

**MAIL:**

The Journal of Communication Distribution

# The 2017 Executive Outlook

# CEO PERSPECTIVES

Where the industry's leaders share their vision.



**Your Senior Executive Is Invited To Join Them!**  
**The 2017 Executive Outlook**

**Article/Photo Deadline: July 21, 2017**

**Advertising Deadline: July 14, 2017**

See Next Page For Details

**OMG**

Article appears in the online and print edition of MAIL Magazine

## **CEO Perspectives: The 2017 Executive Outlook**

*Special supplement published in  
the August/September issue of MAIL Magazine.*

MAIL Magazine is publishing the viewpoints of the leading industry executives in August/September's **2017 CEO Perspectives edition**. The goal of this supplement is to give industry executives an opportunity to discuss the issues most important to them and their customers. All participants are asked to follow these guidelines:

### **WHO CAN SUBMIT AN ARTICLE:**

The CEO Perspectives supplement is reserved for either the President or Chief Executive of a company or a company's division; or the senior executive (Vice President/equivalent or higher) or corporate executive.

### **ADVERTISING:**

This supplement is reserved for advertisers only. For ad rates and to book space email the publisher at [mailmagazine@msn.com](mailto:mailmagazine@msn.com) or call 607-746-7600.

### **ARTICLE FORMAT:**

Each article will be featured on its own two page spread, together with the color photograph of the executive and basic company contact information.

### **LENGTH:**

The article should be 750 to 800 words to allow for picture and quote pullouts.

### **SUBJECT MATTER:**

You are invited to write on any subject including discussing the progress your company has been making and its technology offerings. Other subject possibilities include: 1) the future of mail; 2) key technology trends; 3) ideas for improving business communications.

### **MATERIALS:**

Please submit your article in .doc or .txt format and jpeg or tiff picture file to [mailmagazine@msn.com](mailto:mailmagazine@msn.com) or mail to: MAIL Magazine, 133 Main St., 2nd Fl., Delhi, NY 13753. Color photographs accepted.

### **DEADLINE:**

July 21, 2017 for receipt of materials. Call if you need an extension.