



Targeted *Inbound Content* Advertising

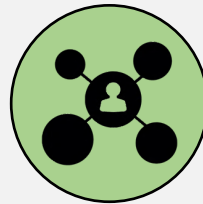
About 'Across The Board'

Started in 2014, 'Across The Board' is a highly-read monthly Board Director, Board Advisor, C-Level, and Business Leader digital publication written by Mark A. Pfister, "The Board Architect," reaching 48,000+ exceptional business leaders in over 70 countries with articles focused on leadership, strategy, Board, and governance topics. It is sent to a 'super-curated' distribution list containing a large percentage of Board Directors, Board Advisors, and C-Level, as well as those individuals pursuing these professional paths. Articles and ads are reposted on LinkedIn (among other mediums), tweeted across two Twitter accounts, and frequently picked up by additional news outlets and trade organizations (examples include articles which were recirculated by 3 other news outlets globally to over 750,000 targeted readers).



www.PfisterStrategy.com

Article Monthly Native Distribution



48,000+ subscribers
70+ countries

Article Average Open Rate

(monthly / across all native platforms)



Low: 22.5% / 10,912 reads
Avg: 39.9% / 19,351 reads
High: 53.2% / 25,802 reads

Quote Average Click Rate

(% of opened articles / monthly / across all native platforms)



Low: 2.8% / 305 clicks
Avg: 12.1% / 2,341 clicks
High: 29.5% / 7,611 clicks

Advertisement Average Click Rate

(% of opened articles / monthly / across all native platforms)



Low: 1.4% / 152 clicks
Avg: 9.6% / 1,857 clicks
High: 19.4% / 5,005 clicks

→ Ads with an accompanying quote within the digital publication receive on average double the number of clicks...

Email: Marketing@PfisterStrategy.com



Targeted *Inbound Content* Advertising

'Across The Board' Article Layout



Quote: A relevant quote supporting the article topic appearing anywhere within the article (name URL link + company URL link)

Highlight Ad: A high-profile ad appearing directly within the article content (+ URL link)

Full-Size Ad: A large-profile ad appearing after the article content (+ URL link)

Advertisement Pricing

	Highlight Ad + 1 Article Quote	Full-Size Ad + 1 Article Quote	Highlight Ad + Full-Size Ad + 1 Article Quote
1-Time Ad	\$450.00	\$750.00	\$900.00
3 Consecutive Monthly Ads (10% discount)	\$1,215.00	\$2,025.00	\$2,430.00
12 Consecutive Monthly Ads (20% discount)	\$4,320.00	\$7,200.00	\$8,640.00

- Payment in full required in advance of first scheduled publication
- Need your ad artwork created for you? Just ask us...

Ad size & resolution when providing file (PNG or JPG)

- Highlight Ad: 1200W x 248H pixels / 600 dpi
- Full-Size Ad: 1200W x 675H pixels / 600 dpi



Email: Marketing@PfisterStrategy.com