

You can reach over 13,000 professionals in flavor & fragrance directly.

## Choose your format

- **Dedicated-Blast:** 3 template options or customer provided html.
- **Partner Solutions:** templated e-blast.

What's Included	Dedicated E-Blast	Partner Solutions
Generates Marketing Inquiry Leads	N/A	✓
Email Full List or Partial List of Opt-In Subscribers*	✓	✓
Geographic & Demographic Segmentation	✓	✓
Active Lead Forms Can Be Provided	✓	✓

- You choose the size of the reach.
- The e-blast offers a direct lead generation form (optional).
  - Provide a must-read download and/or a highly engaging “call to action” to drive leads that you can pass along to your sales team.
- Report showing reader engagement (Total leads\*, unique opens and unique clicks) sent to you showing 5 full business days of activity.

*\*Direct Leads can only be provided if you use the custom lead form.*

Reach 13,000 flavor & fragrance professionals

## Dedicated E-Blast Rate

<b>CPM*:</b>	\$310
<b>Full List:</b>	\$4,025
<b>Half List:</b>	\$2,425

Reach 15,500 flavor & fragrance professionals

## Partner Solutions Rate

<b>CPM*:</b>	\$325
<b>Full List:</b>	\$4,875
<b>Half List:</b>	\$2,925

*\*Minimum Orders Apply*

*Must book at least 6 weeks before the run date.  
Material is due 4 weeks before the run date.*