

### FireRescue Editorial-Driven Webcasts...

Are you looking for qualified leads? Do you want to be considered a thought-leader? If so, then you need to be a part of the growing number of companies who are turning to Web casts. You will be able to leverage the full power and credibility of Fire-Rescue's award-winning editorial with editorially-driven Web casts that rely on the same input, insight, and research that goes into creating the world-class Elsevier Public Safety brands.



FireRescue editors lead topic creation and recruit speakers, analysts and other experts, while FireRescue audience development experts drive traffic to the Web cast. Editorial events are heavily promoted via a broad range of traffic-driving positions, including Web, e-newsletter and targeted direct email promotions. Our goal is to gather a focused and interested audience for every event we create. This format provides sponsors everything interactive, online content can offer:

- Brand awareness across print, online and e-newsletter platforms
- Association with respected, topic-specific content
- Result-driven online program generating interested and qualified leads for your company
- Built-in direct response program to push out additional sponsor resources on topic
- Association with FireRescue editors and speakers

Webcasts enable companies such as yours to interact with a national audience on a real-time or pre-recorded basis. They are proven to provide some of the best ROI in generating new business prospects-all at a sliver of the cost of an offline event. FireRescue offers an all-inclusive marketing, webcasting and data collection webcast program. This is truly an integrated marketing program. We bring print and the Web together! Here is just a small sampling of what our programs offer:

- Your logo or name will be used in all electronic and print promotions
- We can provide you with cd's of the Webcasts so that a copy of the Webcast can be distributed at other events
- You will receive all leads with complete contact details and demographic data
- We will host the Webcast for six months

#### Sponsor Materials Checklist:

1. Sponsor Logo: JPG/PNG, up to 640 pixels wide high resolution. We will resize for various needs, both online and print.
2. Sponsor Tagline: A 1-2 sentence promotional message about the sponsor, maximum 50 words.
3. Sponsor URL: The Web site URL that all logos and sponsor messages in Webcast promotions and the Webcast itself should be directed to.
4. Sponsor Registration Questions: Sponsor can ask 2-3 questions of the audience about their demographics, product/purchasing needs, etc.
5. Sponsor PPT slides: Slides will include the sponsor logos and additional materials as space allows. Sponsor can provide slides or we can build with sponsor materials.

Our pricing is extremely competitive. Programs start as low as \$4,000. And, if you are also a print advertiser you are entitled to a deep discount. Come give us a try!

### CONTACT US TODAY

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