

# PREMIUM CONTENT PROMOTION PROGRAM

Our Premium Content Promotion Program consists of a mix of email, website and/or social media promotions of a supplied content asset. This popular lead-gen program provides the reward for all the hard work you've done to create great content. Premium content can take many forms – white papers, e-books, decision guides, infographics, research summaries, etc.

Because we've spent decades building a database of the industry's most influential and important decision-makers, our white paper programs offer:

- Targeted lead generation
- Thought-leadership via your association with the *Control Design* brand
- Detailed reporting

## How Does the Premium Content Promotion Program Work?

Once you've written your content there's little else you need to do. We'll have it evaluated by our editorial and audience development teams to ensure it meets our standards for topic relevance and non-commerciality. Then we'll identify the right market segment to which we'll promote it. We'll make sure it gets in the right inboxes, and we'll send you regular reports with all key demographic info you need on who downloaded it.

Registration fields collected include name, title, company, email address, company, country and postal code.

Program pricing is \$5,882 gross (\$5,000 net); additional fields or demographic filters will increase pricing or reduce lead volume commitment from an expectation on the order of 100 completed registrations.

If you don't already have a content asset suitable for such lead-gen efforts, we can help to develop one. Ask your sales representative for more details.

