

## Online Newsletter Advertising

ArcaMax distributes over 5 million newsletters to our subscribers every day. Subscribers regularly check their email inboxes for ArcaMax newsletters. It's content they want; content they requested.

We offer four newsletter advertising opportunities. Every advertiser receives timely and accurate reports on the performance of the ad campaign. Please ask us about testing different offers, ad creative, or landing pages with your advertising campaign.

### 1. Editorial Newsletter HTML Ads

Target your audience with our editorial newsletters. We offer syndicated and original content including current news, recipes, health and more.

- 160 x 600
- 300 X 250
- Over 40 editorial lists
- No flash or animation

### 2. Cartoon Newsletter HTML Ads

Our readers look forward to receiving our syndicated cartoons everyday including Garfield, Family Circus, Baby Blues, and Cathy.

- 300 x 250
- 728 x 90
- Over 30 cartoon lists
- No flash or animation

### 3. Text Link Ads

A text link is a month-long listing in an ArcaMax newsletter. This lowcost advertising secret puts your company's link in front of our subscribers every single day.

- Place your link in either editorial or cartoon newsletters or both!
- Up to 60 characters including spaces

### 4. FreeSites Text Newsletter

Feature your product in our FreeSites text newsletter featuring free resources for coupons, weight loss products, crafting supplies, clipart, and more.

- Include a message in the email subject line and receive 12 lines of text (60 characters per line) in the body of the ezine.

► **Call today for more information** ◀

Paul McLean  
866.596.9732 x 212

Christine Passo  
866.596.9732 x 211

Or visit [www.ArcaMax.com/mediakit](http://www.ArcaMax.com/mediakit)

The screenshot shows a newsletter header with the ArcaMax logo and navigation links. Below the header are two 300 x 250 ad spots labeled 'Your Ad Here'. This is followed by a cartoon section featuring Garfield, with a 'BEWARE KARAOKE DOG' sign and a speech bubble saying 'PLEASE SIGN'S NOT BIG ENOUGH'. Below the cartoon are two more ad spots: one labeled 'Text Links' and another labeled 'Your Ad Here 300 x 250'. At the bottom of the newsletter is a large 728 x 90 ad spot labeled 'Your Ad Here'. The footer contains 'More From ArcaMax Publishing' with links to various content categories like Newsletters, Classic Books, and More, and a note about 'Ad Free Newsletter' availability.

### What Advertisers Are Saying...

*"ArcaMax has consistently produced a profit for both myself and my clients. Their list is responsive, their service is impeccable, and their prices are more than reasonable. They get my highest recommendation."*

- Jonathan Mizel, Publisher  
The Online Marketing Letter