

PROMOGRAM

E-NEWSLETTER ADVERTISING

What is Counselor PromoGram?

PromoGram is a newsletter that contains new products, industry news and in-demand information for promotional products professionals. PromoGram has a large audience that anticipates this information published 3x a week.

Why is it beneficial?

Counselor® PromoGram has a loyal readership of distributors and suppliers consistently looking for new products and industry updates while boasting a high open rate.

Quick Facts

- **Reach:** 50,000 Distributors
- **Frequency:** Monday, Wednesday, Friday
- **The Industry's Trusted News Source**
- **Average Open Rate:** 19%

Rates

	AD SIZE	12x	6x	3x	1x
Sponsorship Banner	728 x 90	900	945	970	1,040
Tower Ad	120 x 600	800	890	900	970
Side Banner	300 x 250	600	680	750	800
Product Spotlight	250 x 250	800	900	970	1,040

SPONSORED BY



PROMOGRAM

August 23, 2024 [Contact the Editor](#) / [Advertise](#) / [Subscribe](#)

Dear readers,



A rail strike sparked this week in Canada, spelling potential trouble for supply lines across North America. While workers were reportedly being ordered back to the job as of this writing, questions remained. What does the disruption mean for promo in particular? My colleague Sara Lavenudski delves into the topic in today's top story with promo-specific perspectives from industry pros.

Also, remember that U.S.-wide ban on noncompete agreements that caused such a stir? A federal judge just struck it down, but that's likely not the end of the legal fight. Plus, check out our case study of a \$2 million campaign and other industry news and insights, including a sustainability-themed podcast you can't miss.

Christopher Ruvo
Digital News Director, ASI Media

Trains Come to a Halt Across Canada



A new contract for union workers wasn't reached by the deadline. There are points of contention on wages, shift scheduling, work hours and fatigue management.

Federal Judge Blocks FTC Enforcement of Noncompete Ban Nationally

The agency had sought to ban the contract clauses, which have been a point of controversy in the promo products market and other industries, throughout the U.S.

Vantage Apparel & Starline Form New Partnership

Executives at the Counselor Top 40 suppliers said the move creates a one-stop web-based destination for high-quality apparel and hard good branded merchandise.

The Magnet Group Expands Castelli Line

The Castelli WireO line will offer more affordable options within the Castelli division of the Counselor Top 40 supplier, executives said.

The Campaign: Behind the Scenes of a \$2 Million Order

In the newest installment of The Campaign case study series, ASI's Distributor Salesperson of the Year shares how she overcame logistical hurdles to provide nearly \$2 million in merch for Veterans Day promotions.

ADVERTISEMENT



ipromoteu
Powering Your Success

DISTRIBUTOR SALESPEOPLE

YOU earn more as an ipromoteu Affiliate and we can prove it!

START NOW



Contact your account executive to learn more.