

Governance-Daily Newsletter Subscribers

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governance-daily.com

Total Records	7,361	Base Rate:	
List Source:		Email List	\$390/M
Active subscribers to Governance-Daily electronic newsletter.		Newsletter Sponsor	\$30/40/50/M

Description:

Readers of Governance Daily's email newsletter. The newsletter keeps executives abreast of the most important events in the world of governance.

Audience Profile:

Executive Management	29%
Chairman, Board of Directors, Audit Committee Member, CEO, CFO, COO, CIO, Chief Compliance Officer	
Middle Management	24%
Senior VP, Corporate Compliance Officer, IT Labor Vendor Strategy & Governance, Finance Model Governance Ethical Trading Initiative, Environmental, Social and Governance Data Analyst, Corporate Litigation, Senior Associate, Strategy and Governance, Corporate Governance Officer, Corporate Responsibility Manager	
Accounting	18%
Auditor, Internal Auditor, Director of Auditing, Senior Auditor, Accountant	
Information Technology	29%
Data Governance, Manager-GRC, Sr. GRC Analyst, GRC IT Audit Analyst, CTO, Network Administrator, Director of Security, Project Manager, System Analyst, Developer, Software, Engineer, Network Engineer	
Total	100%

List Maintenance:

Update Frequency: Daily

Selection Charges: (call for latest counts)

SELECT	QTY	PRICE
Executive	2,135	\$20/M
Middle Management	1,767	\$20/M
Accounting	1,324	\$20/M
Information Technology	2,135	\$20/M

Email Creative Requirements:

HTML

HTML should be set up to pull all associated graphics off of the list renter's web server. No limit on length/size.

Text

No limit on length/size.

Combination HTML

Everyone receives both text/html versions; if their e-mail client supports HTML, they will see the HTML version – if not, they will see the alternate text version of the message.

All Campaigns

Please have all materials to us 48 hours before the transmission is scheduled to be released to the list. All materials should be proofed, and all links should be tested before you submit the copy. Include *From* and *Subject* lines, and test email accounts.

Newsletter Creative Requirements:

Graphics and Links

Half Banners and URLs must be supplied 48 hours prior to transmission. Half banner size, 234 x 60 pixels. File format; .gif or .jpg

Restrictions:

- Confidential.
- Use only to develop sales leads and sales.

Other:

Minimum order 5,000.
20% commission to brokers.
All campaigns must be prepaid.
Cancelled orders are subject to a \$250 flat cancellation fee.
48 hours setup required.