

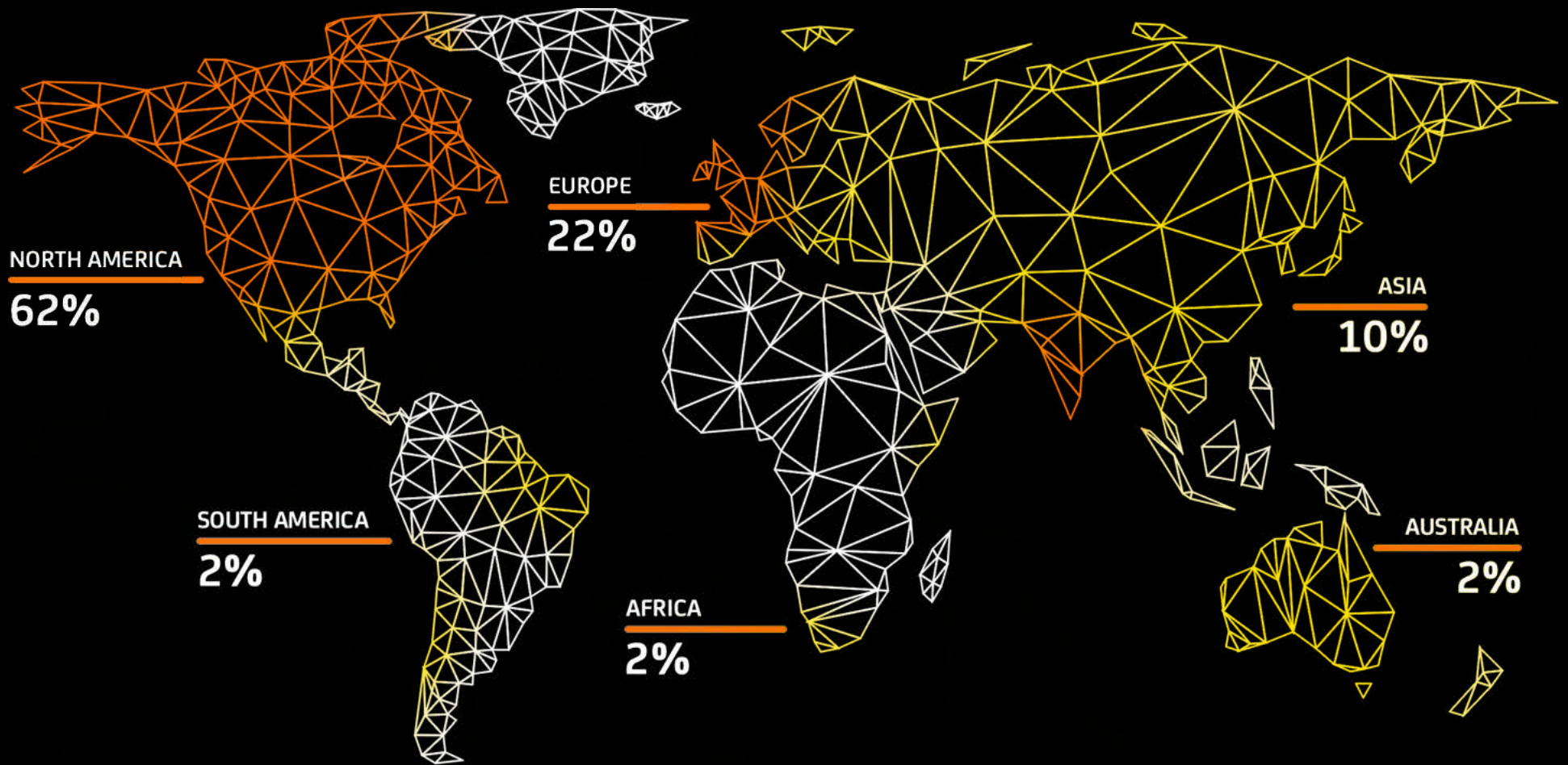
a.list

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**THE LARGEST GROUP OF
MARKETING DECISION-MAKERS
FOUND ANYWHERE ONLINE.**

ALIST REACHES
1.3 MILLION

MEMBERS OF THE MEDIA AND MARKETING
COMMUNITY WORLDWIDE.



KEY STATS

60%

FOUND US VIA
WORD-OF-MOUTH

52%

WANT TO LEARN MORE
ABOUT DATA-DRIVEN
MARKETING

50%

WANT TO KNOW ABOUT
NEW TECHNOLOGIES
LIKE AI, IOT, AR/VR

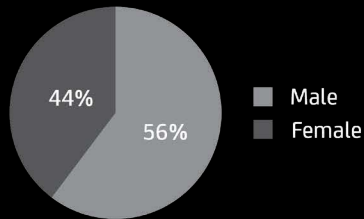
52%

WANT TO UNDERSTAND
USER EXPERIENCE AND
CUSTOMER ENGAGEMENT

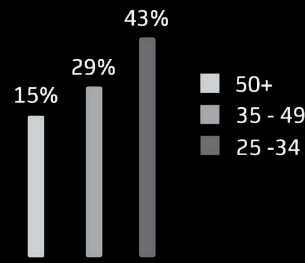
89%

OF THE ALIST COMMUNITY
USES US AS A RESEARCH
TOOL FOR PLANNING
MARKETING STRATEGIES

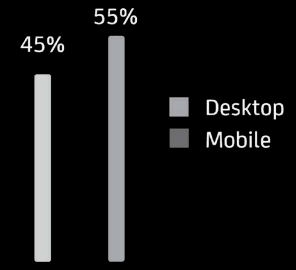
DEMOGRAPHICS



GENDER



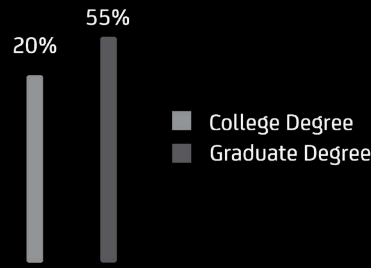
AGE



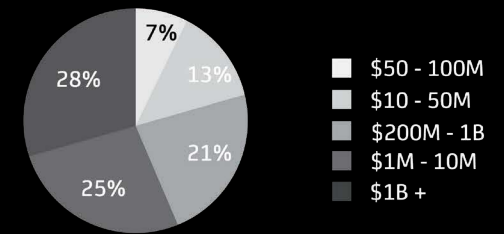
MOBILE-ORIENTED



HIGHLY AFFLUENT (HHI)



HIGHLY EDUCATED



COMPANY REVENUE

IN-MARKET FOR:

- EMPLOYMENT, CAREER CONSULTING
- BUSINESS SERVICES, ADVERTISING AND MARKETING SERVICES
- FINANCIAL AND INVESTMENT SERVICES
- BUSINESS AND PRODUCTIVITY SOFTWARE

- TRAVEL, HOTEL AND FLIGHTS
- APPAREL
- CONSUMER ELECTRONICS
- POST-SECONDARY EDUCATION

WE REACH OVER **1000+** UNIQUE BRANDS.





AN ALIST READER ON AVERAGE IS
RESPONSIBLE FOR MANAGING OVER

\$173 MM

IN MEDIA SPENDING*

*Based On Publicly Available Data.

HOW CAN YOU REACH THEM

SPONSORED CONTENT

ARTICLES, VIDEO

DISPLAY

VERTICAL, TOPIC,
TAKEOVERS, RUN OF SITE,
PRE-ROLL

NEWSLETTER SPONSORSHIPS

WEBINARS

CONTENT STRATEGY

EVENT PARTNERSHIPS

CUSTOM RESEARCH + REPORTS



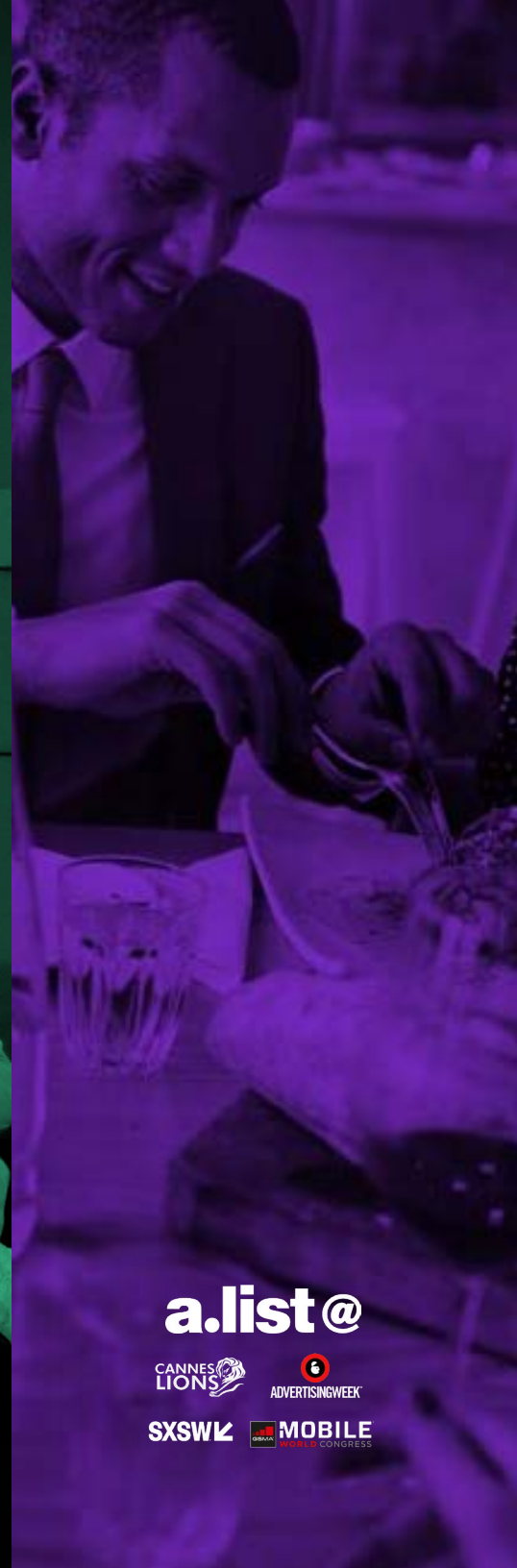
a.list summit



a.list sessions



a.list salons



a.list@



ALISTDAILY.COM

1.3MM

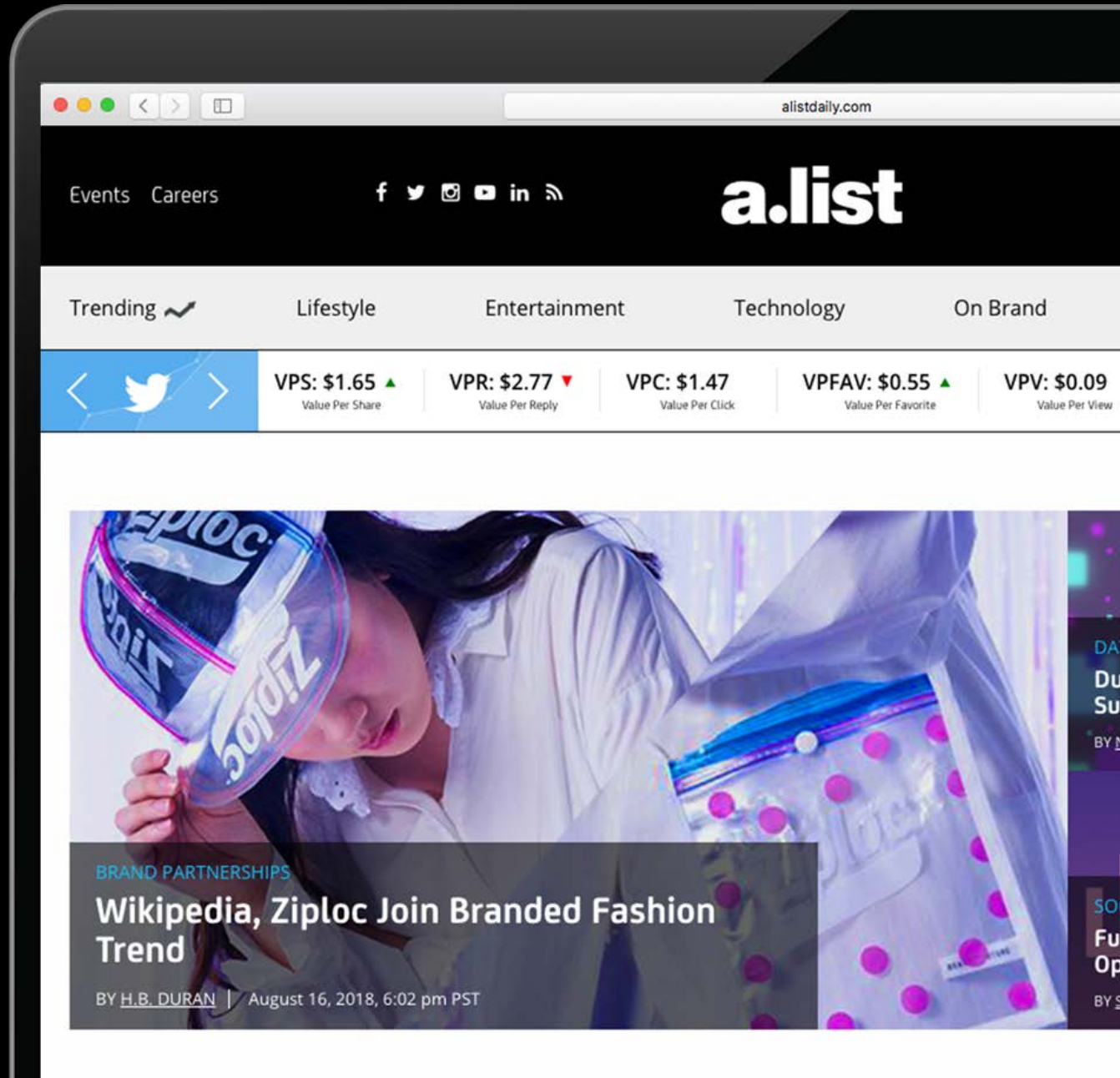
READERS

47%

INCREASE IN UVM YEAR-OVER-YEAR AND GROWING

7:55

DWELL TIME



*According To 2016 Benchmark Report, Polar

NEWSLETTER

REACHING THOUSANDS OF
SUBSCRIBERS EVERYDAY

35%

OPEN RATE

4%

CLICK THROUGH RATE



*According To 2017 Social Media Industry Benchmark Report, Rival IQ

VIDEO CONTENT

4.8%

ENGAGEMENT RATE

Versus 0.45% Industry Average*

1.7+ MM

VIDEO VIEWS ACROSS
ALL CHANNELS



ON BRAND
WITH Niels Schuurmans
CMO, Paramount Network

a.list

On Brand: Paramount Network's Niels Schuurmans Discusses Strategy



**BLOCKCHAIN
EXPLAINED**

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Blockchain Explained

*According To 2017 Social Media Industry Benchmark Report, Rival IQ

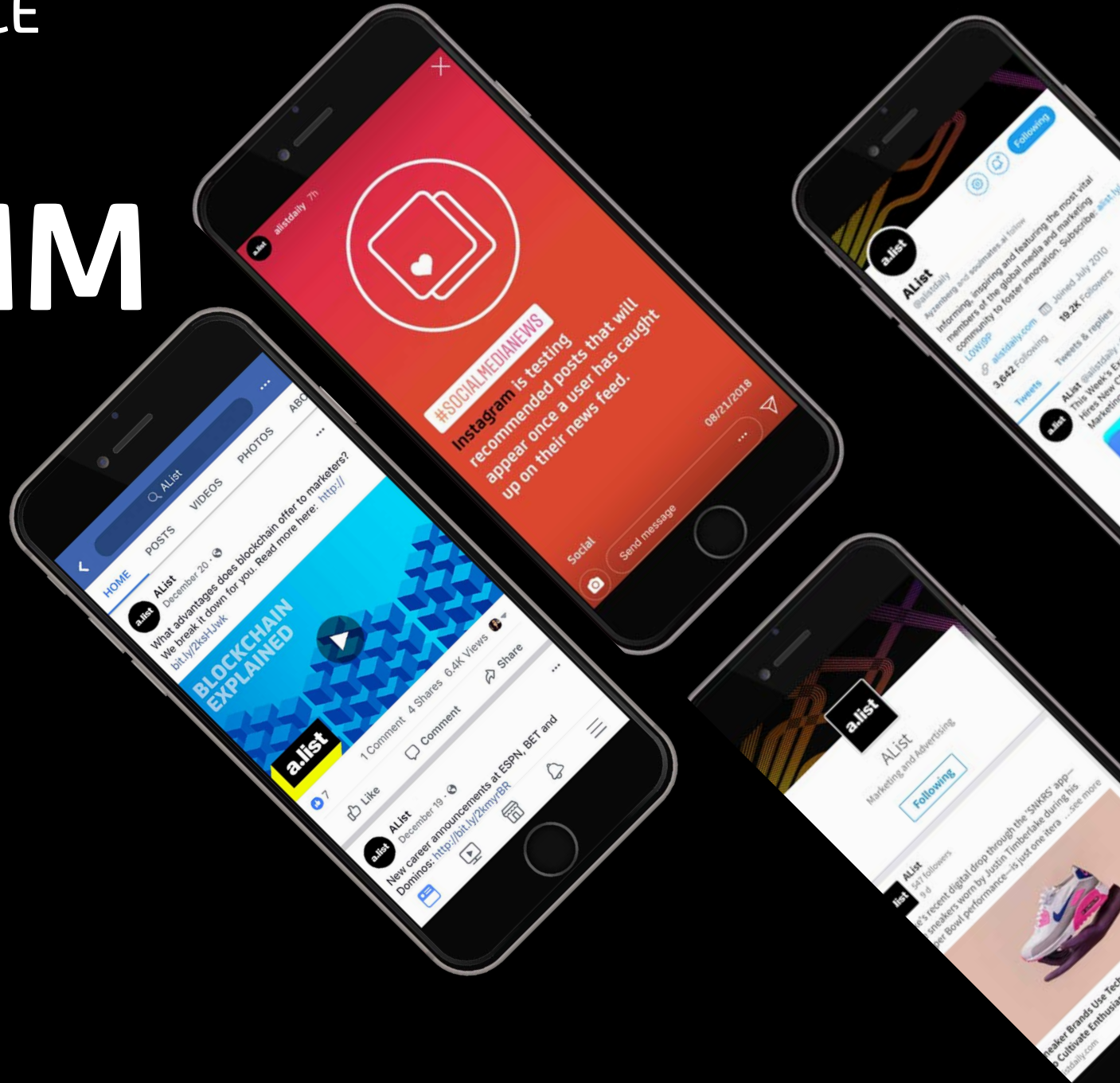
SOCIAL AUDIENCE

26.8MM

REACH

2.2%

Versus 0.46% Industry Average*



*According To 2017 Hubspot Report

RATE SHEET

Type	Placement	Description	Cost Structure	Rate	Minimum Buy
Standard Display	ROS Display - Standard Ad Sizes	728x90, 300x250, 160x600 (skyscraper)	CPM	\$90	\$5,000
<i>Max Size: 150KB</i>	ROS Mobile/Tablet	300x250 (mobile)	CPM	\$100	\$5,000
<i>Formats: GIF, PNG, JPG, HTML5</i>	Vertical/Event Coverage Sponsorship	728x90, 300x250, Weekly sponsorship of vertical or event page (options below)	CPM	\$120	\$5,000
	Trending Vertical Sponsorship	Weekly sponsorship of Trending vertical	Flat Fee	\$8,000 - \$10,000	
	Entertainment Vertical Sponsorship	Weekly sponsorship of Entertainment vertical	Flat Fee	\$8,000 - \$10,000	
	Lifestyle Vertical Sponsorship	Weekly sponsorship of Lifestyle vertical	Flat Fee	\$8,000 - \$10,000	
	Technology Vertical Sponsorship	Weekly sponsorship of Technology vertical	Flat Fee	\$8,000 - \$10,000	
	Event (ex: SXSW, Cannes) Sponsorship	Weekly sponsorship of *Event* coverage	Flat Fee	\$25,000 - \$30,000	
	Pre-roll video on Brightcove	15-second unit	CPM	\$150	\$5,000
	Topic Sponsorship	Sponsorship of Topic page (Topic rotates based on calendar) on a monthly/quarterly basis	Quarterly/Monthly	\$45,000 - \$50,000	\$20,000
Takeovers	Homepage Hero Pushdown / Homepage Takeover	970x90, 728x90, 300x250 (mobile) *100% SOV of homepage per day (must be part of larger package)	Flat Fee		\$15,000
Social Media	Sponsored Facebook	Sponsored Post featured on AList's Facebook	Flat Fee	\$3,000	\$3,000
	Sponsored Twitter	Sponsored Post featured on AList's Twitter	Flat Fee	\$3,000	\$3,000
	Sponsored LinkedIn	Sponsored Post featured on AList's LinkedIn	Flat Fee	\$3,000	\$3,000
Newsletters	Dedicated Email Blast	Blast goes out to opt-in subscribers (must be part of larger package)	Flat Fee	\$20,000	\$20,000
	Daily/Weekly Newsletter Sponsorship	300x250 - One (50% SOV) or two (100% SOV) placements on a daily or weekly basis	50/100% SOV	\$5,000	50% SOV

Type	Placement	Description	Cost Structure	Rate	Minimum Buy
Sponsored Content	Article	Integrated sponsored article featured on homepage	Project-Based	\$10,000/article	\$30,000
	Infographic	Accompanied with sponsored article - not sold separately	Starts at \$5,000		N/A
	Report	Accompanied with sponsored article - not sold separately	Starts at \$10,000		N/A
	Video	Accompanied with sponsored article - not sold separately	Starts at \$20,000		N/A
	Op-Ed	Integrated sponsored article featured on homepage	Flat Fee		\$10,000
	Podcasts	Episode Sponsorship	Flat Fee		\$10,000
	Supplied by Sponsor/Advertiser	<p>Tracking Links: We recommend providing a UTM tracking link for each creative iteration, using the following structure for populating fields:</p>			
		<p>Website URL: This is the CTL (click-through-link) to which the specific ad unit, event listing or social post is driving.</p> <p>Campaign Source: This is the name of the sponsor/advertiser related to a specific campaign. <i>Ex: PromaxBDA</i></p> <p>Campaign Medium: This is the medium through which people are receiving your ad collateral, social posts, etc. Include size/type + platform within this area. <i>Ex: Newsletter_300x250, Banner_728x90, Social_Facebook, etc.</i></p> <p>Campaign Name: This is used to differentiate between different campaigns from the same sponsor/advertiser. <i>Ex: 'PromaxBDA' might be the Campaign Source of the campaign, but 'PromaxGAMES' might be the Campaign Name to differentiate it from a previous event.</i></p> <p>Campaign Term: Can be used to distinguish 18Q1, 18Q2, etc. <i>Note: Might be redundant based on Campaign Name, but determine usefulness on a case-by-case basis</i></p>			
		Advertisers supply display creative unless otherwise discussed.			

SPECS

HOMEPAGE TAKEOVER
Sizes
Desktop Collapsed State: 970px x 90px
Desktop Expanded state: 970px x 415px
Mobile Collapsed State: 300px x 50px
Mobile Expanded State: 300px x 415px
Format
GIF, PNG, JPG
Max Size
150 KBS

RUN OF SITE & NEWSLETTER
Sizes
- 300x250 px
- 728x90 px
- 160x600 px
Format
GIF, PNG, JPG
Max Size
150 KBS

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