

Email Direct Marketing Programs 2013

Consumer Weekly Blast - \$100 per Blast

Every Thursday, the TAG Approved Accommodations Program distributes an email blast to 6,000 opt in LGBT consumers. Subscribers are mostly from the United States and tend to be heavily concentrated on the East and West Coast. 80% of the consumers are male. Average open rate of each email is 1,500 unique viewers. Be aware that click through rate is dependent on your product/promotion. Broadcast is distributed nationally so if your product is very regional this will affect any clicks. Click through rates are not available for reporting, just the open rate.

Option One: Provide text, links and picture.

Image: Submit one image that is exactly 160 pixels wide by 350-500 pixels high

Text: Submit 200 to 250 words (this word count is firm)

Links: No more than three links per email

Option Two: Provide one image or electronic ad.

Image: Submit one image that is suitable for an email blast. While there is some flexibility we recommend 600 pixels wide x 850 pixels high

Links: One link from image

Payment & Dates

Payment must be made at time of order. This is such a small amount, we do not invoice. We will not hold dates without receiving payment. Dates can be held in advance.

For more information, contact Glen Fishman at glen@communitymarketinginc.com.

TAG Blast Insertion Order Form

(Please print) Company Name _____

Contact Name _____

Address _____ City _____ State/Province _____ Zip Code _____

Tel _____ Fax _____ email _____

Size of Gay & Lesbian Travel Industry Directory ad to be reserved: _____

Payment Total: US \$ _____ (Due with order) Check Enclosed Charge (Circle): Visa MasterCard Amex

Name on Card _____ Credit Card # _____

Expires _____ Signature _____

To order, mail check with form to: Community Marketing, Inc., 584 Castro St. #834, San Francisco, CA 94114 - Tel 415/437-3800

Or mail or fax with credit card information to 415/552-5104.