

ENEWSLETTERS

Promo's newsletters are an important vehicle for reaching an expanded audience of prospects and communicating with them on a frequent and timely basis. These targeted products surround you message with relevant news, trends and analysis that readers need in order to stay competitive. Prominent banner and text units ensure your message has impact.

Promo Xtra

Delivered daily, Promo Xtra is a source of critical news across the entire universe of tactics, strategies, campaigns and brands. It provides a fast-paced, up-to-date account of the latest campaigns, product launches, brand extensions, legal developments, and highlights from key industry events.

Audience

- 26,000 subscribers
- Variety of titles from C-level down to brand-level
- Fortune 500 firms, retailers, packaged goods companies, and top agencies

KNOWLEDGE IS POWER

In Today's Newsletter

THE PROMOTION MARKETING NEWSLETTER

PROMO Xtra

FROMMAGAZINE.COM | JOURNAL | SOURCEBOOK | CALENDAR OF EVENTS | CALL FOR ENTRIES

ADVERTISEMENT

KNOWLEDGE IS POWER
The POWER to Deliver Actionable INSIGHTS
The POWER to Increase ROI
The POWER to Drive In-Store PERFORMANCE
Coming soon: Promomarketing™ Reports
Leading edge technology exclusively from PromoWorks!

Leadership Through Innovation
Contact your PromoWorks representative for more information
1-888-310-3555 www.PromoWorks.com

Top Stories

Sprint Debuts \$1 Million NASCAR Sweepstakes

Sprint has launched a sweepstakes with NASCAR that offers \$1 million in the grand prize.

People can register for the SprintSpeed Million sweepstakes at Sprint.com/Sprint or at Sprint Nextel retail stores through Sept. 3, when the final regular season race is run in Richmond, Va. Players choose the NASCAR driver they believe will outpace all the others for the Nextel Cup.

The Nextel Experience is a 10,000-member fan interactive fan website for each NASCAR Nextel Cup Series race, with displays about Sprint Nextel products and the Cup Series events.

Once the top 12 drivers for the season are determined, one entrant will be randomly selected and paired with each driver for the ensuing 10 races to determine the crown. All 12 sweep players will a free trip to one of the remaining Chase Cup races, with a chance to meet his or her favorite driver.

Read more of this story

Building on Success, Gather.com Debuts Second Writing Contest
By Patricia Odeh
Gather.com, the social site for adults, has launched its second writing competition to find new romance novelists.

The promotion, in partnership with Pocket Books imprint of Simon & Schuster, lets Gather.com members submit manuscripts through Aug. 22 for a chance to win a publishing contract with Pocket Books and a \$5,000 advance. Gather.com has 370,000 members, Carl Rosendorf, the president of Gather.com, said.

Read more of this story

ADVERTISEMENT

Grow your business with Campaigner email marketing

FREE Trial offer

Don't Do's for Managing E-Mail Addresses

The world is out: e-mail newsletters have proven their worth as a great vehicle for staying in touch with loyal customers. Maintaining the list of e-mail addresses along with catering to the needs of the individuals remains a bit of the hard work. In this report you'll hear from some top brands on how they manage frequency schedules.

ADVERTISEMENT

NEED PROMOTION SUPPLIERS? PROMO Sourcebook

Need Promotion Suppliers?

Call to identify, evaluate and select the right suppliers for your needs. We'll help you compare the pros and cons of the right suppliers, so you can make the right choice for your business. Click Here!

To get your copy today, fill out the form and e-mail it to: ask@penton.com

ADVERTISEMENT

ask the experts

Like Zelenko
Pocket Books

By Dave Hunt
Debate Company

By Bruce Weislander
Spartanburg

By David Parent
Spartanburg

ADVERTISEMENT

Become an Expert

Click Here

Rates

All positions: \$850 net (\$1,000 gross)
per edition

Specs

Positions 1 & 2: 468x60 banner (.gif or .jpg), plus 60-word maximum text ad not to exceed 10 lines (including spaces) and URL link

Tower Position: 120 x 240 banner (.gif or .jpeg), plus 60-word maximum text ad and URL link

All positions include an audio message linked from your text ad

E-mail all copy and ad materials to diane.straughen@penton.com

ENEWSLETTERS

Promo's newsletters are an important vehicle for reaching an expanded audience of prospects and communicating with them on a frequent and timely basis. These targeted products surround you message with relevant news, trends and analysis that readers need in order to stay competitive. Prominent banner and text units ensure your message has impact.

Promo P&I

Promo P&I is a bi-weekly newsletter that provides targeted insights into how brands use incentives such as premiums, gift cards, loyalty and reward programs, and incentives to drive response in their promotion campaigns.

Audience

- 35,000 subscribers
- Variety of marketing, brand, sales and HR executives who use, plan, purchase and have a targeted interest in premiums and incentives
- Fortune 500 firms, retailers, packaged goods companies, and top agencies
- Companies of all sizes, across all market segments

View this email as a Web page Please add Promo P&I to your Safe Sender list.

ADVERTISEMENT

PROMO Target brand and agency marketing execs in PROMO's resource center

THE PREMIER & INCLUSIVE NEWSLETTER
PROMO P&I
July 11, 2007

FROMMAGAZINE.COM | JOBSZINE | MORE ON FBI | SOURCEBOOK CALL FOR ENTRIES

ADVERTISEMENT

MULTIMEDIA ADVERTISING PACKAGE FROM PROMO - 4 for 1 OFFER
Target brand and agency marketing executives year round in PROMO's Agency Center and/or Resource Center-the categorized supplier guides in each **PRINT** ad and maximize your exposure **ONLINE**, via **ENEWSLETTER** and with an **AUDIO POSTCARD** - all for one low cost!
Click here or contact Alan Steen, (203) 358-4191, alan.steen@penton.com.

JetBlue Uses "Simpsons" Sweeps as Reward

JetBlue Airways is kicking off its partnership with "The Simpsons" Month as a sweepstakes overlay for loyal program members and an unusual in a character's hometown.

JetBlue has been named the "Official Airline of Springfield." As such, the company will launch its first specialty craft, dubbed "Woo-Hoo, JetBlue!" at press event on July 17 in Burbank.

The plane, which features an image of Homer and a logo with the company's Springfield status, will be in service that day and added to the regular flight rotation schedule, the company said.

As the co-official airline of Springfield, the character's hometown.

Read more of this story

Loyalty Programs Drive Incremental Sales: Study
Customers do have relationships with retailers, but there is work to be done to strengthen those ties, a new study has found.
Barnes & Noble, Hallmark, Bath & Body Works, Best Buy, Old Navy and Target had the highest level of relationship strength. However, in all cases, there was substantial room for improvement, according to the study by Carlson Marketing Worldwide.
Read more of this story

Norwood Switches Rebates for Rewards Program
Norwood Promotional Products is phasing out its points-for-purchase rewards program, and instead will replace it with a new rebate offering.
The program's closing comes after distributors raised concerns about the program, including that Norwood was overstepping its bounds and contacting and marketing to their salespeople, according to news reports.
Read more of this story

Blackhawk Network Launches Gift Card for MLB.com
Blackhawk Network, a provider of third-party gift cards in the U.S. and Canada, has formed an exclusive agreement to launch the first Major League Baseball gift card for use at the league's Web site.
The deal, with MLB Advanced Media LP, puts the cards in Blackhawk Network's network of grocery, drugstores, mass and convenience stores, including

Brand name steepies. Hundreds of styles. Customizable. Priced for all budgets.

Go to PROMO Sourcebook ONLINE now to Search, Compare and Contact suppliers

Need Promotional Suppliers?

Go to PROMO Sourcebook online now to Search, Compare and Contact suppliers. Search by name or category to view or use the right search, or browse the listings for you.

To get your company on Sourcebook, click here or contact Alan Steen: (203) 358-4191 or alan.steen@penton.com

ADVERTISEMENT

ask the experts

Rates

All positions: \$680 net (860 gross) per edition; 3 month minimum

Specs

Center Sponsorship: 468x60 banner (.gif or .jpg), plus 50-word maximum text ad not to exceed 10 lines (including spaces) and URL link

Side Tower Sponsorship: 120 x 240 banner (.gif or .jpeg), plus 50-word maximum text ad not to exceed 10 lines (including spaces) and URL link

E-mail all copy and ad materials to diane.straughen@penton.com