



Webcast

Sponsorship Packages





A Unique Online Opportunity

DMNews webcasts are an authoritative and interactive marketing opportunity for advertisers, allowing you to communicate thought leadership to a captive audience. Led by a DMNews senior editor, webcasts feature the most respected marketing executives. Webcasts deliver unique content right to the desktops of qualified business leads.

Sponsoring a DMNews webcast develops leads culled from the DMNews' audience in an educational and informative atmosphere.





DMNews Webcast Sponsorship Details

DMNews offers two exclusive webcast sponsorship packages to effectively meet your objectives.

EDITORIAL FORMAT

» Content Creation & Discussion

- *DMNews* is responsible for content details.
- A senior *DMNews* editor moderates the discussion.

» Panel Participants

- *DMNews* is responsible for recruiting panelists.
- Sponsor is not part of the panelists' discussion.

» Sponsor's Speaking Opportunity

- Sponsor is allotted 10 minutes at the end of the discussion to address the audience and demonstrate its thought leadership position.

» Notes

- Program guests and topics are subject to change. *DMNews* reserves the right to select the host.
- Sponsor understands that it has no control or prior review over the editorial content presented in each webcast segment.
- Comments expressed by the host, guests and webcast attendees are their personal opinions and are not necessarily those of *DMNews*.
- No attempt shall be made to control, influence or edit such commentary.
- All production fees for the webcast are included.

PARTNER FORMAT

» Content Creation & Discussion

- Sponsor is responsible for content details.
- A senior *DMNews* editor will make introduction and oversee the webcast.
- *DMNews* directs and hosts the webcast, but will not be a participant in the content discussion.

» Panel Participants

- Sponsor is responsible for recruiting panelists.

» Sponsor's Speaking Opportunity

- Sponsor is a participant on the panel discussion, affording the sponsor the opportunity to demonstrate thought leadership throughout the discussion.

» Notes

- Program guests and topics are a collaboration of *DMNews* and Sponsor.
- Sponsor understands that it has control of the editorial content presented in each webcast segment.
- Comments expressed by the host, panelists, guests and webcast attendees are their personal opinions and not necessarily those of *DMNews*.
- No attempt shall be made to control, influence or edit such commentary.
- All production fees for the webcast are included.



DMNews Webcast Sponsorship Details

DMNews offers two exclusive webcast sponsorship packages to effectively meet your objectives.

PROMOTIONAL ELEMENTS

» Event Promotion

- Banner ads in *DMNews*' Marketing Daily and sector appropriate E-Newsletters.
- Outbound direct promotional email messages to subscribers.
- Half-page advertisement in *DMNews* magazine promoting the event to 45,000* subscribers.
- Run-of-Site advertising on DMNews.com (receiving 106,000* * unique visitors per month).
- "From Our Sponsor" paragraph in all attendee registration and confirmation emails.
- Inclusion in all PR supporting and promoting the webcast.

» Lead Generation & Post-Promotion

- Sponsor logo remains on the screen in the webcast viewer at all times.
- Participants will automatically opt in for sponsor information during registration.
- Sponsor receives the full list of registrants, including contact information.
- Webcast is archived and available for viewing for one year on DMNews.com and the sponsor's Web site.
- "Sorry we missed you" promotion of archived webcast.

To sponsor a *DMNews* webcast, please contact your *DMNews* representative:

Joanna Harp
Ad Director
Tel: (646) 638-6170
joanna.harp@dmnews.com

*DMNews circulation: 45,000; 40,000 print, 5,000 digital

TERMS & CONDITIONS

Payment/Billing Terms: 50% due within 30 days of signing; 50% due 30 days before webcast.
Cancellation Notice: 50% non-refundable advance deposit. In the event of cancellation, written notice is required 60 days prior to the event date, after which time full payment will be due.