

Technology based microsites containing advertiser content along side relevant *Design News* editorial content. The sponsor becomes an industry thought leader on the assigned topic with our audience.

Fully scalable and customizable content can include original editorial, blogs, videos, and more. They can also be used to create a fun and engaging environment for your target audience with games and other social networking tools.

With this real-time branding and lead-generation platform, sponsors provide a one stop resource for specific technology, application or product information.

Robust, real-time, detailed backend reporting available on a monthly basis:

- Page views and unique visitors
- Average time spent on the site
- Popularity of items
- Popularity by launch point
- Lead data (if forms used)

A complete traffic driving component is included using multiple forms of online media. Sample traffic drivers include:

- Email Newsletter sponsorships
- Home Page presence
- Sponsored Links
- ROS and targeted ad units (up to 2)
- Sponsor website

Contact your sales representative to customize a program to fit your needs.

FOR MORE INFORMATION: Contact your *Design News* representative or Brian McAvoy, Internet Sales Director, at 781-734-8191 or email at brian.mcavoy@reedbusiness.com