 75,000 unique visitors per month. Online advertising options include:

- Per month options or packages for rotating banner ad
- Per month options or packages for static box ad on homepage

BANNER RATES

- Featured on the homepage slider (800 x 496 pixels) – \$3,000/month
- Leaderboard, homepage (728x90 pixels) – \$2,000/month
- Large rectangle, right-hand column of homepage (300x250 pixels) – \$1,500/month
- Large rectangle, run-of-site (300x250 pixels) – \$1,200/month
- Leaderboard, run-of-site (728x90 pixels) – \$1,000/month
- **Exclusive advertiser sponsorship of specific key word landing pages of the site is available (e.g. crisis communications, shareholder activism, etc.)*

BANNER SPECS

- We can accommodate any type of banner (animated gif, jpg, Flash or HTML5), including video and custom widgets. Banners can be changed as often as necessary throughout the course of a campaign.

TRACKING

- Click tracking can be linked to an advertiser's Google Analytics account or CommPRO can implement custom links specified by the advertiser.

EMAIL BLASTS

CommPRO has an audience of 170,000+ Corporate Communications, Marketing, Investor Relations, & Financial Communications professionals.

Sponsor an email blast and you'll get to:

- Generate leads
- Increase enrollment in your communication, marketing, and digital media programs
- Customize your messaging

E-LETTER ADVERTISING

CommPRO's executive briefing is sent out daily to 60,000 members of our community of C-suite professionals who have subscribed to receive news and knowledge relevant to professionals working in the communications disciplines—corporate communications, public relations, marketing, financial communications and investor relations.

- Monthly Sponsorship (650 x 150 pixel banner) – \$2,000
- Weekly Sponsorship (650 x 150 pixel banner) – \$500
- Text Ad (up to 40 words) – \$100/week

For a comprehensive package of visibility programs on CommPRO, contact:

Fay Shapiro, Group Publisher

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