

## 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 newsletters
- + Press releases and print announcements