

Quality *Webinars*

M A G A Z I N E

Reach Manufacturers with Practical Education

Webinars are ranked as one of the top three tactics for lead generation by marketing professionals.* In 2007, BNP Media Events produced more than 45 Webinars and generated an average of 607 leads per Webinar.**

No other medium allows you to target qualified audiences who listen and interact, who spend 45 minutes+ on average with your Webinar, and who then become a very important lead.

You can't meet face-to-face with every manufacturer in the industry, but you can interact with each manufacturer who registers for your Webinar. If you are looking to build brand awareness, become an educational leader, and generate leads, the experts at *Quality* are here to help you!

Webinar Sponsorship Package

Your logo will prominently appear as the sponsor on all attendee promotions including:

- 1 full-page ad in *Quality* to promote Webinar
- 1 tile ad on *Quality* Update newsletter promoting Webinar for two months
- 2 e-mail blasts to *Quality* list promoting Webinar
- Listing and hyperlink on *Quality*'s Webinar page
- 1 banner and/or tile ad* on QualityMag.com
- Final program will be posted on QualityMag.com for six months
- Database of registrants and attendees
- Branded registration page
- Event reminders (minimum of two - one within a day of the event to all registrants to drive highest attendance possible)

*Based on availability

Benefits of Webinar Sponsorships

Quality Leads

Interact with manufacturers and build a high-quality sales leads database from captured Webinar attendee demographics. **89% of *Quality* subscribers spend at least one hour per month on education/training.**¹

Credibility

Your association with *Quality* lends credibility to your brand and positions you as an industry leader.

Staying Power

Webinars are archived online at QualityMag.com for six months. You'll continue receiving demographic details when manufacturers register to watch.

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www.qualitymag.com

Contact your *Quality* Marketing Manager today for your customized sponsorship quote!

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