

# digital

## CIRCULATION RATE CARD

Reach targeted, high wealth consumers currently in the market for products and services leveraging. AVENUE's opt-in digital network that utilizes email marketing and social media for expanded distribution.

Program	Distribution	1x	3x	6x	12x
Tier 1 25,000 dist.	25,000emails delivered OR social impressions (choose 1)	\$1,650	\$1,600	\$1,550	\$1,500
Tier 2 40,000 dist.	20,000emails delivered AND 20,000 social impressions	\$2,400	\$2,325	\$2,250	\$2,150
Tier 3 60,000 dist.	30,000emails delivered AND 30,000 social impressions	\$3,300	\$3,225	\$3,100	\$3,000
Tier 4 80,000 dist.	40,000emails delivered AND 40,000 social impressions	\$4,125	\$4,050	\$3,950	\$3,825
Tier 5 120,000 dist.	60,000emails delivered AND 60,000 social impressions	\$5,700	\$5,600	\$5,475	\$5,300

**CHANEL**  
FINE JEWELRY

INTRODUCING  
**COCO CRUSH**

A SINGLE CUFF IN YELLOW GOLD, RINGS IN WHITE, YELLOW AND BEIGE GOLD. QUILTED, SOME SET WITH A CONSTELLATION OF DIAMONDS. STACKED OR WORN ON EACH FINGER.

EXPLORE THE NEW COLLECTION ON CHANEL.COM

JOIN US AT THE METROPOLITAN PAVILION  
125 WEST 18TH STREET  
NEW YORK, CITY

AUG 24-25  
2016

**INDIE BEAUTY EXPO**

Aug 24, 4-8pm  
Aug 25, 10-5pm

Priority Pass Event: 3-8pm, Aug 24th  
\$5VP to:alyssa@lilyandfred.com

lilyandfred.com  
#weareindiebeauty

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Manhattan Media 72 Madison Ave 11th Floor New York, NY 10017 USA

**GLAM&GO**  
express styling bar

**WOMEN OF NYC**  
YOU'RE TOO BUSY FOR BAD HAIR DAYS

THAT'S WHERE WE COME IN...

Unlimited Monthly Blowouts & Touch-Ups  
Plus exclusive VIP Perks from Brands like L'Oréal

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1000 N. LAKE  
SUITE 1000  
CHICAGO, IL 60611

**ALESSANDRA MACKENZIE**

Luxurious dresses for the modern woman

alessandramackenzie.com

## SCREENSHOT OF ENGAGEMENT DATA.

Reporting and Analytics detailed tracking reports provided on all AVENUE campaigns

Broadcast Date	Delivered	Opens	% Opens	Clicks	% Clicks	Clicks to Opens
2016-03-16	140,000	17,605	12.58%	2,511	1.79%	14.26%

**Click Breakdown**

**Link Breakdown**

Links	Clicks	%
http://www.maserati.com/usa/pressroom/press-releases/2016/03/16/2016-03-16-01.html	25	1.00%
http://www.maserati.com/usa/pressroom/press-releases/2016/03/16/2016-03-16-02.html	324	12.90%
http://www.maserati.com/usa/pressroom/press-releases/2016/03/16/2016-03-16-03.html	2018	80.37%
http://www.maserati.com/usa/pressroom/press-releases/2016/03/16/2016-03-16-04.html	69	2.75%
http://www.maserati.com/usa/pressroom/press-releases/2016/03/16/2016-03-16-05.html	36	1.43%
http://www.maserati.com/usa/pressroom/press-releases/2016/03/16/2016-03-16-06.html	14	0.56%
http://www.maserati.com/usa/pressroom/press-releases/2016/03/16/2016-03-16-07.html	16	0.64%
http://www.maserati.com/usa/pressroom/press-releases/2016/03/16/2016-03-16-08.html	9	0.36%
<b>TOTAL</b>	<b>2511</b>	

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