



Email Advertising

Advertising Options, Rates, and Specs

Are your products looking for some exposure?

Reach a targeted list of our value added reseller (VAR) and software developer (ISV) customers and prospects through M-S Cash Drawer's monthly POS, AIDC or ISO email newsletters. Get noticed by promoting your company and products to our growing partner base. Each month our readers learn about:

- Product promotions
- Latest industry news
- Upcoming events
- ISV spotlights

*The POS email reaches over 6,500 subscribers
 *The AIDC email reaches over 2,500 subscribers
 *The ISO email reaches over 1,200 subscribers



Ad Space	Dimensions	Max File Size	File Format
Banner Ad (Featured)	592x96	50 kb	GIF/JPG (3 frames max. animation)
Banner Ad (ISV Spotlight)	272x140	50 kb	GIF/JPG (3 frames max. animation)
Product Spotlight	166x212	45 kb	GIF/JPG (product image)

Product Spotlight Specs:

- 75 Words or less of text
- 1 Product Photo
- Can promote only 1 product per month / newsletter
- 2 links per vendor write up.
 - 1 Text link to the product on M-S Cash Drawer's website
 - 1 Image link on company logo to entire product line

Contact your M-S Cash Drawer representative to learn more about advertising in one of our newsletters!

(800) 544-1749 | www.mscashdrawer.com