



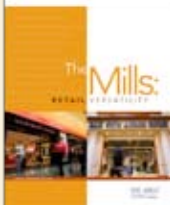







eBook	Webinar	eMedia Center	e-Newsletters	Supplements
<p>Timeframe: 6 - 8 weeks</p> <p>Output: Digital edition; gated and lead-generating options; can be promoted in direct emails, banner ads and ads in e-Newsletters.</p> <p>Interesting Aspects: Very customized content and design; can custom-target the message; branded as a sponsored product, but content is very informational and educational.</p> <p>Product Benefits: Lead Generation, Thought Leadership, Brand Awareness, New Product Introduction</p> 	<p>Timeframe: 6 - 8 weeks (based on availability)</p> <p>Output: 60-minute, online, LIVE seminar; fully recorded, lead generation solution; available for viewing On-Demand 24/7/365.</p> <p>Interesting Aspects: All events are custom created with an emphasis on matching company's colors, look/feel.</p> <p>Product Benefits: Lead Generation, Brand Awareness, Thought Leadership, Custom Education</p> 	<p>Timeframe: 3 - 6 weeks</p> <p>Output: Aggregates webinars, podcasts, video, research, forums, case studies, white papers, etc. to form a lead-generation vehicle through a gated registration page.</p> <p>Interesting Aspect: The lead gen report contains contact information and usage details for each contact.</p> <p>Product Benefits: Brand Awareness, Thought Leadership, Lead Generation</p> 	<p>Timeframe: 4 - 7 weeks for 1st issue</p> <p>Output: Print or e-versions; varied frequency (monthly, bi-monthly or quarterly); custom content targeted to selected audiences.</p> <p>Interesting Aspects: e-Newsletters offer ROI metrics; open rates, polling questions, reader habits, etc.</p> <p>Product Benefits: Lead Generation, Brand Awareness, Customer Education, Internal Communications</p> 	<p>Timeframe: 1 - 3 months</p> <p>Output: Special section in publication and/or downloadable PDF version; can be emailed.</p> <p>Interesting Aspects: Penton can create a custom micro site on a Web site promoting the special print section.</p> <p>Product Benefits: Brand Awareness, Customer Education, Thought Leadership, Sales Support</p> 

Custom Magazine	Research	Reprints	Video	Sponsored Content	White Paper
<p>Timeframe: 6 - 12 weeks</p> <p>Output: Most cost-effective means of influencing consumer behavior at certain stages of the decision-making process.</p> <p>Interesting Aspects: Integrates high-quality editorial with award-winning graphic design. Can be polybagged or promoted with a Penton publication.</p> <p>Product Benefits: Thought Leadership, Brand Awareness, Customer Education</p> 	<p>Timeframe: 2 - 4 months</p> <p>Output: Whether analyzing purchase intentions, buying power or product perception, Penton's research capabilities provide on-target market intelligence.</p> <p>Interesting Aspects: Penton readers are loyal and genuinely interested in helping improve their industries.</p> <p>Product Benefits: Brand Awareness, Thought Leadership, Perception Modification, Sales Support, New Product Introduction</p> 	<p>Timeframe: 2 - 3 weeks</p> <p>Output: The reuse of editorial content lends credibility, offers third-party endorsement, and adds support to many companies' marketing and communication efforts - print, PDF or ePrint.</p> <p>Interesting Aspects: Send reprints to your prospect/customer list or extend your distribution via purchase of a Penton magazine circulation lists.</p> <p>Product Benefits: Thought Leadership, Brand Awareness</p> 	<p>Timeframe: 2 weeks - 3 months</p> <p>Output: Video interviews with presenters, suppliers, attendees or industry experts. Video can be emailed or placed on company or Penton Web site.</p> <p>Interesting Aspects: Video is an innovative way to tell your story while being promoted by one of Penton's publications.</p> <p>Product Benefits: Leverages the broad popularity of online video and adds a strong multimedia component to a client's message.</p> 	<p>Timeframe: 3 weeks - 3 months</p> <p>Output: Print, PDF or digital piece (gated option for lead generation) based on an industry-related topic, inserted or polybagged into a publication for third-party credibility.</p> <p>Interesting Aspects: Penton publications can promote the guide via emails, e-Newsletter ads and banner ads (space permitting).</p> <p>Product Benefits: Thought Leadership, Lead Generation, Customer Education</p> 	<p>Timeframe: 5 - 7 weeks</p> <p>Output: PDF which can be emailed directly to prospects or customers; promoted via e-Newsletters or linked to web banners; archived on Penton Web site for a year; gated and lead generating; can be printed and used as sales collateral or leave behind.</p> <p>Interesting Aspects: Can have video embedded into the document.</p> <p>Product Benefits: Lead Generation, Thought Leadership, Custom Education, Sales Support</p> 