



Targeted *Inbound Content* Advertising

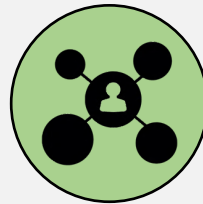
About 'Across The Board'

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 28,000+ 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



28,000+ subscribers
70+ countries

Article Average Open Rate

(monthly / across all native platforms)



Low: 22.5% / 6,300 reads
Avg: 39.9% / 11,172 reads
High: 53.2% / 14,896 reads

Quote Average Click Rate

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



Low: 2.8% / 177 clicks
Avg: 12.1% / 1,352 clicks
High: 29.5% / 4,394 clicks

Advertisement Average Click Rate

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



Low: 1.4% / 88 clicks
Avg: 9.6% / 1,073 clicks
High: 19.4% / 2,890 clicks

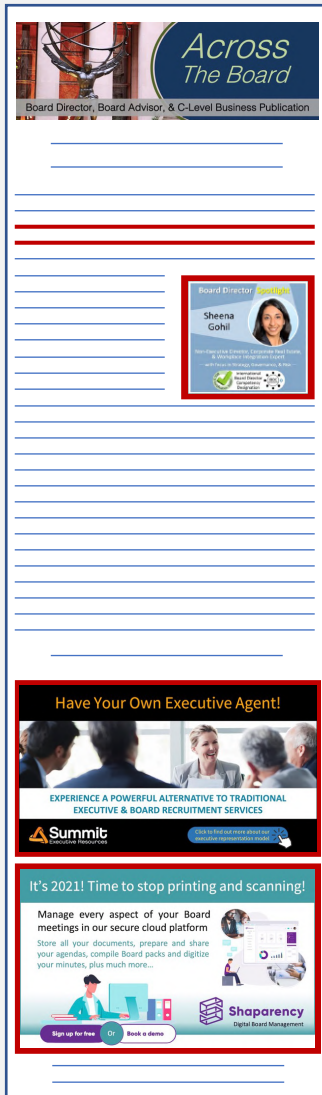
→ Ads with an accompanying quote within the digital publication receive on average double the number of clicks...

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	Full-Size Ad	Highlight Ad + Full-Size Ad
	+ 1 Article Quote	+ 1 Article Quote	+ 1 Article Quote
1-Time Ad	\$250.00	\$750.00	\$900.00
3 Consecutive Monthly Ads (10% discount)	\$675.00	\$2,025.00	\$2,700.00
12 Consecutive Monthly Ads (25% discount)	\$2,250.00	\$6,750.00	\$9,000.00

- 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 / 1200W x 675H pixels / 600 dpi



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