

REACH

5,500

WAREHOUSING INDUSTRY PROFESSIONALS

EVERY WEEK

WERCWATCH, POWERED BY MULTIBRIEFS, PROVIDES WEEKLY NEWS AND INFORMATION TO WAREHOUSING PROFESSIONALS NATIONWIDE.

The news tackles today's most relevant issues, gathered from sources like **The Associated Press, The New York Times, Financial Times** and the leading industry publications. Delivered to the inboxes of warehousing professionals, WERCWatch keeps professionals informed of topics that impact the daily operation of their business. Subscribers are decision-makers with purchasing power - the top-tier professionals in the industry.

WERCWATCH IS A PROFESSIONAL RESOURCE FOR

NEWS
IDEAS

TOP TEN REASONS TO ADVERTISE IN **WERCWATCH**:

1 CREDIBLE SOURCE

For over 30 years, our members have turned to the association as the informational authority of the industry. Advertising in WERCWatch solidifies your place among weekly information provided to WERC members.

2 TARGETED DISTRIBUTION

Advertising in WERCWatch allows your company to reach industry decision-makers. Your message will be in front of pre-qualified buyers who are looking for your products specifically for their business.

3 OPT-IN SUBSCRIBER LIST

Subscribers to WERCWatch have asked to receive this information. Your ad will no longer be mixed with junk mail and spam. Our enhanced technology ensures that your ad will make it through spam filters.

4 RELEVANT CONTENT

Our editorial philosophy is driven by current events and relevant industry issues and trends that affect our subscribers the most.

5 FREQUENCY

Frequency builds awareness. As a weekly publication, WERCWatch ensures your ad will be seen every week by our 5,500 subscribers.

6 AFFORDABLE

Advertising in WERCWatch is much cheaper than many other Internet advertising options, and much more affordable than television and radio promotion. Have you priced pay-per-click campaigns lately?

7 YOUR AD WILL GET THE ATTENTION IT DESERVES

Each issue of WERCWatch has a limited number of ad spaces, allowing your ad to get maximum exposure. A limited number of ads equals higher visibility.

8 IMMEDIATE RESPONSE TO YOUR AD

The electronic format makes it more convenient for a reader to respond to your ad. Your product is just a click away!

9 EXCEPTIONAL CREATIVE SERVICES

Our talented graphics team is continually raising the bar by creating sophisticated Web ads for our clients. These services are offered at no charge to advertisers in WERCWatch.

10 TRACK CAMPAIGN EFFECTIVENESS

As an advertiser, you'll have the ability to track reader response your campaign, immediately quantifying your ROI.

GREAT OPTIONS

MAKE IMPORTANT CHOICES EASY

WERCWATCH GIVES VARIETY AND FLEXIBILITY IN ADVERTISING OPTIONS
THAT ARE HARD TO FIND ANYWHERE ELSE.

ADVERTISING OPTIONS

A

And clearly know how to reduce operating costs by up to 25% from RAYMOND

WERCWatch

Issue 11, 2009

ABOUT WERC: WERC Council • WERC News • WERC Events • WERC Training • WERC Resources • WERC Publications • WERC Contact

About WERC

Upcoming Seminar: Achieving Warehouse Success: A Guide to Managing an Effective Operation

8th Annual North Texas WERC Council Convention

WERC Online Learning Available Now

Who's Got My Supply Chain's Back?

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A LEADERBOARD

Purchasing the Leaderboard position in WERCWatch provides your company with top exposure at a minimal cost and drives quality traffic to your Web site. This is the premier position in this valuable information source.

Dimensions: 728 px-by-90 px.

File formats: JPEG, animated GIF

Maximum file size: 120k

B SKYSCRAPER

B1 HALF-SKYSCRAPER

Skyscraper ads in WERCWatch are sure to get your company's message noticed. The larger ad format provides prime real estate to sell your products or services to industry decision-makers.

Dimensions: 120 px-by-600 px.

Half: 120 px-by-300 px.

File formats: JPEG, animated GIF

Maximum file size: 150k

Half: 75k

C TOP TRADITIONAL BANNER

C1 BOTTOM TRADITIONAL BANNER

Creative, attention-grabbing banner ads will help you get results. Banner ads allow your company to combine text, colors, graphics and animation into a unique sales message for committed buyers who read each issue of WERCWatch.

Dimensions: 468 px-by-60 px.

File formats: JPEG, animated GIF

Maximum file size: 50k

D PRODUCT SHOWCASE

The warehousing industry is constantly changing. Showcase your latest product with this unique advertising opportunity. Showcase ads include a photo of your product and 50-word description with a direct link to your Web site.

Product Photo Dimensions: 175 px-by-125 px.

File format: JPEG

Maximum file size: 20k

E CALLOUT TEXT ADS

Integrated into the look and feel of WERCWatch, callout text ads allow you to carefully formulate your message to a niche market. A special graphical treatment ensures your message will get noticed. Callouts should be no more than 25 words, headline excluded.

AD RATES

ALL PRICES REFLECT A 90-DAY PUBLICATION CYCLE

Leaderboard	\$3500	Product Showcase	\$2950
Top Traditional Banner	\$2750	Skyscraper	\$3000
Bottom Traditional Banner	\$2750	Half Skyscraper	\$2500
Callout Text Ads	\$2000		

If your ad includes graphics (Leaderboard, Skyscraper, Traditional Banners, Product Showcase), provide art within three business days of receiving your sales confirmation email. Otherwise, your ad will be designed using elements pulled from your web site. Files can be emailed to graphics@multibriefs.com.

CONTACT US

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WERCWATCH IS A MULTIBRIEFS PUBLICATION. EXCLUSIVELY SERVING THE ASSOCIATION SECTOR, MULTIBRIEFS IS THE LEADING PUBLISHER OF E-NEWS BRIEFS. THE COMPANY PROVIDES COMPREHENSIVE NEWS BRIEFINGS OF THE WEEK'S TOP INDUSTRY STORIES TO ASSOCIATION MEMBERS AND TRADE PROFESSIONALS.