

#### **CONTENT CHANNELS**

# Own an industry topic by aligning your brand to an established Penton market.

Align your products and services with an established industry brand (in a competitor-free environment) surrounding a relevant topic for your target audience. Content developed exclusively for you will appear in a dedicated landing page dominated by your brand that is embedded on a targeted Penton market website.

#### SIMPLE DETAILS

- Content, deliverables, marketing, promotion and branding included
- One Year Commitment
- Reporting of performance metrics
- Premium content offerings (optional)

#### **USEFUL FOR**

- Gain an exclusive share of voice
- Provide thought leadership
- Create brand awareness
- Align with third-party experts
- Content development
- Lead generation

#### **ADDITIONAL SERVICES**

These additional marketing services compliment or work well with Content Channels:

#### **LEAD LIFECYCLING**

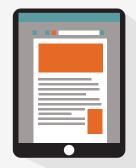
Nurture generated leads.

### **LEAD TOUCH**

Convert into an Executive Summary and engage leads

further.

## **Standard Channel**



- Branded web page
- Featured news, articles, logo and company description
- Ads and client links

## **Premium Channel**



- All standard offerings
- + Branded monthly enewsletters
- + Press releases and print announcements

