

ALBERTA VENTURE

E-Newsletter

Target our weekly E-newsletter subscribers and reach them in their inbox. Through our newsletter distribution, our readers receive updates on the most recent industry developments, special announcements, and upcoming events.

STATS (3 month average)

Open Rate: **28.26%**

Click Rate: **27.66%**

Subscribers: **2,720**

[Click Here for the Latest Digital Stats](#)

MATERIAL SUBMISSION

Submit all materials to digital@venturepublishing.ca, using the client name and "E-News submission" as the subject line.

Publishing and Sales Office

T 780-990-0839

F 780-425-4921

E sales@albertaventure.com

Calgary Sales Office

T 403-228-4337

F 403-217-6588

E calgarysales@albertaventure.com

National Ad Sales

T 647-224-1698

E brianrotter@outlook.com

The screenshot shows the layout of the Alberta Venture E-newsletter. At the top is the logo and social media icons. Below is a quote: "You're at [CP's] mercy. You also assume all environmental responsibilities. It's high-risk but hopefully a good reward." - Jason Thornhill, owner, Jason Craving. The main content area features several articles with small images and headlines: "25 Most Innovative Organizations: Battle River Railway (2012)", "Railroaded: Farmers blame railways for lost billions", "Workin' on the (Heritage) Railroad", and "Hell on Rails". There are also promotional banners for "ATTEND THE C-SUITE ENERGY EXECUTIVE AWARDS GALA" and "Alberta NDP go a step too far on carbon tax". At the bottom, there are sections for "The Bulletin Board" with links to "ATB Small Business", "Engage The Senses", and "You, Only Better". There are also logos for "EnergyNow.ca" and "venture jobs.ca". A disclaimer is at the very bottom.

Creative Format	Dimension (Pixels)	Rates (Net) 1x	Rates (Net) 3x	Rates (Net) 6x	Format	Material Deadline
Leaderboard	728 x 90	\$225	\$205	\$195	72 dpi under 30 kb jpg, png, gif	10 days before launch
Big Box	300 x 250	\$225	\$205	\$195	72 dpi under 30 kb jpg, png, gif	10 days before launch
Text	50 words max	\$50	\$45	\$40	MS Word	10 days before launch
Exclusive (All 3)	(includes all of the above)	\$475	\$450	\$425		10 days before launch