

FM Connect

FieldMedia E-mail Blast Service

Welcome to "FM Connect" (FieldMedia E-mail Blast Service)

As publishers of EmployersWeb.com and CDHC Solutions magazines and 2 companion newsletters: *EmployersWeb.com Today* and CDHC Solutions Today, **FM Connect** offers you over 66,000 Email opportunities to "connect" with your target audience in the following 4 areas of responsibility:

Human Resources, Benefits & Compensation Management including, but not limited to the following titles: *Benefits and/or Compensation Mgr/Director/VP, HR/Personnel Mgr/Director/VP, Benefits Administration, Payroll Managers and Directors, HRIS Manager*
Count: 37,439

C-Suite Executives and Financial Management Decision Makers: *CEO/COO/President, CFO/Financial Officer*
Count: 23,884

TPA Executives **Count: 2,250**

Health Plan Provider Administration* **Count: 2,724**

**CDHC Solutions, the only business magazine serving consumer-directed health care, connects you to our audience of over 2700 executives in this niche market.*

Individual title selects are not available

Our Target Audience is mid-to-large size companies in the continental United States

How do I take advantage of this opportunity? Just follow these simple steps:

1. Select the area(s) of responsibility you wish to target from those listed above.
2. Specify the quantity and frequency of your campaign (see rate chart).
3. Provide us with your materials for set up and approval.
4. We transmit on Wednesday of each week. Please advise us of your transmittal date(s).
5. Pre-pay your order at least one week prior to desired transmittal date.

Additional Fees and Information

Minimum order is 5000

Commissions: Ad Agency: 15%
Set Up/Delivery: \$200 flat

****FIRST TIME CUSTOMER BONUS****

Double Your Buy

Example: Buy 10,000 emails blast —Get 20,000

Materials: Required one week prior to transmittal date
From: Messages will include Sponsor's name in the "from" line
Subject Line: Subject line and E-mail content are provided by the advertiser in both HTML and text

# Sent	Cost 1x	Cost 3x	Cost 6x
5000	\$2000.00	\$1625.00	\$1250.00
10000	\$4000.00	\$3250.00	\$2500.00
15000	\$6000.00	\$4875.00	\$3750.00
20000	\$8000.00	\$6500.00	\$5000.00
25000	\$10000.00	\$8125.00	\$6250.00
30000	\$12000.00	\$9750.00	\$7500.00
35000	\$14000.00	\$11375.00	\$8750.00
40000	\$16000.00	\$13000.00	\$10000.00
45000	\$18000.00	\$14625.00	\$11250.00
50000	\$20000.00	\$16250.00	\$12500.00
55000	\$22000.00	\$17875.00	\$13750.00
60000	\$24000.00	\$19500.00	\$15000.00

FieldMedia Publications and eNewsletters

employersweb
.com

CDHC
solutions
For Employers, TPAs, Benefit Brokers
and Health Plans

CDHC
solutionstoday
Products, Services and Best Practices in Consumer Directed Health Care Innovations

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