

## TOP 10 CARDS

# Capture an audience with solution-oriented content while building brand credibility.

Top 10 Cards are brief, punch pieces that provide a series of tips or steps that help your customers solve a problem or guide them in a buying decision. Reinforce your credibility as a market expert by providing useful information in a no-nonsense format that aligns your products/services with customers/target audiences.

### SIMPLE DETAILS

- Topic guidance from Penton industry experts
- Can use custom or re-purposed content
- Includes 1/3 page ad and your logo
- Project management included
- Can print or post final on-line

### USEFUL FOR

- Showcase of market expertise
- Become an industry problem solver
- Generate qualified leads

### ADDITIONAL SERVICES

These additional marketing services compliment or work well with a Top 10 Card:

#### LEAD TOUCH

Convert into an Executive Summary and engage leads further.

#### SEARCH PRESS PRO

Announce the release to a larger audience.

#### INFOGRAPHIC

Visually represent main data points in an easily digestible and shareable format.



**Interesting content** is one of the top three reasons people connect with brands on social media.