

E-BOOK

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perfumer
& flavorist[®]
The Resource for Sensory & Wellness Innovation

Advance the industry with an exclusive sponsorship and lead generation program.

An exclusive opportunity to showcase your company's expertise in a given category while generating qualified leads.

E-BOOK

- Ranges from 16–36 pages: Includes technical articles from *Perfumer & Flavorist+* and up to 6 sponsored pages.
- Book focused on a trending category that editors drive in collaboration with sponsor. Some recommended topics are listed below, but we welcome suggestions to fit your branding goals.

Sponsored pages: You provide up to 6 pages of your choice.

WHAT'S INCLUDED

DIRECT LEADS

- Sponsors will receive contact information of every person who downloads the e-book over the 90 marketing campaign.

SPONSOR'S LOGO

- Included in the e-book and on all marketing collateral.

IN THE E-BOOK

- Your logo on the cover corner and sponsored pages.
- Your company name & links on every page where sponsor website is listed.
- Up to 6 pages in the e-book.

ON THE WEBSITE

- The registration page will include your company logo, contact information, registration form (pre-populated for all logged-in users) and description of the e-book.
- Display ads on *PerfumerFlavorist.com* linking to the page to download the e-book.

90-DAY MARKETING CAMPAIGN

Perfumer & Flavorist+ creates the ads to promote your sponsored e-book.

NEWSLETTER

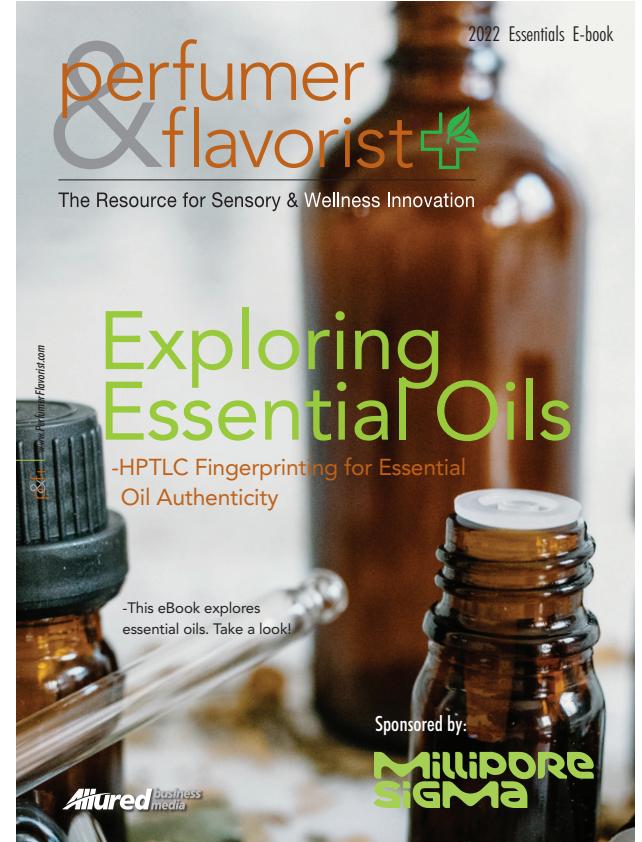
- Display ads and text ads linked to e-book registration page

WEBSITE

- Display ads & listing linked to registration page

E-BLAST

- Logo and book description linked to registration page



Must book at least 13 weeks before the issue date.
Material is due 8 weeks before the issue date.