

Ask the Experts

Ask the Experts provides sponsors with the opportunity to connect with *EC&M* or *EW* readers and become part of a broad network that is interested in your product. We promote your expertise to our audience through newsletters, website advertising and homepage navigation. Brand your company while providing answers to questions that industry professionals submit.

Price: \$2,585 net/month (EC&M) / \$1,285 net/month (EW)



Online Contest

An Online Contest will provide a unique opportunity to engage our website visitors through a fun and interactive pop quiz that we will build, host and maintain. Once the Q&A has been completed by the user, they will receive an email confirmation that they are entered into the contest. The incentive is a chance to win a sponsor-provided prize in return for contact information.

Sponsorship includes: Your company logo on *EC&M* or *EW*'s homepage, a landing page with 3-5 questions and a promotional campaign that includes web, newsletters and e-blasts. All registration leads will be provided to sponsor.

Price: \$8,465 net/month (EC&M) / \$3,970 net/month (EW)

Webinar

Webinars are 60 minute online-sponsored events that cover a wide variety of industry-relevant and timely topics. Audiences have real-time interaction with senior executives and key industry leaders to discuss new solutions, best practices and actual case studies. In addition to a comprehensive integrated marketing program sponsors receive qualified leads, positive branding and increased thought-leadership.

Price: \$19,500 net (EC&M) / \$12,760 net (EW)



White Paper

Share your knowledge and strengthen your brand while capturing leads through this highly informative offering. Promote and distribute your white papers, articles, industry research, newsletters, etc., to our audience, and we'll generate leads via our customizable registration forms.

Price: \$7,485 net/month (EC&M) / \$3,430 net/month (EW)

2009 Custom Online Products

Podcast

Sponsor one of our editorial driven podcasts. As a sponsor you will receive a 15-30 second message at the beginning of the editorial podcast, a promotional package reaching our online subscribers (sponsor logo included on all promotional efforts) and a banner ad that appears on the podcast player.

Price: \$5,179 net/month (EC&M/EW)



EC&M and EW TV

EC&M and EW TV allow your company to promote new products and programs utilizing existing videos. Leverage the power of video to attract the attention of viewers throughout the industry. Do you have a 5-15 minute product video that is important for the industry to see? Send it along with a 728X90 leaderboard, 230x70 logo, 200 words describing your video and URL to us and you're done!

Price: \$2,485 net/month/video (EC&M)
\$1,285 net/month/video (EW)

Custom Editorial eNewsletters

Are you looking for a high-impact marketing vehicle that drives people to your web site? EC&M and EW's custom newsletters offer you a unique opportunity to be the exclusive sponsor and align your brand with valuable, focused content generated solely for the program.

Price: \$14,800 net (EC&M) / \$5,275 net (EW)



Tools of the trade

With our online audience and the EC&M University brand, you can target key decision-makers and users with a customized educational message that you have written. All you need to provide is a 1,000-1,500 advertorial, a 468X60 banner and a 120X600 tower and we'll take care of the rest. Want to gain more leads? Add an additional registration page to collect information about the people who view your content.

Price: \$6,700 net / \$1,200 additional for registration form (EC&M/EW)

E Postcard

Think of "Direct Mail Meets the Web"! Send your online direct mail piece to our targeted e-newsletter audience of and save the stamps! Your creative will appear above the fold in the recipients' email boxes and will include a front-to-back feature to post additional sponsor details.

Price: \$5,940 net (EC&M) / \$1,875 net (EW)

