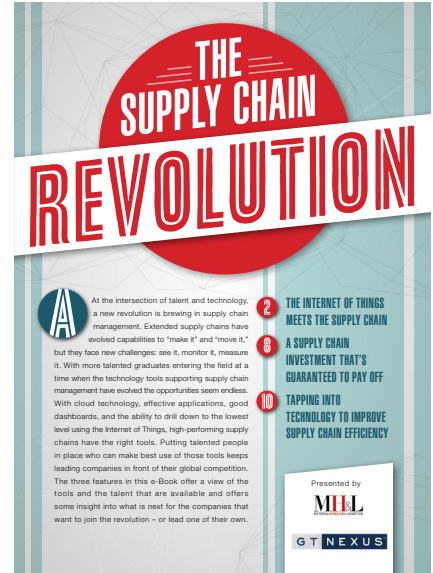


Capture Your Audience With Solution-Oriented Content

eBook

By sponsoring an eBook, you can generate leads while educating prospects about industry trends. MH&L works with you to select a topic that relates to your marketing objectives. By becoming a sponsor of an eBook, you're entitled to:

- An "about the sponsor" section that contains a company description
- A full-page ad within the eBook
- A page of links to the sponsor's case studies, white papers or other marketing materials
- Quality sales leads from registration form
- All marketing promotion included



INVESTMENT: \$10,000 NET

Pop Quiz

Generate quality leads with a fun and informative Pop Quiz. Hosted by MH&L, you'll receive a branded Pop Quiz page on our website. We'll offer the incentive, or you can choose to provide a sample of your newest product for quiz registrants. You receive:

- Dedicated eblast promoting the quiz to the MH&L audience
- 2x promotions in an MH&L newsletter
- MH&L provides the incentive



INVESTMENT: \$7,000 NET

Materials must be submitted at least 7 business days prior to the scheduled run date.

Please email your creative in accordance with the specifications for the purchased position.