



COUNSELOR PROMOGRAM

E-NEWSLETTER ADVERTISING

How do I keep my brand top of mind with distributors throughout the week?

Distributors consume industry news frequently and use it to discover new products, trends and suppliers, but brands can easily get lost without consistent visibility. **PromoGram** places your brand directly within a high-frequency, trusted industry newsletter that distributors read multiple times per week. This keeps your products visible alongside timely news and product discovery moments.

Why advertise in PromoGram?

- Frequent brand exposure through a trusted industry publication.
- Visibility alongside new products and industry updates.
- Consistent reinforcement that builds recognition and recall.
- Access to distributors who expect and engage with PromoGram content.

Who sees PromoGram?

- **Reach:** 50,000 Distributors
- **Frequency:** Monday, Wednesday, Friday
- **Average Open Rate:** 19%

Rates

	AD SIZE	12x	6x	3x	1x
Sponsorship Banner	728 x 90	945	995	1,020	1,095
Tower Ad	120 x 600	840	935	945	1,020
Side Banner	300 x 250	630	715	840	800
Product Spotlight	250 x 250	840	945	1,020	1,095

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TURN OUR EXPERTISE INTO YOUR NEXT LEVEL OF GROWTH

"Independent business owners deserve the freedom to build their distributorships their way. At ipromoteU, we leverage our deep knowledge and experience to provide the best technology, support, and partnerships to scale with confidence."

— Brian Chen, Executive Officer, 7-20 Years of Industry Experience

ipromoteU

EXPLORE WHAT SETS US APART >>>

May 4, 2026

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**COUNSELOR
PROMOGRAM**

Dear readers,

The 2026 World Cup is just around the corner, with more than a dozen North American cities expected to draw millions of fans this summer. While there's been pockets of buyer interest, distributors are still waiting for a promo boom, especially from small businesses in many of the host cities. My colleague Brendan Menapace has the full scoop on the promo potential around the world's most popular sport. Happy reading!

Hannah Rosenberger
DATA ANALYTICS EDITOR

Distributors Still Awaiting World Cup Promo Boom

The world's biggest sports tournament will bring millions of fans to North America this summer. End-buyer demand has lagged but is expected to ramp up quickly.

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100% COTTON WATER BOTTLE
100% COTTON TOTE BAG

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Contact your account executive to learn more.