



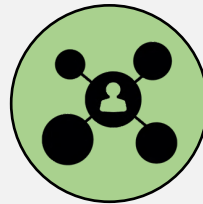
# Targeted *Inbound Content* Advertising

## 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 40,000+ 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).



## Article Monthly Native Distribution



40,000+ subscribers  
70+ countries

## Article Average Open Rate

(monthly / across all native platforms)



Low: 22.5% / 9,022 reads  
Avg: 39.9% / 15,999 reads  
High: 53.2% / 21,333 reads

## Quote Average Click Rate

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



Low: 2.8% / 252 clicks  
Avg: 12.1% / 1,935 clicks  
High: 29.5% / 6,293 clicks

## Advertisement Average Click Rate

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



Low: 1.4% / 126 clicks  
Avg: 9.6% / 1,535 clicks  
High: 19.4% / 4,138 clicks

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

Email: [Marketing@PfisterStrategy.com](mailto: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)

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



Email: [Marketing@PfisterStrategy.com](mailto:Marketing@PfisterStrategy.com)