

RiskManagement-Daily Newsletter Subscribers

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Total Records: **47,286**
List Source:
 Active subscribers to RiskManagement-Daily electronic newsletter.

Base Rate:
 Email List \$390/M
 Newsletter Sponsor \$30/40/50/M

Description:

Readers of RiskManagement Daily's email newsletter. The newsletter keeps executives abreast of the most important events in the world of corporate risk.

Audience Profile:

Executive Management	8%
Chairman, Board of Directors, Audit Committee Member, CEO, CFO, COO, CIO, Chief Compliance Officer	
Middle Management	59%
Project Manager, Business Analyst, Market Risk Management Analyst, Investment Risk Reporting, Credit Risk, Risk Management Regulatory, Risk Management Capital, Risk Management Basel 2, VP Operational Risk, Manager, Financial Modeling, Compliance Officer, Risk Management Specialist, Risk Manager, VP/Director of Risk Analytics, Director Risk Management Policy, Senior VP,	
Accounting	11%
Auditor, Internal Auditor, Director of Auditing, Senior Auditor, Accountant	
Information Technology	22%
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	3,784	\$20/M
Middle Management	27,899	\$20/M
Accounting	5,201	\$20/M
Information Technology	10,402	\$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.