

SPECIAL REPORTS

Special Reports are a custom eBook opportunity that combines thought leadership and lead generation. The *Food Processing* team will create for you a custom asset in an interactive eBook format.

- Each Special Report is a custom solution created by the *Food Processing* editorial team for your content marketing requirements.
- Special Reports are highly effective lead generation sales tools that will position your company as a leading solution provider.
- You are the exclusive sponsor and own the rights to the final product.
- Special Reports are an excellent sales tool for your sales team.
- A Special Report is a perfect asset for you to achieve your audience engagement goals.
- You may choose to include your own content contributions, which may include an article, white papers and video.

Promoting your Special Report

Over a 30-60 day period, our customer service team and brand editors will:

- Email your Special Report to an audience that has been identified as 'content engaged' for the report topic with a link to a custom landing page
- Promote the Special Report in two *Food Processing* eNewsletters
- Promote to a list of 10 relevant LinkedIn Groups
- Each promotion includes registration page for lead generation and full reporting
- All registrations/sales leads are exclusively yours.

Rates:

\$6,500 net for a report using archived *Food Processing* content

\$8,000 net for a custom report utilizing new content created by a *Food Processing* editor

