



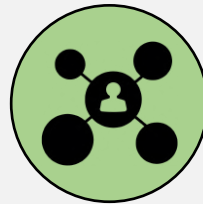
# Targeted *Inbound Content* Advertising

## 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 26,500+ 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).



## Article Monthly Native Distribution



26,500+ subscribers  
70+ countries

## Article Average Open Rate

(monthly / across all native platforms)



Low: 22.5% / 5,973 reads  
Avg: 39.9% / 10,593 reads  
High: 53.2% / 14,124 reads

## Quote Average Click Rate

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



Low: 2.8% / 167 clicks  
Avg: 12.1% / 1,281 clicks  
High: 29.5% / 4,166 clicks

## Advertisement Average Click Rate

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



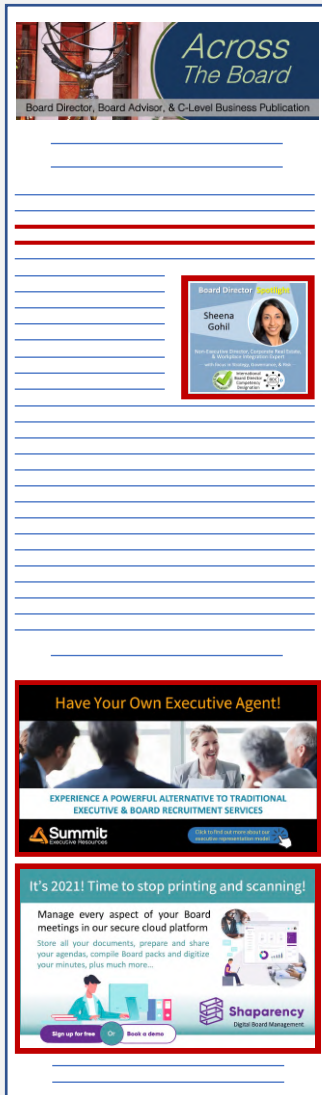
Low: 1.4% / 83 clicks  
Avg: 9.6% / 1,093 clicks  
High: 19.4% / 2,740 clicks

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



# 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	\$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:  
JPG / 1200W x 675H pixels / 600 dpi



### Marketing & Event Contact:

Ulrika Nilsson  
Redcircle International  
+1 (646) 287-8660  
[red@redcircleinternational.com](mailto:red@redcircleinternational.com)