

INDUSTRY PERSPECTIVE Q&A

We're offering industry leaders with a story to tell the opportunity to be featured in a unique Q&A feature that we're calling "Industry Perspective." Each Industry Perspective takes the form of a sponsored two-page Q&A interview between the magazine's editors and a company spokesperson on a topic of particular importance and meaning to your organization.

Because each Industry Perspective feature takes the form of a conversation, it's uniquely suited to telling stories that are difficult to convey in a traditional advertising format. You choose the topic, and we'll work with you to draft appropriate questions. We'll create responses based on an actual telephone interview, or draft responses based on established marketing objectives.

Each Industry Perspective feature includes 4-6 questions, together with photo of interviewee and a supporting graphic. The two-page spread will be included in a mutually agreed upon issue, and will reach the full, 70,000-plus subscriber list of Plant Services. Pricing for development of the feature and for its inclusion in the magazine is \$6,500 net. The sponsor will also receive a standalone PDF of the article which you can use for your own content marketing purposes.

To get additional mileage out of your Industry Perspective investment, an audio recording of the Q&A can be promoted as a special Solution Spotlight episode of our Plant Services podcast series, The Tool Belt.

We also offer a digital promotion program designed to further increase the print article's online readership. In addition to the two-page spread treatment in the magazine, we'll promote the digital article via a series of digital traffic drivers such as e-newsletter ads, website ads, social media posts and premium content alerts. We expect to generate on the order of 150 article reads as a result of this additional promotion.

Program Price:
Industry Perspective Q&A
\$6,500 net

Digital Promotion Package
+ \$3,000 net

Solution Spotlight Podcast
+ \$2,000 net

