



ONLINE SPONSORED CONTENT WEBCASTS



A *PW* sponsored webcast provides a lively discussion on a current topic. Webcasts are moderated by *Publishers Weekly* editors, who frame the issues and facilitate the discussions. Your company spokesperson is one of 2-3 panelists who participates in the free flow of ideas and allows you to spotlight a selection of your newest titles.

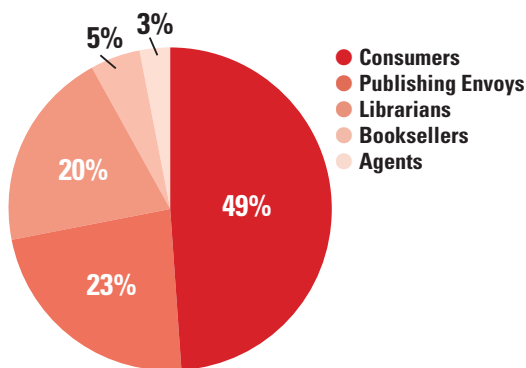
Hundreds if not thousands of viewers participate, ask questions and engage with your panelists in real time. Plus, all webcasts are archived at PublishersWeekly.com for later viewing and discovery.

Your sponsorship provides you valuable pre- and post-marketing support in addition to presentation services from ON24.

PW sponsored webcasts:

- Promote your business
- Spotlight your forthcoming titles
- Provide insight about the trends and new initiatives you're promoting within your genre to an audience of colleagues, consumers, booksellers and librarians

YOUR AVERAGE WEBCAST VIEWER DEMOGRAPHICS



**2014 AVERAGE WEBCAST
AUDIENCE: 300 REGISTRANTS**

PRE-WEBCAST MARKETING:

- 2 full-page print ads in *Publishers Weekly*
- Full social media push
- 1 announcement article in *PW Daily* e-newsletter
- 2 dedicated mega e-blasts to *PW* opt-in subscribers
- Banner advertising online and in selected e-newsletters

POST-WEBCAST MARKETING:

- All opt-in registrants' contact info provided to you
- 3 months of archiving and data collection
- Targeted audience marketing and outreach
- Audience feedback, comments and suggestions
- Continued interaction with registrants