

ArcaMax Publishing, Inc.

The leading provider of news and syndicated features by email since 1999!

“Helping You Drive Quality Traffic To Your Offers & Lists and Sales & Squeeze Pages.”



ArcaMax distributes 297 syndicated features to over 3 million unique subscribers by email daily – putting your offer right in the readers’ inbox. ArcaMax earns revenue together with our advertising partners, which allows all content to be free for our readers.

And since our readers have all **double-opted in** for their subscriptions, they regularly check their inbox for our Newsletters... We’re sending content they have requested and read daily. So, as you can imagine, both our open rates and user engagement are very high... A win for you!



So, whether you are looking to grow your own in-house list, cost effectively A/B split test your subject lines, banners, messaging or other creative components - we can help get the quality traffic you need to move your business forward... with budgets / plans for just about anyone.

Does It Work? You Decide! Detailed Reporting and Metrics for You!

Our handy reporting interface keeps you updated with the results of your ArcaMax campaigns, helping you maintain control of your budget and inventory. We’ll provide the metrics you need to measure success in a timely and reliable fashion. You’ll see Emails Sent, Opens, Unique Opens, Clicks, Unique Clicks and all the ratios to go with them.

We work with several third-party industry leaders to ensure our Newsletters & Comics consistently hit the inbox, giving you the assurance and confidence that your advertising dollars are well spent.

How Long Has ArcaMax Been In Business? A Brief History of ArcaMax Publishing

Founded in 1999... Our ArcaMax Newsletter Set included just 5 titles: **Recipes, Jokes, Trivia, Bible Verses** and **Today in History**. We quickly added gardening, pet tips and other home-oriented themes. Today, the line-up includes more than 101 of the most famous comic strips plus over 200 Editorial Titles with news headlines, advice & political columnists, videos, games and more!





Our General Demographics

59% Women / 41% Men US Home owners
Middle Income (\$65k - \$125k) 37 Years & Up

Newsletters Samples / Options

Daily Bargain Hunters - Our "Mini-Solo"

This little gem works a lot like a solo... Why? As the Top Sponsor - **You control the subject line***. A very cost effective way to Test A/B splits on subject lines or Ad Creative which you are considering rolling out to your house list or larger 3rd Party lists... Optimize your landing pages, open rates, etc.

All Text || Reach: is 1.10 MM - Average Open Rate 8.5%

Ad Specs - Text Based | 10 lines of copy @ 65 characters / line
Plus you write the full Subject Line and From Tag for a top sponsor ad...*

What's Working Now? For January 2020

1. Health & Fitness / Diet / Skincare
2. Biz Opp / Work at Home
3. Freebies & Coupons and Surveys
4. Astrology & Self Help
5. Lead Generation



Daily Bargain Hunters Top Sponsor Pricing

* *Note: These options give you the Subject Line!*

	CPM	Emails in 1000's	Price
Full List 1.10 M	\$ 1.35	1,100	\$ 1,495.00
50%	\$ 1.50	550	\$ 825.00
25%	\$ 1.75	275	\$ 485.00

See Sample Bargain Hunters Edition: <http://www.arcamax.com/ezinesamples/15.html>

On a limited budget? We've got you covered! More good testing slots for you:

Start with a middle sponsor slot to get proof of concept, learn our process and verify that your offer or offers resonate with our readers. We'll get you in on a day that has a proven track record in terms of opens, & that doesn't 'compete' with your offer. Get huge exposure for a 'Bargain Hunters Price!'

Mid1 Sponsor \$ 150 for all 1.10MM || Mid2 Sponsor \$ 85 for all 1.10MM

**NOTE: All Creative, From Tags & Subject lines subject to Industry Best Practices and ArcaMax final review and approval. List counts change weekly Act Now:*

Call us today for Updated Pricing & Availability: 757-596-9730 x 206.

ArcaMax Editorial Newsletter Sponsorships

~ Over 200 Individual Newsletter Titles ~

Reaching Over 3 Million Double Opt-In Subscribers Every Day



Drs. Oz & Roizen



Dear Abby



John Rosemond



Wolfgang Puck



Mona Charen



George Will

- Business
- Entertainment
- Health & Spirit
- Home/Leisure
- Knowledge
- News
- Politics
- Sports

Editorial Sample Newsletters:

Trivia by ArcaMax:

<http://www.arcamax.com/ezinesamples/3.html>

Health & Fitness by ArcaMax:

<http://www.arcamax.com/ezinesamples/27.html>

Daily Bible Verses by ArcaMax:

<http://www.arcamax.com/ezinesamples/17.html>

Business News by ArcaMax:

<http://www.arcamax.com/ezinesamples/112.html>

Over 200 Editorial Newsletters from **ArcaMax Publishing!**

See Them All Here:

<http://www.arcamax.com/mediacenter/newsletters>

Start A Conversation... Tell Your Story in Any of Four Ad Slots

Seen daily by our highly engaged subscriber base!

1. Top Banner Marquis Banners
2. Top Text Sponsor
3. Middle Sponsor – Text or Native Ad Format
4. Lower Medium Rectangle

Editorial Newsletter Ad Specs / Pricing - Average Open Rate For Editorials 12%

1. Editorial Top Marquis Banner (Static Image. .gif / .jpg / .png)
\$0.25 cpm full Set 1.7M OR \$ 495 to test AM Set - c. 1.7M
2. Top Text Sponsor
Up to 7 lines of copy @ 80 characters / line;
We recommend 2 Blank Lines for readability; total is 7 lines for the ad.
Top Text Sponsor Pricing: \$0.70 cpm (Please Note: *Very limited availability Call Today*)
3. Mid Sponsor Pricing:
Test for just \$ 450 for c. 1.7M AM Set OR \$ 525 to AM & PM Sets c. 2M
All TEXT – Up to 7 lines of copy @ 80 characters / line

Call Now for Weekly Specials and Availability: 757-596-9730 x 206

OR Native Ad Format: Image + Headline + Copy + CTA

Sponsor



Weight Loss for Women: This Is why you are fat!

Don't eat another veggie until you see this VIDEO. 45 yr old Woman diminishes 38lbs of fat in 4 weeks by avoiding this "type" of veggie that makes you fat...

Free Video Reveals Why You Are Fat

Image: Up to 125x125 STATIC; .gif / .jpg / .png

Head line: **Bold** (optional) [Hyperlink](#) (optional) Up to 70 characters. Font: 14px Arial

Body: Up to 3 lines at 70 characters / line. Font: 11px Arial

Call To Action: Up to 80 characters. Font: 11px Arial

We make it easy – Just send us your image and copy and we'll format the Ad for you!

4. Editorial Lower Banners

300x250 Static Image. .gif / .jpg / .png

Lower Banner - \$0.15 cpm Full Set c. 1.5M OR just \$ 275 to test c. 1.7M

ArcaMax Comics: Reach: 800k Readers – Average Open Rates North Of 55%



Blondie



Andy Capp



Zits



Garfield



Doonesbury



Dilbert



Peanuts

Over 101 Comics - Featuring Classic Favorites and Edgy New Authors

300x250 Banner Ad or Text Sponsorship

Text Based | Up to 7 lines of copy @ 80 characters / line;

Hey, if your Banners are working on Web Sites you should give banners in our Double Opt-In Comics and Editorials a try... We're confident you'll be pleased with the results just like dozens of long time, repeat advertisers are... month after month.

See Comics Samples:

- Blondie: <http://www.arcamax.com/ezinesamples/199.html>
- Zits <http://www.arcamax.com/ezinesamples/96.html>
- Garfield <http://www.arcamax.com/ezinesamples/53.html>
- Dilbert: <http://www.arcamax.com/ezinesamples/428.html>

Pricing: Full set Comics - 850k for just \$ 425.00 **Call Today: 757-596-9730 x 206**

ArcaMax Sunday Digest – “The Best of ArcaMax”:

1.3 Million Subscribers - Average Open Rate 8%

See it here: <http://www.arcamax.com/ezinesamples/567.html>

Get **The Advertising “Road Block”** - So you get all 3 ad slots...

- | | |
|-----------------------|---|
| 1. Top Marquis Banner | Use it for the same offer or Test up to 3 different offers! |
| 2. Top Text Sponsor | Just \$ 695 - Typically Sells out Monthly |
| 3. Medium Rectangle | OR Try 50% of the set for just \$ 375 |

ArcaMax Content Directory Here:

<http://www.arcamax.com/mediacenter/newsletters>

Plus, to see List Counts, Lifestyle info, Demographics, etc., Go Here:

<http://www.arcamax.com/mediacenter/ezines> & simply click 'View Details' for any list.

So... What's Next? Please Call, Skype or Email Me Now & Let's discuss these 3 things:

1. Is Your offer a good fit with our readers?
2. Scheduling & Availability Options
3. Your Testing Budget and Our Current Specials

We look forward to working with you soon & getting great traffic going to your offers!



Richard Young

Vice President - ArcaMax Publishing, Inc.

757-596-9730 x 206 || Skype: Richard57Young || richard@arcamax.net

p.s. ArcaMax Publishing comes highly recommended from proven online leaders like:

- Jonathan Mizel, *Email Traffic Academy*
- Russell Brunson, *Click Funnels, DotComSecrets*
- Ryan Deiss & Perry Belcher, *Digital Marketer & Native Commerce*
- Charles Kirkland, *Media Buyers Association*
- Evan Weber, *Experience Advertising*

p.p.s. Join Our Long Time ArcaMax Advertising Partners Including:

- | | | |
|-----------------------|----------------------|-----------------------|
| • Agora Financial | • Flat Iron Media | • Personal Liberty |
| • BioTrust Nutrition | • Health Sense Media | • Quantum Wellness |
| • Cyberwave Media | • Healthy Back | • SoundView Health |
| • Digital Branding | • Justin Brooke | • Stansberry Research |
| • Digital Marketer | • Native Commerce | • The Oxford Club |
| • Easy Health Options | • NewsMax Media | • J.R. Whelan Agency |