

DESIGN NEWS GIVES YOU A DYNAMIC MARKETING SOLUTION THAT IS...

Engaging: Presented in a branded, highly interactive environment, tutorials promote your message in a way that is meaningful to readers.

Measurable: Gather sales leads and information from registered attendees while gaining visibility.

Flexible: Scalable for any purpose. Allows total control over content and message, completely customizable to reflect the audience's needs.

Accessible: Available on-demand. Focus message on a niche audience or the global marketplace.

Convenient: Webcasting allows you to reach your audience while keeping staff in-house.

Cost Effective & Efficient: Reduce travel time and costs, while increasing access to technology users and decision-makers.

Exclusively: Your company. Your product and solution. Your customers.

YOUR TUTORIAL PROGRAM INCLUDES

Design News can assist in all facets of webcast production, from turn-key webcast production to audience development. Your program includes:

- 10-20 minute webcast with audio and slides
- Project management and content advice
- Database of registrants/attendees. If event is part of a series, users register once, but all attendance activity tracked.
- Up to 10 resources in webcast player, made available for download for viewers
- Customized exit survey of attendees

EVENT AVAILABLE FOR 12 MONTHS FOR ON-DEMAND VIEWING. YEAR-LONG TRAFFIC DRIVING PROMOTION INCLUDES

- Promotion in relevant *Design News* e-mail newsletters to drive traffic to the event.
- Promotion on www.designnews.com in "Events" section, when launched.
- Promotion in Sponsored Link section of www.designnews.com for 12 months
- Event posted in DN Resource Center for 12 months for additional traffic. Traffic targeted by subject matter.
- Invite a friend feature, for viral promotion

10-MINUTE TUTORIAL SPONSORSHIP

Intensify your print and online marketing campaigns by directly communicating information on important technology topics to design engineering professionals who are looking for fresh solutions.

- Single tutorial - \$8,167 GROSS
- Series of 3 tutorials - \$17,500 GROSS*

*Same price as single hour-long webcast



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