# WEBCAST/WEBINAR

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Cosmetics &Toiletries®
The Definitive Peer-Reviewed Cosmetic Science Resource

## Demonstrate thought leadership and build confidence with R&D professionals.

### WEBCAST

Sponsor prepares the content and delivers the presentation for the webcast. Editors provide a one or two-minute opening introduction and may moderate a live Q&A at the end of the webcast, if sponsor desires. Webcast becomes a content asset that the sponsor owns.

### WEBINAR

Editor develops the content, gathers speakers and will be part of the presentation. The content will cover subjects that are trending and highly engaging. This is a great option for sponsors who do not have a presentation prepared. Webinar remains the publisher's asset.

### WHAT'S INCLUDED

- **Leads from registered attendees**, both live and on-demand, will be provided to you.
- For webcasts: It will be a 60-minute webcast
  - » 45-minute presentation with a 15-minute Q&A
  - » Approximately 25 slides
- A branding campaign through pre- and post-marketing for your company.
  - » Marketing starts 30 days prior on *Cosmetics & Toiletries*' website, in the newsletter, on social media and through dedicated emails.

### THE MARKETING PLAN INCLUDES THE FOLLOWING EFFORTS:

WEBSITE
- 44,500 Registered Website Users
- 48,500 Monthly Website Visitors
- Ads run for 30 days before the air date
- Live for 90 days after the air date
- Archived on the website

NEWSLETTER
- 22,000 Newsletter Subscribers
- Display ad runs for 3 weeks before the air date

SOCIAL MEDIA
- 77,500 Social Media Followers
- 2 Social Media Posts: The first post goes out 2 weeks before the air date and the second post goes out 1 week before the air date.

E-BLASTS
- 17,000 E-blast Subscribers
- 2 E-blasts: the first e-blast goes out 2 weeks before the air date and the second e-blast goes out 1 day before the air date.
- Recap email 1 week after air date

CUSTOMIZATION
- 3 custom questions for the registration page
- Event poll, survey or Q&A data
- Downloadable Resources (PDF, links, white papers, etc.)

# WEBCAST/ WEBINAR CONT'D

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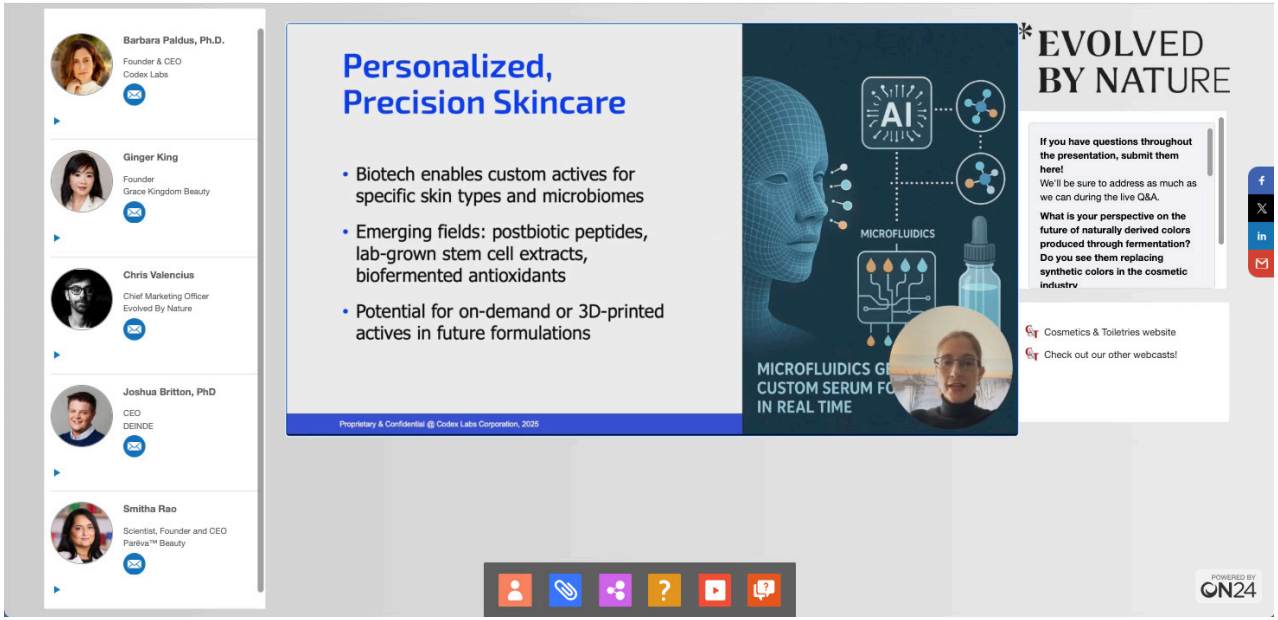
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## MATERIAL LIST

- Company Logo (hi-res, 300 dpi, eps preferred)
- URL with Link
- Webcast Title (Approx. 5 Words)
- Webcast Description (50–100 words)
- Webcast Agenda or 3–4 Bullet Point Takeaways
- Speaker Headshot(s)
- Speaker Bio(s)
- Speaker Contact Information
- Webcast Presentation
  - » Completed Recording (video with slides)
  - » PowerPoint Slide Deck (if using one)
- 3 Custom Questions for the Registration Page

## DEADLINES*

- Contract must be signed at least **60 days before** the air date.
- Materials are due at least **50 days before** the air date.
  - » We cannot start marketing until we have all of the materials (see above).




**Missing Material Due Dates:*
There is a $500 late fee for missing a material due date. We do not want to charge late fees; our objective is to ensure you have a successful event. To do this, it requires that material is received at least 50 days before the air date and your powerpoint slides and recording are complete 25 and 15 days (respectively) before the air date.