

LIVE DESIGN

sponsored microsite



OWN THE STORY

You're involved in one of the industry's biggest projects of the year, and you want the world to know about it. It's nice if you happen to get mentioned in a story in a magazine, but the shelf life is so short. And press releases and print ads simply don't go far enough. How do you let the world know your participation made the difference, and how do you keep that message front and center in the minds of your clientele? Unleash the full power of online and make it work for you by sponsoring a Live Design microsite focusing exclusively on your big project. Tap into the industry-leading traffic on livedesignonline.com and brand yourself and your products with that big tour, venue, show or event. In 2009, the "Designing U2 360°" microsite gathered over 110,000 page views in a three month period, and the site's exclusive sponsor, PRG achieved unprecedented click-thru's on its ad units.

Each Live Design sponsored microsite features the following:

- Exclusive ownership of every ad unit
- Video content, including interviews and footage of project
- Regularly updated stories written by LD staffers on all components of the project
- Any and all press releases you provide
- Blogs written by your staff, production crew and more
- Photo, plot, and sketch galleries galore
- Weekly updates of new content on Facebook, Twitter, and in the enewsletter
- Minimum commitment of three months

YOU OWN THE PROJECT, NOW OWN THE STORY

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