

REACH YOUR TARGET AUDIENCE WITH CONTENT THAT RESONATES

BRAND CONNECT

Have a story to tell, a solution to highlight, or a successful project to share? Place your asset alongside our relevant editorial content and maximize discoverability in context. Provide us with your content asset and we'll host it on our site and promote it through our top performing digital channels to generate reach and engagement.



STRATEGY



TELL A STORY



ESTABLISH RELEVANCY



74.3%

of readers read sponsored content (technical or business content provided by vendor companies) on websites



74.1%

of those readers find sponsored content to be useful and/or interesting



ARTICLES



VIDEOS



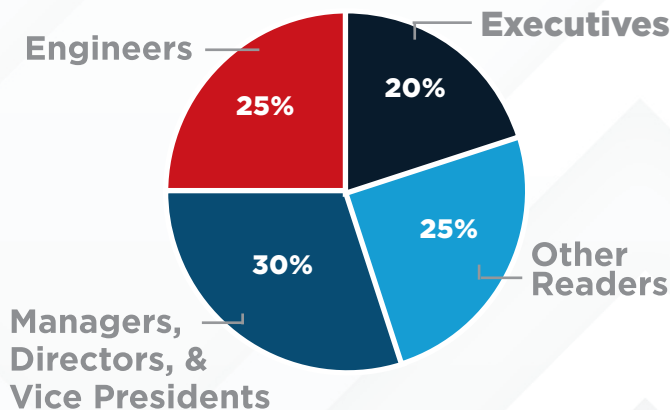
BLOGS



INFOGRAPHICS



2021 AVERAGE PERFORMANCE AND ENGAGEMENT FOR ALL PROGRAMS



BRAND CONNECT SILVER AVERAGES
550 PAGEVIEWS

BRAND CONNECT GOLD AVERAGES
1K PAGEVIEWS

CONTACT YOUR SALES REPRESENTATIVE FOR MORE INFORMATION:

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SILVER	GOLD	BRAND CONNECT PIPELINE
1 ungated asset	Ungated asset	Ungated + Gated assets
Term = 1 month, 1 asset	Term = 2 months, 1 asset	Term = 6 weeks- 2 assets
Homepage visibility	Homepage visibility	Homepage visibility + library (archive)
10k native ad or modal	25k native ad or modal	4x emails to 20k audience
1x social post	1x email w/ resend 15k audience	4x newsletter banner/text ad OR social post (based on availability)
Report = analytics report including content engagement	1x newsletter banner/text ad or 1x social post (based on availability)	50k paid programmatic (no paid social in this package)
	25k client banner impressions	Est. 275 leads (client gets all leads) est. \$80 CPL
	Report = enhanced analytics report including the performance of promotions and the company names of engaged users	Report = leads + enhanced analytics report including the performance of promotions and the company names of engaged users
\$5,000; add \$6,000 per additional asset [FREE content collection with 3+ assets]	Price = \$10,500; add \$6,000 per additional asset [FREE content collection with 3+ assets]	\$22,000

PIPELINE SILVER	PIPELINE GOLD
1 gated asset	1 gated asset
Option #1 - no guarantee	Term = (1) month - 1 asset
2x email(targeted)10k audience	Homepage visibility
15k native ad	25k native ad OR modal
Price: \$5,000	1x email w/ resend 15k audience
Option #2 - guaranteed leads (CPL)	1x newsletter banner/text ad or social post (based on availability)
email blasts as needed	20k paid native ad impressions
Report=Leads	Est. min 200 leads (client gets all leads) est. \$53 CPL
	Report = Leads + enhanced analytics report including the performance of promotions and the company names of engaged users
Price: \$65 CPL (minimum order \$5,000)	Price: \$10,500; add \$6,000/additional asset

ASK YOUR SALES REP ABOUT LEAD GENERATION, ENHANCED ANALYTICS AND CONTENT CREATION SERVICES.

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