



DIRECT Webinars

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

Generate qualified sales leads with a unique marketing solution. DIRECT Webinars are online events that cover a wide variety of direct 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.

GET QUALIFIED LEADS AND ENJOY EXCLUSIVE SPONSORSHIP

Reach senior level decision makers through your sponsor-exclusive DIRECT Webinar. Leverage the strength of the DIRECT franchise—our Webinars are targeted to and attended by executives with purchasing authority. In fact, 98% of DIRECT readers are involved in the purchase of direct marketing products and services¹. As the Webinar sponsor, you receive contact information for all registrants.

In addition, through Penton Media's more than 70 business-to-business publications, 130 Websites, 100+ email 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. Publisher's Own Data, 1/07.

DIRECT 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/approved with DIRECT 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. DIRECT's editorial panel reserves the right to review all content and to approve all speakers. Contact your sales representative for more details.

DIRECT

• THE INFORMATION RESOURCE FOR DIRECT MARKETERS •

www.directmag.com

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For more information on DIRECT Webinars contact your sales representative. For a complete list of sales contacts and more information on advertising with DIRECT visit www.directmag.com/advertisers.

Direct Webinar Marketing Program

Sample Webinar Landing Page

The screenshot shows a landing page for a webinar titled "Engineering Loyalty: Your roadmap to customer-centric retail marketing". The page is sponsored by Experian. It features a main content area with a "Register Now" button, a sidebar with speaker profiles (John Ingers, Alex Schumacher, Marc C. Farrell, Sherry Dwyer), and a "Browse Issues" section at the bottom. The page includes the Direct logo and navigation menu at the top.

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.) will also appear on this page.
- Exclusive sponsorship space: banner ads (728x90 and 160x600, created by sponsor) and logo with links to Sponsor's Website.

3 Solo Emails to DIRECT 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 DIRECT) promote the Webinar and link to the Webinar Landing Page during the 30 days prior to the event.

3 Newsletter sponsorships of DIRECT Newsline and/ or DIRECT Listline

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

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