



eNewsletter marketing

Our eNewsletter is an efficient and powerful way to reach thousands of mortgage industry professionals. Our eNewsletter consists of the prior months' digital magazine with headline stories and updates from TNR. [Click here for an example of our eNewsletter.](#)

The following sponsorships are available:

1st placement banner Pricing: \$750
 2nd placement banner Pricing: \$600
 3rd placement banner Pricing: \$450
 4th tier and below Pricing: \$300

eNewsletter Size & Format

All banners are 160x200 pixels.
 We accept GIF and JPEG.
 Static banners only, no animations (Image must not loop). Rich Media (including Flash) is not accepted.

Compliment your print media campaign with a wide variety of electronic media options.

Dominate TheNicheReport.com web site with an advertising sponsorship on our home page or secondary page. Home page banners are located center bottom, your ad will be instantly viewed by an average of 15,000+ visitors to our site every month! Need to drive traffic to your own web site, make an industry announcement, or gain more exposure for your products and services? This is the perfect place to advertise your brand and message.

Home page banner ad size: 220x130 pixels, and can be animated.

- Home Page Banner Positions** \$900 (monthly fee)
- Premium placed Secondary Page** \$900 (monthly fee)
- Non premium placed Secondary Pages** .. \$500 (monthly fee)

TECHNICAL SPECS for Website Banners

Frames and Looping: Maximum frames: 4; Looping: 3 times
 Maximum File Size: 50K or less

Materials due: Two (2) business days prior to posting, five (5) business days for rich media

Include with instructions: Referring URL and alt text

Cancellation Policy: Banners & sponsorships require a 2-week written cancellation notice.

Formats: Currently Accepted: GIF, Animated GIF, JPEG, HTML

Non-accepted formats: Java, Java Applet, Video, Rich Media (including Flash) is not accepted.



ARTICLE SUBMISSIONS:

We deadline on approximately the 10th of each month prior to that month's issue (see 2010 editorial calendar). Please submit all articles in Word format (no exceptions). Word count can be between 500 - 1500 words. Make sure to include a bio/citation and optional jpg of the author. If we choose to publish your article, you may NOT reprint this article for at least 6 months with any other magazine or media outlet. Submit your article to Stewart@nichereportonline.com

When you submit your article via email, please submit the answers to these questions:

- Does The Niche Report have your explicit permission to publish the article you have just remitted?
- Please confirm that this is your original work in its entirety.
- Has this article ever been published before? If so, where and what date?
- Do you agree not to reprint this article in another mortgage magazine or media outlet for at least six months?

NOTE: We also look for articles that could fit our "Feature" article standards. The Feature article may be longer in word count (around 1500 - 2000 words) and is made to stand out among the other articles. If you are interested in submitting a Feature article, please forward us your topic(s) to stewart@nichereportonline.com

We reserve the right to edit articles. If there are major changes we will try and notify you first before it goes to print. We also reserve the right to reprint remitted articles on partner websites and/or other media outlets.

TheNicheReport

2010 Editorial Calendar

Issue	Focus	Deadline
January	Business Outlook - Goal setting, industry speculation for the year, Overall expectations for 2010	space - Nov 24th art - Dec 1st
February	Lead Generation - All different types of lead generation techniques. Effective methods of generating leads.	space - Dec 23rd art - Dec 30th
March	Marketing Concepts - Strategies on marketing in this difficult climate.	space - Jan 25th art - Feb 1st
April	Education - What forms of education does the LO and Brokers need to maintain relevancy.	space - Feb 22nd art - March 1st
May	Compliance & Legal Issues - All the legal and compliancy changes now in place, and what is to come in the future.	space - March 25th art - April 1st
June	Origination Strategies - Creating customers for life, consumer-direct marketing, improving Realtor and builder relationships, creating niches, networking, referrals, etc...	space - April 26th art - May 3rd
July	Commercial & Hard Money - Focusing on all topics related to commercial and hard money lending	space - May 25th art - June 1st
August	Technology - How technology is changing our profession. New methods of helping the originator.	space - June 24th art - July 1st
September	Legislative & Regulatory - Developments at the federal and state level	space - July 26th art - Aug 2nd
October	Industry Trends - Discuss the movement of wholesale versus retail, net branch, fed charted.	space - Aug 25th art - Sept 1st
November	Creative Financing - Financing strategies for borrowers who may not fit conventional methods.	space - Sept 24th art - Oct 1st
December	Branch Office - The pros and cons of creating a branch office. Different compensation models.	space - Oct 25th art - Nov 1st