


Chief Marketer Webinars

**Targeted. Interactive. ROI Driven
Unbeatable Value.**

GENERATE QUALIFIED SALES LEADS WITH A UNIQUE MARKETING SOLUTION



Chief Marketer Webinars are online events that cover a wide variety of marketing topics and are broadcast live on the Web with streaming audio.

Audiences have real-time interaction with senior executives and key industry leaders to discuss new solutions, best practices, and actual case studies.

REACH KEY MARKETING PROFESSIONALS

Leverage the strength of the Chief Marketer franchise—your Webinar is targeted to and attended by senior level decision makers with purchasing authority. **In fact, 88% of Chief Marketer subscribers are involved in the purchase of products and services¹.** As the Webinar sponsor, you

receive contact information for all registrants.

In addition, through Prism Business Media's more than 70 business-to-business publications, 130 Websites, 100+ e-newsletters, 20 trade shows, and 450 books and directories, you can target more than 20 market sectors to generate a wider audience for your Webinar.

Source: 1. Chief Marketer Subscriber Study, Corporate Research, 1/06.

Chief Marketer produces, markets and broadcasts your Webinar.

Your sponsorship includes:

- Aggressive marketing campaign (see page 2 for details)
- Recognized editorial representative to oversee/moderate the session
- Complete production crew
- Real-time polling and Q&A
- Attendee registration, monitoring and reporting
- Event archiving and online posting for 24/7, on-demand viewing

Sponsor provides: Suggested webinar topics, title and description, (to be finalized with Chief Marketer editorial); logo and banner ads for promotion; and qualification questions for attendee registration page. Sponsor may provide a representative for the presentation, and is encouraged to arrange for an additional speaker such as an analyst or industry expert. Chief Marketer's editorial panel reserves the right to review all content and to approve all speakers. Contact your sales representative for more details.

Chief Marketer Webinar Marketing Program

Sample Webinar Landing Page

The screenshot shows a landing page for a webinar titled "The ROI of Relevance" sponsored by Click Tactics. The page features a navigation menu on the left with categories like CRM, Database, Custom Content, Media 300, Magazines, Broadcast/Cable, Online Marketing, Search Engine, Email, Multi-Channel, Catalogs, Direct, Presence Marketing, Trade Shows, Events, and Promotion & PR. The main content area includes a "View it Now" button, a description of the webinar, and a list of featured experts: Sari Tamilo, VP Interactive Services at MBS, and Andy Frawley, CEO of Click Tactics. The page also includes a sidebar with a "JobZone For Search Partners" and a "Thank you" message.

Webinar Landing Page

- Site and newsletter traffic is directed to this Web page that features a description of your Webinar, “what you will learn” bullet points, speaker information and links to register. Links to additional material supplied by Sponsor (white papers, research, handouts, etc.) also appear on this page.

- Exclusive sponsorship space: banner ads (728x90 and 160x600) and logo with links to Sponsor’s Website.

3 Solo Emails to Chief Marketer List(s)

- All emails include the same information as the Webinar Landing Page and link directly to the Webinar registration page. Each email includes Sponsor’s name and/or logo.

Website Advertising

- Run-of-Site banner ads (created by Chief Marketer) promote the Webinar and link to the Webinar Landing Page during the 30 days prior to the event.

3 Newsletter sponsorships of Chief Marketer Report

- Text and banner ads (created by Chief Marketer) promote the Webinar and encourage registration. Each ad includes Sponsor’s name and/or logo.