a.list
THE LARGEST GROUP OF MARKETING DECISION-MAKERS FOUND ANYWHERE ONLINE.
ALIST REACHES 1.3 MILLION MEMBERS OF THE MEDIA AND MARKETING COMMUNITY WORLDWIDE.

Audience Survey Conducted In 2017
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

Audience Survey Conducted In 2017, Google Analytics
DEMOGRAPHICS

GENDER
- 44% Male
- 56% Female

AGE
- 20% 25-34
- 29% 35-49
- 43% 50+

MOBILE-ORIENTED
- 45% Desktop
- 55% Mobile

HIGHLY AFFLUENT (HHI)
- 25% $75-149k
- 30% $150-199k
- 30% $200-250k

HIGHLY EDUCATED
- 20% College Degree
- 55% Graduate Degree

COMPANY REVENUE
- 28% $50-100M
- 25% $10-50M
- 21% $200M-18
- 13% $1M-10M
- 7% $18+

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

Audience Survey Conducted In 2018, Quancast
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

Audience Survey Conducted In 2017
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
4.8% ENGAGEMENT RATE
Versus 0.45% Industry Average*

1.7+ MM VIDEO VIEWS ACROSS ALL CHANNELS

*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
<table>
<thead>
<tr>
<th>Type</th>
<th>Placement</th>
<th>Description</th>
<th>Cost Structure</th>
<th>Rate</th>
<th>Minimum Buy</th>
</tr>
</thead>
<tbody>
<tr>
<td>Standard Display</td>
<td>ROS Display - Standard Ad Sizes</td>
<td>728x90, 300x250, 160x600 (skyscraper)</td>
<td>CPM</td>
<td>$90</td>
<td>$5,000</td>
</tr>
<tr>
<td>Max Size: 150KB</td>
<td>ROS Mobile/ Tablet</td>
<td>300x250 (mobile)</td>
<td>CPM</td>
<td>$100</td>
<td>$5,000</td>
</tr>
<tr>
<td>Formats: GIF, PNG, JPG, HTML5</td>
<td>Vertical/Event Coverage Sponsorship</td>
<td>728x90, 300x250, Weekly sponsorship of vertical or event page (options below)</td>
<td>CPM</td>
<td>$120</td>
<td>$5,000</td>
</tr>
<tr>
<td></td>
<td>Trending Vertical Sponsorship</td>
<td>Weekly sponsorship of Trending vertical</td>
<td>Flat Fee</td>
<td>$8,000 - $10,000</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Entertainment Vertical Sponsorship</td>
<td>Weekly sponsorship of Entertainment vertical</td>
<td>Flat Fee</td>
<td>$8,000 - $10,000</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Lifestyle Vertical Sponsorship</td>
<td>Weekly sponsorship of Lifestyle vertical</td>
<td>Flat Fee</td>
<td>$8,000 - $10,000</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Technology Vertical Sponsorship</td>
<td>Weekly sponsorship of Technology vertical</td>
<td>Flat Fee</td>
<td>$8,000 - $10,000</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Event (ex: SXSW, Cannes) Sponsorship</td>
<td>Weekly sponsorship of &quot;Event&quot; coverage</td>
<td>Flat Fee</td>
<td>$25,000 - $30,000</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Pre-roll video on Brightcove</td>
<td>15-second unit</td>
<td>CPM</td>
<td>$150</td>
<td>$5,000</td>
</tr>
<tr>
<td></td>
<td>Topic Sponsorship</td>
<td>Sponsorship of Topic page (Topic rotates based on calendar) on a monthly/quarterly basis</td>
<td>Quarterly/Monthly</td>
<td>$45,000 - $50,000</td>
<td>$20,000</td>
</tr>
<tr>
<td>Takeovers</td>
<td>Homepage Hero Pushdown / Homepage Takeover</td>
<td>970x90, 728x90, 300x250 (mobile) *100% SOV of homepage per day (must be part of larger package)</td>
<td>Flat Fee</td>
<td>$15,000</td>
<td></td>
</tr>
<tr>
<td>Social Media</td>
<td>Sponsored Facebook</td>
<td>Sponsored Post featured on AList's Facebook</td>
<td>Flat Fee</td>
<td>$3,000</td>
<td>$3,000</td>
</tr>
<tr>
<td></td>
<td>Sponsored Twitter</td>
<td>Sponsored Post featured on AList's Twitter</td>
<td>Flat Fee</td>
<td>$3,000</td>
<td>$3,000</td>
</tr>
<tr>
<td></td>
<td>Sponsored LinkedIn</td>
<td>Sponsored Post featured on AList's LinkedIn</td>
<td>Flat Fee</td>
<td>$3,000</td>
<td>$3,000</td>
</tr>
<tr>
<td>Newsletters</td>
<td>Dedicated Email Blast</td>
<td>Blast goes out to opt-in subscribers (must be part of larger package)</td>
<td>Flat Fee</td>
<td>$20,000</td>
<td>$20,000</td>
</tr>
<tr>
<td></td>
<td>Daily/Weekly Newsletter Sponsorship</td>
<td>300x250 - One (50% SOV) or two (100% SOV) placements on a daily or weekly basis</td>
<td>50/100% SOV</td>
<td>$5,000</td>
<td>50% SOV</td>
</tr>
<tr>
<td>Type</td>
<td>Placement</td>
<td>Description</td>
<td>Cost Structure</td>
<td>Rate</td>
<td>Minimum Buy</td>
</tr>
<tr>
<td>--------------</td>
<td>-----------</td>
<td>--------------------------------------------------</td>
<td>----------------</td>
<td>---------------</td>
<td>-------------</td>
</tr>
<tr>
<td>Sponsored Content</td>
<td>Article</td>
<td>Integrated sponsored article featured on homepage</td>
<td>Project-Based</td>
<td>$10,000/article</td>
<td>$30,000</td>
</tr>
<tr>
<td></td>
<td>Infographic</td>
<td>Accompanied with sponsored article - not sold separately</td>
<td>Starts at $5,000</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td></td>
<td>Report</td>
<td>Accompanied with sponsored article - not sold separately</td>
<td>Starts at $10,000</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td></td>
<td>Video</td>
<td>Accompanied with sponsored article - not sold separately</td>
<td>Starts at $20,000</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td></td>
<td>Op-Ed</td>
<td>Integrated sponsored article featured on homepage</td>
<td>Flat Fee</td>
<td>$10,000</td>
<td>$10,000</td>
</tr>
<tr>
<td></td>
<td>Podcasts</td>
<td>Episode Sponsorship</td>
<td>Flat Fee</td>
<td>$10,000</td>
<td>$10,000</td>
</tr>
</tbody>
</table>

**Tracking Links:**

- **Website URL:** This is the CTL (click-through-link) to which the specific ad unit, event listing or social post is driving.
- **Campaign Source:** This is the name of the sponsor/advertiser related to a specific campaign.
  - *Ex: PromaxBDA*
- **Campaign Medium:** This is the medium through which people are receiving your ad collateral, social posts, etc. Include size/type + platform within this area.
  - *Ex: Newsletter_300x250, Banner_728x90, Social_Facebook, etc.*
- **Campaign Name:** This is used to differentiate between different campaigns from the same sponsor/advertiser.
  - *Ex: ‘PromaxBDA’ might be the Campaign Source of the campaign, but ‘PromaxGAMES’ might be the Campaign Name to differentiate it from a previous event.*
- **Campaign Term:** Can be used to distinguish 18Q1, 18Q2, etc.
  - *Note: Might be redundant based on Campaign Name, but determine usefulness on a case-by-case basis*

**Supplied by Sponsor/Advertiser**

- Advertisers supply display creative unless otherwise discussed.
<table>
<thead>
<tr>
<th><strong>SPECS</strong></th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th><strong>HOMEPAGE TAKEOVER</strong></th>
<th><strong>RUN OF SITE &amp; NEWSLETTER</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Sizes</strong></td>
<td><strong>Sizes</strong></td>
</tr>
<tr>
<td>Desktop Collapsed State: 970px x 90px</td>
<td>- 300x250 px</td>
</tr>
<tr>
<td>Desktop Expanded state: 970px x 415px</td>
<td>- 728x90 px</td>
</tr>
<tr>
<td>Mobile Collapsed State: 300px x 50px</td>
<td>- 160x600 px</td>
</tr>
<tr>
<td>Mobile Expanded State: 300px x 415px</td>
<td></td>
</tr>
<tr>
<td><strong>Format</strong></td>
<td><strong>Format</strong></td>
</tr>
<tr>
<td>GIF, PNG, JPG</td>
<td><strong>Max Size</strong></td>
</tr>
<tr>
<td><strong>Max Size</strong></td>
<td><strong>Max Size</strong></td>
</tr>
<tr>
<td>150 KBS</td>
<td>150 KBS</td>
</tr>
</tbody>
</table>