

# Sterling-Hoffman

EXECUTIVE SEARCH

Specialists in Software, Sales, People.

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Toronto, ON Mountainview, CA Burlington, MA [www.SterlingHoffman.com](http://www.SterlingHoffman.com)

## SterlingHoffman.com Website Advertising

### About Sterling-Hoffman

Sterling-Hoffman is the pre-eminent retained search firm for emerging software companies that require the highest performance sales, marketing and business development executives in the industry. Members of the Sterling-Hoffman community receive The Sterling Report, a monthly business journal focused on enterprise software business strategy.

### Demographics

Our cliental demographic consists of Venture Capitalists, Entrepreneurs, and C-level executives in the Software Industry.

### Sponsoring Options

Sterling-Hoffman offers a number of marketing and exposure opportunities including:

- Newsletter Sponsorships and Announcements
- Website Banner Advertising
- Job Postings for \$145 USD/month

### Newsletter Sponsorship:

Our monthly e-newsletter, The Sterling Report, is launched via email and is archived on the website. We already have an opt-in subscriber base of over 190,000+ software professionals and an extensive collection of CEO and Venture Capitalists interviews. The archives and current issue can be viewed at [www.SterlingHoffman.com](http://www.SterlingHoffman.com) by clicking on the "Newsletter" link.

**Article Sponsorship** - You submit an article for placement in an issue of The Sterling Report. Cost: \$3,000.00 ea (flat monthly rate discounts available for multiple buys).

### Standard Banner ad - (460 x 60)

1. Placed in the middle of the emailed newsletter as well as on the website hosted newsletter. Cost: \$1,500.00 USD ea (flat monthly rate - discounts available for multiple buys).
2. Placed at the bottom of the emailed newsletter as well as on the website hosted newsletter. Cost: \$1,300.00 USD ea (flat monthly rate - discounts available for multiple buys).
3. Placed in the middle of each article page on the website for the current issue. Cost \$1,300.00 USD ea (flat monthly rate - discounts available for multiple buys).
4. Placed at the end of each article on the website for the current issue. Cost: \$1,000.00 USD ea (flat monthly rate - discounts available for multiple buys).

**Skyscraper Banner ad** - Our newsletter can feature a 120 x 600 skyscraper banner ad on the left hand side. Cost: \$1,200.00 USD ea (flat monthly rate - discounts available for multiple buys).

**Text ads** - We can insert 120 x 30 text ads in between each article. Cost: \$700.00 USD ea (flat monthly rate - discounts available for multiple buys).

**Boxed Banner ad** - A series of smaller 120 x 60 boxed banner ads can be featured on the left hand side. Cost: \$500.00 USD ea (flat monthly rate - discounts available for multiple buys). Note: ad is only placed on the initial emailed newsletter, ads are not hosted on the website version of the newsletter.

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## Website Sponsorship:

On key High Traffic areas on our website, such as the Home Page, Candidate Home Page, Search Results Page and In Box/Messages Pages a number of different sized banner ads can be positioned to yield excellent click through results.

**Boxed Banner ad** - A series of smaller 120 x 60 boxed banner ads can be featured on the left hand side on available key high traffic pages. Cost: \$250.00 USD ea (flat monthly rate - discounts available for multiple buys).

**Standard Banner ad** (460 x 60) - Placed at the bottom of available key high traffic pages. Cost: \$1,000.00 USD ea (flat monthly rate - discounts available for multiple buys).

## Job Postings for \$145 USD/month

If you are looking for world-class, leading Software Executives to drive your company's growth, post your executive jobs in The Sterling Report. Executive job postings are only \$145 USD/month. If you want to take advantage of this great advertising opportunity, register at:

[http://www.sterlinghoffman.com/clientregister\\_jobs.html](http://www.sterlinghoffman.com/clientregister_jobs.html)