

THE FUTURE OF THE AMERICAN CONSUMER

DIGITAL RATE CARD 2015

What Is TheFutureOfTheAmericanConsumer.com?

TheFutureOfTheAmericanConsumer.com is a web destination designed to introduce consumers to a wide range of consumer products and offers.

TheFutureOfTheAmericanConsumer.com email database has been opted-in for third-party offers and enhanced for demographic, lifestyle and purchase data from SMART, KMA's proprietary dynamic database.

Selections Available:

DEMOGRAPHICS

Age, Income, Occupation, Presence of Children

LIFESTYLE INTERESTS

Catalog Buyers, Magazine Subscribers, Hobbies, Pets, Donors, Do it Yourself

FINANCIAL DATA

Newsletter Subscriber, Type of Investment, Credit Seekers, Mortgage Applicant Data

INSURANCE INFORMATION/SEEKERS

Auto, Health, Life, Home

TRAVEL

Domestic, Foreign, Cruise, Timeshare, Casino, Family Vacation, Frequent Flier

SPORTS

Baseball, Basketball, Extreme Sports, Football, Golf, Hockey, NASCAR, Scuba Diving

Advertising Options

Dedicated Emails

Newsletter Sponsorships

Poll Questions & Sponsorship

Lead Generation

Custom Audiences

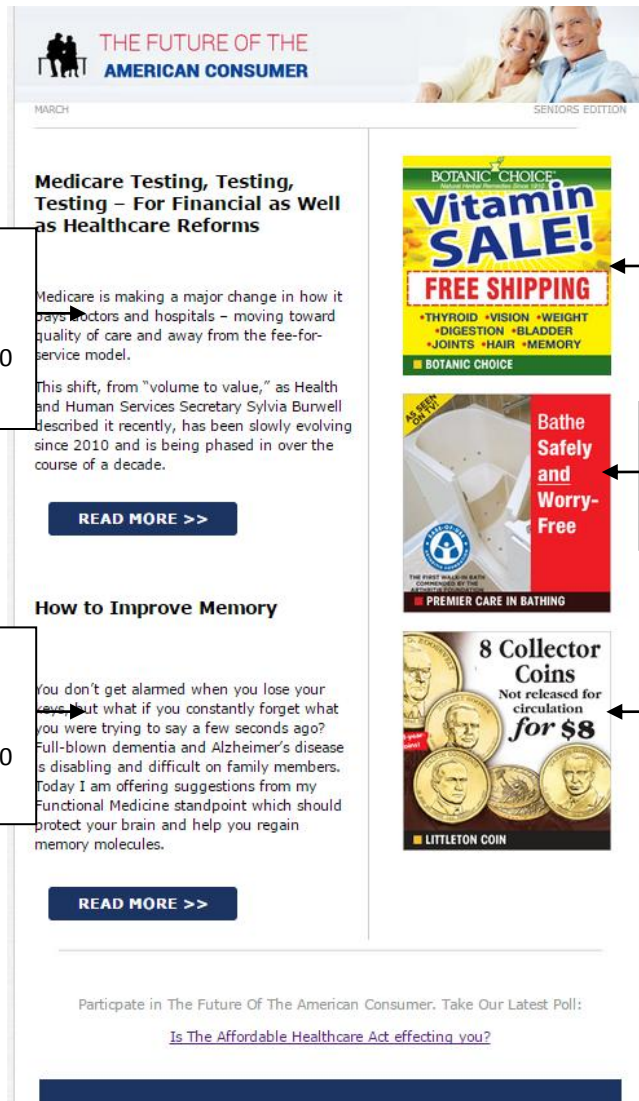
Facebook Advertising



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Newsletter Template



Advertorial 1

Headline: 50 Characters
Article Teaser: 250 Characters

Advertorial 2

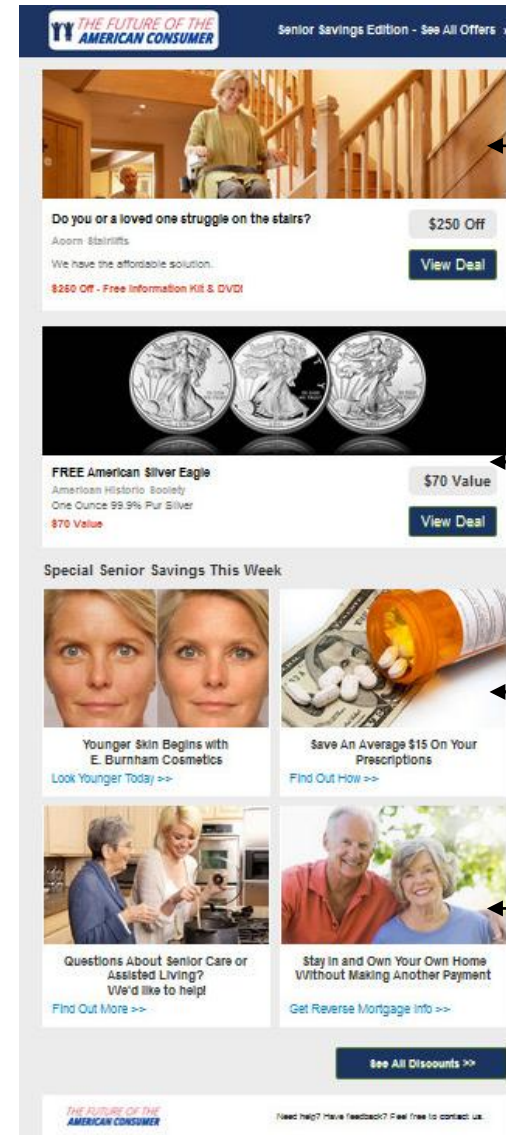
Headline: 50 Characters
Article Teaser: 250 Characters

Ad 1:
Banner
300x250 Pixels

Ad 2:
Banner
300x250 Pixels

Ad 3:
Banner
300x250 Pixels

Co-op Template



Featured Offer 1:

Image: 600x168 Pixels
Headline: 40 Characters
Company Tag: 65 Characters
Offer Detail: 55 Characters
Offer Text: 15 Characters

Featured Offer 1:

Image: 600x168 Pixels
Headline: 40 Characters
Company Tag: 65 Characters
Offer Detail: 55 Characters
Offer Text: 15 Characters

Top Boxes:

Image: 300x180 Pixels
Headline: 50 Characters
Offer Text: 25 Characters

Bottom Boxes:

Image: 300x180 Pixels
Headline: 50 Characters
Offer Text: 25 Characters