

# 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 two companion newsletters: *EmployersWeb.com Today* and *CDHC Solutions Today* **FM Connect** offers you over 65,000+ email opportunities to reach your target audience in the following 4 areas of responsibility:

#### Corporate Level: 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 Admin. 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**

Note: Individual title selects are not available

#### 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.*

#### 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

Materials: Required one week prior to transmittal date

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

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For Employers, TPAs, Benefit Brokers  
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Health Care, Compensation, Benefits, Work-Life, Recognition, & Career/Professional Development Solutions for Employers

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