

# Deliver Engaging & Educational Content To Your Audience

## Custom eNewsletters

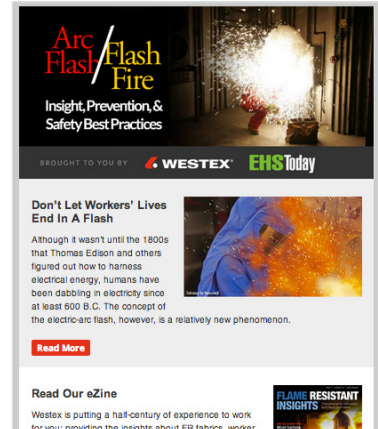
Exclusive and custom-designed newsletters are dedicated to delivering a mix of editorial and sponsored content to a targeted audience while establishing your brand as an industry expert and driving traffic to your products and resources. Custom eNewsletters include three to four pieces of our award-winning editorial content plus a variety of your sponsored items, including:

- Brand logo
- Your White Paper / Case Study / Video
- Product / Service Spotlight
- 300 x 250 banner ad

## Custom eBooks

eBooks are a powerful tool to engage and educate current and prospective customers through a series of chapters on a specific topic. Content is formed into an interactive PDF and can be comprised of photos, graphs/charts, research, advertisements, videos, and custom-written copy. You receive:

- Unique, custom content written by experienced experts in your market. Content can also be supplied by the sponsor
- PDF format or embedded format with page-turning, embedded video and other features
- Design/layout and production
- Registration capabilities (optional)
- Promotional campaign to drive lead generation



## Complimentary Solutions

### Webinars

Turn your content into a thought leadership webinar.

### Lead Nurturing

Drive leads with our 3-touch lead campaign.

### Promotional Campaign

Drive downloads or leads using a robust marketing campaign.