

0

PromoCorner

2025 Media Planner

Helping Suppliers market their identity.



who we are

Brand Mission

With over 25 years of expertise in digital marketing, PromoCorner continues to remain at the forefront of our industry. We are dedicated to helping Suppliers enhance their brand identity and expand their business. We offer an array of marketing services to fit any budget. Our fun and passionate team is committed to providing unwavering support every step of the way.

We'd love to help you market your identity.

Why advertise with PromoCorner?

We reach Distributors via our vast email database and social media following. Large offering of advertising opportunities that get seen by Distributors ready to do business.

Over 25 years of experience with numerous industry awards. Utilize us as an extension of your marketing team.

A knowledgeable team of Marketers and Designers that are dedicated to growing your brand's message.

promocorner.com | sales@promocorner.com | 785.393.9583

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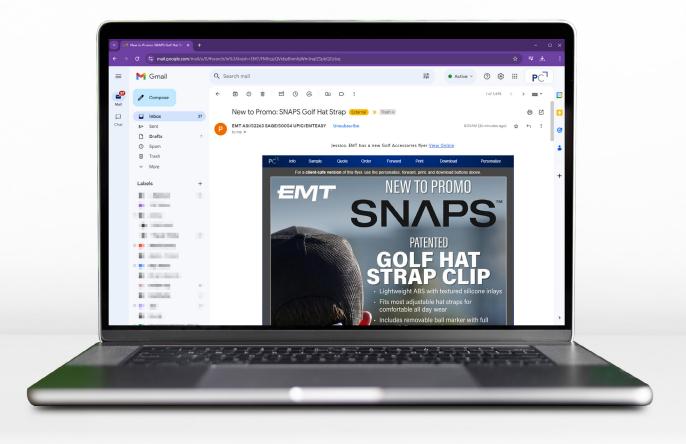
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Pricing reflected in this Media Planner is subject to change at any time without notice.

PromoFlash

Let us get you in front of our expansive Distributor database.

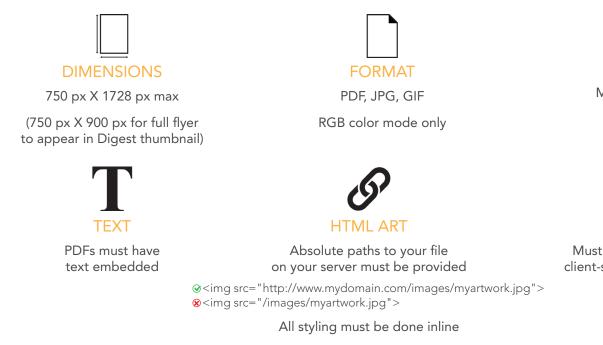
- Sent to our list of over 33,000 Distributors.
- All flyers are housed on our PromoOffers webpage.
- Flyers are included in our Daily + Weekly Offers emails.
- Thumbnails of your previous three emails are located at the bottom of your current email.
- Distributors can easily customize and forward the client safe version to their customers.
- Easily share flyers to your Social Media accounts (Facebook, X, LinkedIn, Pinterest).
- View real-time analytics whenever you want through your PromoCorner.com log-in.



PROMOFLASH PRICING

52 Weeks 52 PromoFlash broadcasts 52 Weekly Offers emails 260 Daily Offers emails	\$300 per week	26 Weeks 26 PromoFlash broadcasts 26 Weekly Offers emails 130 Daily Offers emails	\$400 per week
12 Weeks 12 PromoFlash broadcasts 12 Weekly Offers emails 60 Daily Offers emails	\$450 per week	6 Weeks 6 PromoFlash broadcasts 6 Weekly Offers emails 30 Daily Offers emails	\$500 per week
4 Week Trial 4 PromoFlash broadcasts 4 Weekly Offers emails 20 Daily Offers emails Trial must be used within 12 For first time customers only Must be paid in full up front	/	"PromoFlash has been int our exposure. Thier distrik demonstrates high levels their analytics help track R customization and forward sales for us and distributo Marketing Director @ EM	outor list consistently of engagement and OI. The distributor ding features drive rs." - Tom Farrell .

SPECIFICATIONS (Marketing Services available for advertisment design, see page 27.)



RESOLUTION Minimum of 72 dpi



Must provide branded and client-safe (end-user) versions

PromoFlash Platinum

Be seen first with top row placement on our website & emails.

- One (1) of four (4) top row placements on the PromoOffers webpage for the month.
- Two (2) PromoFlash email broadcasts (same art) during the month first & third weeks.
- Top placement in Daily + Weekly Offers emails during the month.
- Artwork is due no later than two (2) weeks before the week your ad will run.
 NOTE: If artwork is late, it will only run for the remainder of your contracted timeframe.
 We are not able to extend run dates.

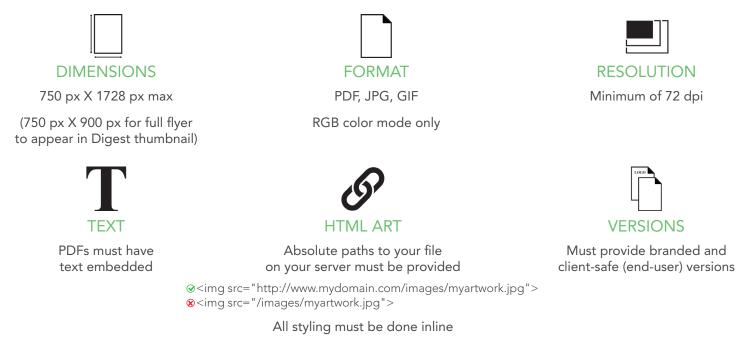




PROMOFLASH PLATINUM PRICING

 6 Months \$1,300 per month 6 Months on PromoOffers 6 Months in Daily & Weekly Offers emails 12 PromoFlash emails 	5 Months \$1,400 per month 5 Months on PromoOffers 5 Months in Daily & Weekly Offers emails 10 PromoFlash emails
 4 Months \$1,500 per month 4 Months on PromoOffers 4 Months in Daily & Weekly Offers emails 8 PromoFlash emails 	3 Months \$1,700 per month 3 Months on PromoOffers 3 Months in Daily & Weekly Offers emails 6 PromoFlash emails
 2 Months \$1,800 per month 2 Months on PromoOffers 2 Months in Daily & Weekly Offers emails 4 PromoFlash emails 	1 Month \$2,000 per month 1 Month on PromoOffers 1 Month in Daily & Weekly Offers emails 2 PromoFlash emails

SPECIFICATIONS (Marketing Services available for advertisment design, see page 27.)



All programs must be completed within one year of signed contract.

Closeouts

Move your unwanted stock with a featured closeout flyer.

- Included in the Weekly Closeouts Digest email on Fridays.
- Flyer will be included in the Digest for four (4) consecutive weeks.
- Flyers are housed on our Closeouts webpage for four (4) consecutive weeks.
- Flyers can be expired prior to the end of the four (4) weeks if you sell out of stock.
- Must state CLOSEOUT and WHILE SUPPLIES LAST.



CLOSEOUT PRICING (Must be paid in full up front.)

\$150 per ad

- 4 Consecutive Weekly Closeout Digests
- 4 Consecutive weeks on Closeout webpage









SPECIFICATIONS (Marketing Services available for advertisment design, see page 27.)



750 px X 1728 px max

(750 px X 900 px for full flyer to appear in Digest thumbnail)



We cannot use HTML artwork

Proofs are waived and artwork cannot be changed due to error or early expiration



PDF, JPG, GIF

RGB color mode only



RESOLUTION

Minimum of 72 dpi



PDFs must have text embedded



Must upload your flyer via our Upload Link

One (1) product per flyer only

MUST

Must include CLOSEOUT and

WHILE SUPPLIES LAST

PromoJournal Ad

Be seen alongside the industry's top blogs, podcasts, & videos.

- All flyers are housed on PromoJournal.com.
- Flyers are included in our Daily + Weekly Offers and PromoJournal Digest emails.
- Distributors can easily customize and forward the client safe version to their customers.
- View real-time analytics whenever you want through your PromoCorner.com log-in.
- Easily share flyers to your Social Media accounts (Facebook, X, LinkedIn, Pinterest).



PROMOJOURNAL AD PRICING

52 Weeks \$300 per week	26 Weeks \$400 per week	
Posted Sundays on PromoJournal.com	Posted Sundays on PromoJournal.com	
52 Weekly Offers emails	26 Weekly Offers emails	
260 Daily Offers & PromoJournal Digests	130 Daily Offers & PromoJournal Digests	
12 Weeks \$500 per week	6 Weeks \$600 per week	
Posted Sundays on PromoJournal.com	Posted Sundays on PromoJournal.com	
12 Weekly Offers emails	6 Weekly Offers emails	
6 Daily Offers & PromoJournal Digests	30 Daily Offers & PromoJournal Digests	
4 Week Trial \$1,500 total	"We started using PromoJournal Ads a	
Posted Sundays on PromoJournal.com	couple of years ago and get a better ROI,	
4 Weekly Offers emails	cost per impression, exposure, and brandin	
20 Daily Offers & PromoJournal Digests	than we get from any other industry progra	
Trial must be used within 12 weeks of contract	Thank you for a way that actually gets us in	
For first time customers only	front of distributors" - Paul Matsushima .	
Must be paid in full up front	National Sales Mgr. @ Pentel	

SPECIFICATIONS (Marketing Services available for advertisment design, see page 27.)



816 px X 1056 px max

FC	DRM	AT

PDF, JPG, GIF RGB color mode only **RESOLUTION**

Minimum of 72 dpi



PDFs must have text embedded



Must provide branded and client-safe (end-user) versions



VIDEOS

Video files must be sent as YouTube links



We cannot use HTML artwork

IdentityCollection -

Showcase your products in a two-page lookbook spread.

- Emailed four (4) times during the month to our Distributor database.
- All lookbooks are posted to our Facebook, X, LinkedIn for easy shareability.
- Housed on PromoCorner.com for 12 consecutive months.
- Archived on PromoJournal.com.
- Distributors can easily customize and forward the client safe version to their customers.

NEW: Product Spotlight Videos

\$250 per video

- Showcase one (1) product per page in a Product Spotlight Video (two (2) max per spread).
- Each video is 15 20 seconds highlighting three (3) features (must provide short bullets).
- All videos are hosted on our YouTube Channel.
- We will provide an icon for your IdentityCollection to indicate a video is available.
 NOTE: Icon must appear in the upper left corner of left page or upper right corner of right page, depending where the spotlight product is located, sized at 112 px X 111 px.





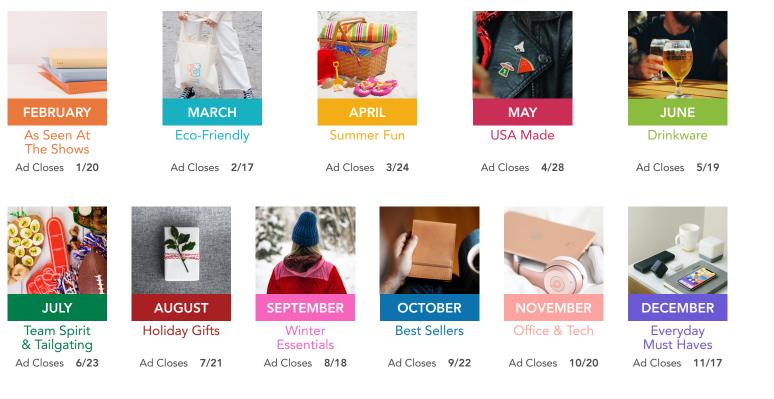
SHIPPING

Product samples & talking points must be mailed to our Plymouth, MA office at least four (4) weeks before your sponsor week

Products will not be returned unless specified & a return label is provided

2025 EDITORIAL CALENDAR

\$650 per editorial



SPECIFICATIONS (Marketing Services available for advertisment design, see page 27.)



816 px X 1056 px max

		1
FORMAT		

PDF, JPG

RGB color mode only

PDFs must be saved as Pages



We cannot use HTML artwork



Must provide branded and client-safe (end-user) versions



RESOLUTION

Minimum of 72 dpi



PDFs must have text embedded

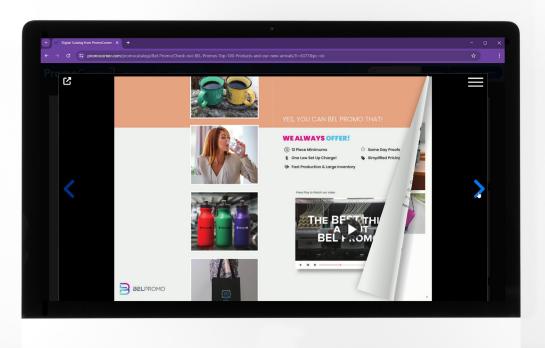


Must provide social media handles to be tagged: Facebook, X, LinkedIn

PageFlip

Save money on printing and mailing costs with a digital catalog.

- All catalogs are housed on our PromoCatalogs webpage.
- All catalogs are included in PromoPages for Distributors to create customized catalogs.
- Distributors can easily customize and forward the client safe version to their customers.
- View real-time analytics whenever you want through your PromoCorner.com log-in.
- NEW unlimited catalog customizations for Suppliers.
- Easily share catalogs to your Social Media accounts (Facebook, X, LinkedIn, Pinterest).
- Send two (2) PromoFlash email broadcasts for one (1) catalog of your choice.
- Upload unlimited catalogs* with unlimited pages and free updates until August 31.
- Personalized web portal to link your catalogs to your website.

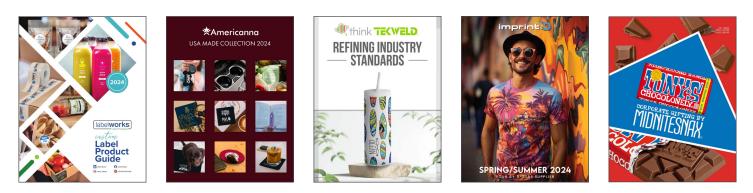




*Unlimited catalog uploads are *per line* not per customer.

PAGEFLIP EXAMPLES

\$2,000 total



Full Line Catalog | Custom Pricing Catalog | Specials | USA MadeLookbooks | Self-Promotions | Mid-Year Launches | Holiday Gifts | Etc.

"PageFlip is a fantastic feature, offering easy access for our customers without requiring any logins. Additionally, the ability for our customers to download and customize the catalogs with their own logos is incredibly helpful. This has greatly enhanced our catalog accessibility and customer experience. Highly recommended!" - Michelle Yulo . Sr. Manager of Merchandising Operations & BP Marketing @ BelPromo

SPECIFICATIONS



PDF

RGB color mode only

PDFs must be saved as Pages



RESOLUTION

Minimum of 300 dpi



PDFs must have text embedded



We will automatically add any hyperlinks in PDFs to PageFlips



We cannot use HTML artwork



Must provide branded and client-safe (end-user) versions



Easily upload your catalogs: promocorner.com/sendit

PageFlip Platinum

digital catalogs

Spotlight your catalog with top row placement on our website.

- One (1) of four (4) top row placements on the PromoCatalogs webpage per month.
- Included in one (1) PromoFlash email broadcast featuring Platinum Catalogs each month.
- Requires a PageFlip contract (see page 14).



Pricing is *per placement* not per customer.

PAGEFLIP PLATINUM EXAMPLES

\$500 per month



Full Line Catalog | Custom Pricing Catalog | Specials | USA Made Lookbooks | Self-Promotions | Mid-Year Launches | Holiday Gifts | Etc.

SPECIFICATIONS



PDF

RGB color mode only

PDFs must be saved as Pages



RESOLUTION

Minimum of 300 dpi



PDFs must have text embedded



We will automatically add any hyperlinks in PDFs to PageFlips



We cannot use HTML artwork



Must provide branded and client-safe (end-user) versions



Easily upload your catalogs: promocorner.com/sendit

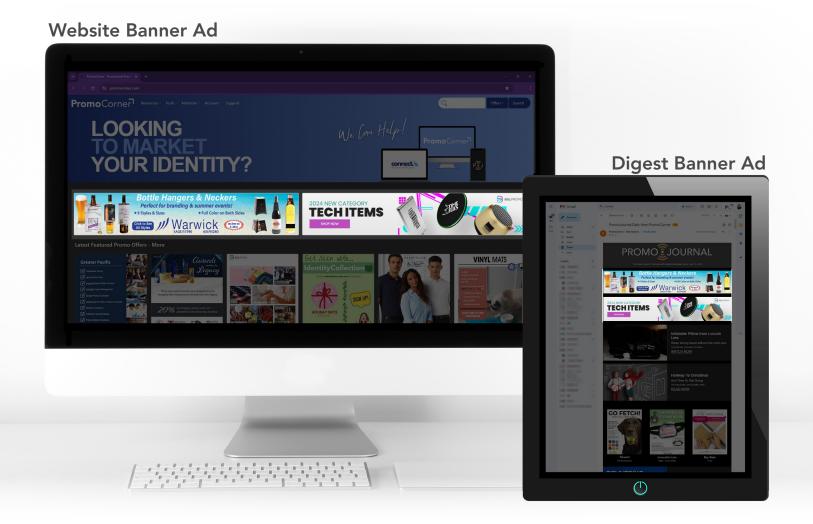
All programs must be completed within one year of signed contract.

2025 PromoCorner 17

Banner Ads

Gain additional exposure and direct customers with a CTA.

- Website: One (1) of two (2) spots on PromoCorner.com + PromoJournal.com for the month.
- Digest: One (1) of three (3) spots in Daily + Weekly Offers emails for the month.
- Attract more attention with an animated GIF banner.
- Direct Distributors where you want them to go by including a call-to-action and link.



BANNER AD PRICING

Website Banner Ad

PromoCorner.com, PromoJournal.com, PromoJournal Digest emails

12 Months	\$2,500	6 Months	\$2,700
3 Months	\$3,000		

T.

Digest Banner Ad

Daily Offers, Weekly Offers emails

12 Months	\$1,500	6 Months	\$1,700
3 Months	\$2,000	"There is literally no other do in the industry that car the value and ROI of Prom Ads." - Phil Martin . Sales Warwick Publishing Co.	n come close to noCorner's Banner

SPECIFICATIONS (Marketing Services available for advertisment design, see page 27.)



We cannot use HTML artwork

Must provide a link to where the ad will be directed

Pop-Up Ads

Greet visitors first on PromoCorner.com & PromoJournal.com.

- Appears on PromoCorner.com and PromoJournal.com.
- Included at the bottom of every Daily + Weekly Offers emails for the month you choose.
- Reappears 15 minutes after visitor's site inactivity.
- Artwork can be still graphics or animated GIFs.
- Direct Distributors where you want them to go by including a call-to-action and link.



POP-UP AD EXAMPLES

\$2,500 per month



Events | Webinars | New Products | Specials | Etc.

SPECIFICATIONS (Marketing Services available for advertisment design, see page 27.)



800 px X 420 px max

FORMAT

JPG, PNG, GIF RGB color mode only





We cannot use HTML artwork



Must provide a link to where the ad will be directed

All programs must be completed within one year of signed contract.

Sponsorships

Broaden your advertising reach with industry sponsorships.

- Showcase your company alongside the industry's leading podcasts and video series.
- Videos are hosted on our YouTube Channel.
- All podcasts and videos are housed on PromoJournal.com.
- All podcasts and videos are shared on our Facebook, X, LinkedIn.
- Behind The Brand is also shared on our Instagram.
- All podcasts and videos are included in PromoJournal Digest emails.



SPONSORSHIP PRICING

Delivering Marketing Joy

Weekly video series - Wednesdays 4-week buy Ad card at beginning

A.Madl's Closet

Monthly video series - last Thursday Three (3) products with talking points

The Rundown

Bi-weekly video series - second & fourth Fridays Read and ad card at beginning and end

Behind The Brand

Monthly video series - first Friday Showcase your brand, best sellers, and how you got started

SPECIFICATIONS

SHIPPING

Product samples & talking points must be mailed to our Baldwin City, KS office at least two (2) weeks before your sponsor week

Products will not be returned unless specified & a return label is provided

\$300 per episode

\$300 per episode

\$300 per episode

\$1000 per episode



Must provide social media handles to be tagged: Facebook, X, LinkedIn

Instagram for Behind the Brand

AD CARD SPECIFICATIONS (Marketing Services available, see page 27.)



16:9 ratio



JPG, PNG, GIF RGB color mode only



RESOLUTION Minimum of 72 dpi



We cannot use HTML artwork

All programs must be completed within one year of signed contract.

Let's Talk Product

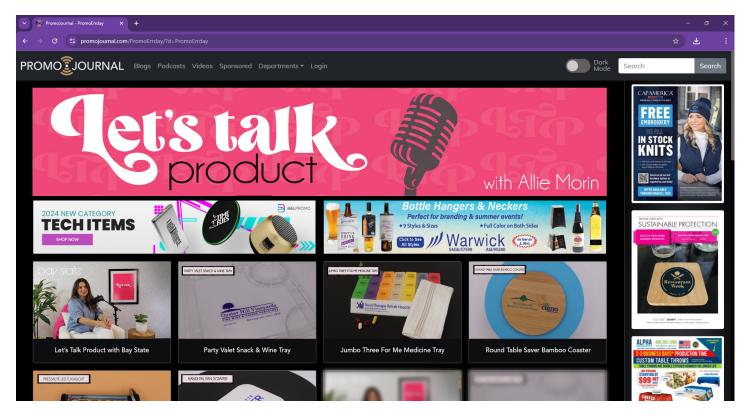
A fresh take on advertising your products Distributors will love.

- One (1) video featuring all five (5) products posted Monday of your sponsor week.
- Five (5) individual product videos posted Monday Friday of your sponsor week.
- Individual product videos are white-label for easy Distributor sharing.
- Video will be featured PromoJournal.com's homepage for four (4) weeks.
- All videos are housed on PromoJournal.com with no term limits.
- All videos are hosted on our YouTube Channel with no term limits.
- Videos are shared on our Facebook, X, Instagram, and LinkedIn during your sponsor week.
- Videos are included in PromoJournal and Daily Digest emails during your sponsor week.
- YouTube links for each episode are provided after the air week.



LET'S TALK PRODUCT WEBPAGE

\$1,200 per week



SPECIFICATIONS



SHIPPING

Product samples & talking points must be mailed to our Plymouth, MA office at least four (4) weeks before your sponsor week

Products will not be returned unless specified & a return label is provided



Must provide social media handles to be tagged: Facebook, X, LinkedIn

Marketing Services

Time saving, high quality, and unique graphic design creations.

- Introductory meeting to review your goals, learn brand standards, and discuss plan.
- Monthly or quarterly meetings to review current, future, and potential projects.
- Checklist of run dates and due dates to help everyone stay organized.
- Knowledge and experience of a Graphic Designer in the promotional industry.



MARKETING SERVICES PRICING

Customized Plan Or choose from the list of offerings below to expand your marketing reach	Call For Pricing
PromoFlash design PromoJournal Ad design IdentityCollection Ad design Banner Ad Design Pop-Up Ad design Ad Card design	\$200 \$200 \$400 \$200 \$200 \$200
One (1) Month Marketing Trial One (1) PromoFlash - emailed twice during the month One (1) PromoJournal Ad - emailed once during the month Four (4) Social Media graphics Trial must be used within 12 weeks of contract For first time customers only	\$2,500 total

SPECIFICATIONS



All assets are due no later than

All assets are due no later than three (3) weeks before run date

Logo must be vector



IMAGES

Product images must be clipped with transparent background

Lifestyle images must be high res



If text files are not provided, fonts will be up to our discretion



Provide if available

- RE:
- SUBJECT

If subject lines are not provided, we will use our discretion



Must provide a link to where the ad will be directed



Artwork cannot be changed after proof approval

Social Media Services

Build brand loyalty and break through the cookie cutter clutter.

- Social platforms include Facebook, Instagram, X, LinkedIn.
- Curated plan to help your pain points on social media.
- Quarterly meetings to review current, future, and potential projects.
- Checklist of run dates and due dates to help everyone stay organized.



Posting and Interaction:

We must be made an admin to your social platforms or given passwords where applicable. Accounts are monitored Monday - Friday (9:00am - 4:00pm ET) excluding days we are closed.

SOCIAL MEDIA SERVICES PRICING

Customized Plan

Call For Pricing

Social Media Profile Refresh Header/cover graphic Profile image graphic Social bio update

Social Media Posting

Existing content: flyers, videos, graphics PC created content: graphics, photos, short video Carousel of existing, PC created, or combination Stories (Facebook and Instagram) of existing, PC created, or combination Copy (talking points must be provided)

Social Media Interaction Monitor for spam Reply to comments Interact with tagged posts and @mentions Manage direct messages FAQs and best responses must be provided

SPECIFICATIONS



Logo must be vector



Provide if available

IMAGES

Lifestyle images must be high res

Must be provided no later than two (2) weeks before posting date



If text files are not provided, fonts will be up to our discretion



SHIPPING

Products must be mailed to our Hendersonville, TN office one (1) month in advance

Products will not be returned unless specified & a return label is provided



APPROVAL

PC Created artwork must be approved no later than one (1) week before posting date



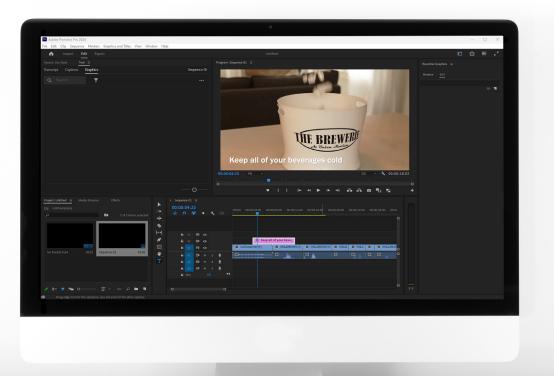
Must provide a link to where the post will be directed

All programs must be completed within one year of signed contract.

Video Services

Share your story in the fastest growing advertising medium.

- Show off your products or tell your company's story with the hottest form of advertising.
- Videos will NOT be shared on PromoCorner.com nor our social media accounts.
- All videos will be provided in the file format(s) you need, MP4 is standard.
- Videos are ideal to share on social media, linked in emails, or housed on your website.



VIDEO SERVICES PRICING

Product Spotlight

15 - 30 seconds Showcase products in a lifestyle environment Final file provided

Custom Projects

Let's get creative with advertising your company

VIDEO SERVICES EXAMPLES

SPECIFICATIONS



SHIPPING

Product samples & talking points must be mailed to our Plymouth, MA office at least four (4) weeks before filming date

Products will not be returned unless specified & a return label is provided



If text files are not provided, fonts will be up to our discretion



Provide if available



Logo must be vector

NOTICE

We allow for two (2) edits before an additional fee will eccrue

Call For Pricing

All programs must be completed within one year of signed contract.



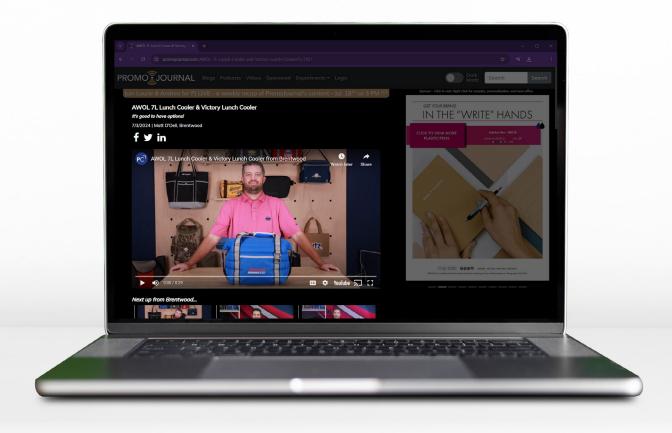




Paid Programming

Extend your sales & marketing reach with paid programming.

- All programs are housed on PromoJournal.com.
- All videos are hosted on our YouTube Channel.
- All episodes are shared on our Facebook, X, LinkedIn.
- All episodes are included in the PromoJournal Digest email on the day they air.
- All programs will be labeled 'Paid Programming'.



PAID PROGRAMMING PRICING

\$500 per episode

Podcasts, video series, commercials, etc.

Each episode of a program is shared one (1) time by PromoCorner

Programs will not be posted until paid in full

No refunds if programs are requested to be pulled after receipt



SPECIFICATIONS



Your video, podcast, commercial, etc must be ready to post (we will not do any editing)



All episodes are due to us one (1) week before air date



We strongly suggest keeping each episode under 30 minutes



VIDEOS

Videos can be submitted as YouTube or Vimeo links or video files



Podcasts must be provided as embed code



Must provide social media handles to be tagged: Facebook, X, LinkedIn

Artwork Specifications

PROMOFLASH + PROMOFLASH PLATINUM + CLOSEOUTS

750 px wide X 1728 px long max (750 px X 900 px for full flyer to appear in Digest thumbnail). PDF, JPG, GIF saved at a minimum of 72 dpi in RGB format. PDFs should have fonts embedded. Must provide branded and client-safe (end-user) versions

When submitting artwork as HTML, you must provide absolute paths to your file on your server.

img src="http://www.mydomain.com/images/myartwork.jpg">

Email across all devices does not allow for external stylesheets, all styling must be done inline.

Closeouts must state CLOSEOUT and WHILE SUPPLIES LAST on the flyer.

We cannot use HTML artwork for Closeout flyers.

PROMOJOURNAL AD

816 px wide X 1056 px long max. PDF, JPG, GIF saved at a minimum of 72 dpi in RGB format. PDFs should have fonts embedded.

We cannot use HTML artwork for PromoJournal Ads.

Video files must be sent as YouTube links.

Must provide branded and client-safe (end-user) versions.

IDENTITYCOLLECTION

816 px wide X 1056 px long. PDF, JPG saved at a minimum of 72 dpi in RGB format. PDFs should have fonts embedded. PDF must be saved as pages - not spreads. We cannot use HTML artwork for IdentityCollection Ads. Must provide branded and client-safe (end-user) versions.

PAGEFLIP + PAGEFLIP PLATINUM

PDF saved at a minimum of 300 dpi in RGB format. Fonts should be embedded. PDF must be saved as pages - not spreads. We cannot use HTML artwork for Digital Catalogs. Easily Upload your catalogs to promocorner.com/sendit.

BANNER AD

800 px wide X 150 px long. JPG, PNG, GIF saved at a minimum of 72 dpi in RGB format. We cannot use HTML artwork for Banner Ads. Must provide a link to direct ad clicks.

POP-UP AD

800 px wide X 420 px high. JPG, PNG, GIF saved at a minimum of 72 dpi in RGB format. We cannot use HTML artwork for Pop-Up Ads. Must provide a link to direct ad clicks.

LET'S TALK PRODUCT + VIDEO SERVICES

Printed product samples and talking points for each product must be mailed to our Plymouth, MA office at least four (4) weeks prior to your final production date. Products will not be returned unless specified and a return shipping label is provided.

Contact Us

Amelia Madl

VP of Supplier Sales amelia@promocorner.com 785.393.9583

Andrea Derby

Sales Coordinator andrea@promocorner.com 508.922.7040

Jessica Onions

Art Director jessica@promocorner.com 865.413.0455

Halle Moore

Marketing Coordinator halle@promocorner.com 774.454.2270

Maddie Bottasso

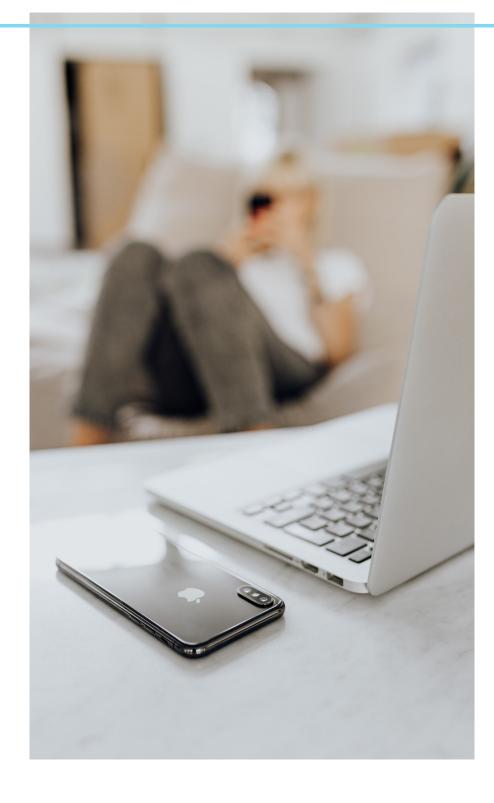
Marketing Assistant maddie@promocorner.com 978.793.3521

Allie Morin

Content Creator allie@promocorner.com 413.324.6633

Laurie Moore

President laurie@promocorner.com 774.454.3046



PromoCorner is not responsible for any error in information that was provided to us. We will make one (1) round of "reasonable corrections" at no charge during the proofing process. Any additional corrections or those deemed beyond reasonable will assess an additional artwork charge of \$50 - \$100 depending on the extent and time involved to make the changes.

In the event of non-completion of your contract, we retain the right to apply back charges for all advertisements utilized at the minimum quantity pricing. Should you have already been charged, we will adjust the charges to reflect the difference in price between the contracted rate and the minimum quantity pricing.

PromoCorner

WWW.PROMOCORNER.COM













