

## PREMIUM CONTENT PROMOTION PROGRAM

Our Premium Content Promotion Program consists of a mix of email, website and social media promotions of a supplied premium 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 also take other forms—e-books, decision guides, infographics, research summaries, etc.

Because we've spent years building a database of key decision-makers, our white paper programs offer:

- Targeted lead generation
- Thought-leadership via your association with the *Smart Industry* brand
- Detailed reporting

### Tier 1: Premium Content Program: \$4,500-\$5,500 net

- Promotion of your content (Whitepaper, eBook, Research etc) thru alerts & Enewsletters.
- Content is reviewed and approved by Smart Industry editor prior to distribution
- We'll deliver between 50-100 leads

### Tier 2: Premium Content PLUS Program: \$7,500-\$8,500 net

- All that is included in the Premium Content Program
- PLUS, Full page 500 word write-up in a print edition with an overview of the white paper and a CTA to get the full whitepaper

### 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.

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

Sponsors may add additional fields or Demographic filters, but keep in mind this may increase the pricing and/or impact registrations promised.

