

(FITA)

FITA.org

460

40

FITA.org

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- (Unique Visitor) 38000
- 1.76
- 55000
- 800000
- 5
- 40%

FITA

FITA

- 100000 (opt-in)
- 80000
- 25% /
- 22%
- 82% /
- 82%
- 33%
- 45%
- 50% 45 45
- 37% 10 70% 5

- “ ”
- Wisconsin Dept. of Commerce
John Konkel
- “ ”
- Reyco Int'l Trading Inc.
Ed Sohi
- “ ”
- Celtic Music Festival Tours, Ltd.
Lisa Zaslow

100000

FITA.org
FITA.org 4

4-5

quarters
John McDeonnell

FITA Career Head-

120 x 60
GIF
< 15K

FITA

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200
3
FITA

500 1200

4

..... 2500

87 13

eDirect

80000

15%
(Click-Through Rate)

2%
(Open Rate)

HTML
FITA

Act) " (CAN-SPAM

..... 3000

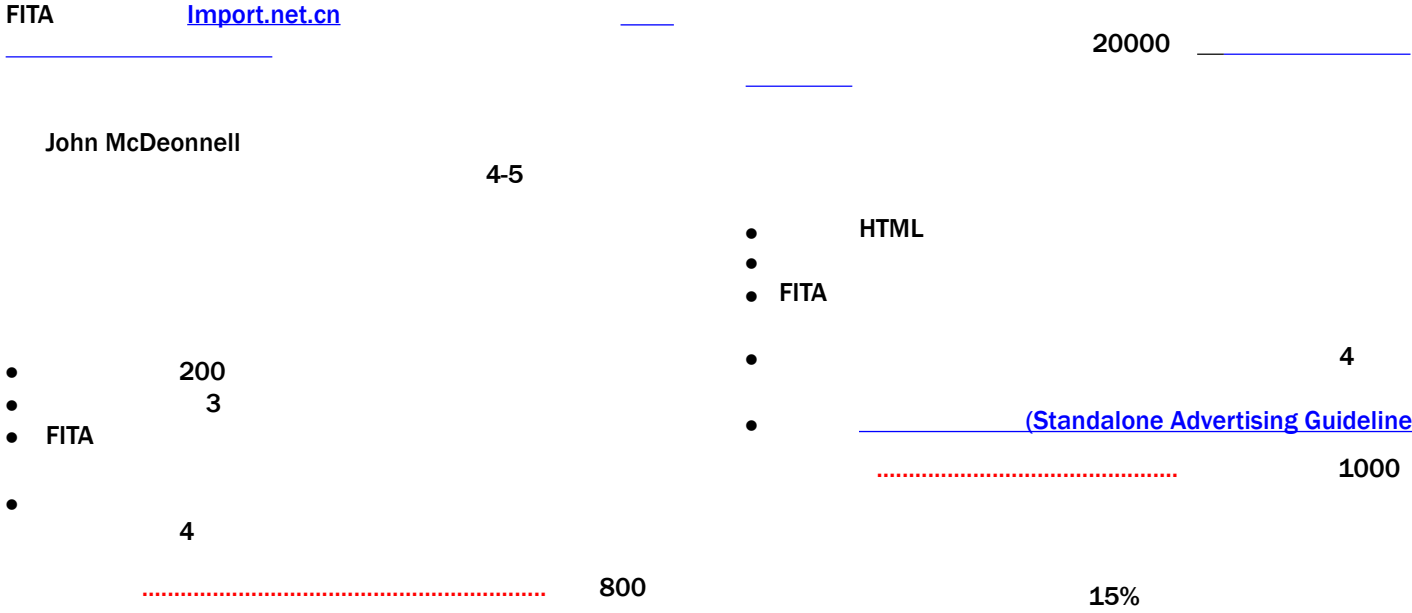
- HTML
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- FITA
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4
(Standalone Advertising Guidelines)

..... 3000

15%

eDirect



(Barney Lehrer) 703 620 1588 4
advertising@fita.org 800 969 3482 4

