

## Webcast

*Sponsor prepares the content and delivers the presentation for the webcast, editors will 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 you own.*

## 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. Webinars remain the publisher's asset.*

## Sponsorship

- Position your company as a thought leader in the market
- **Leads from registered attendees**, both live and on-demand will be provided to you
- 120-day thought leadership and branding campaign through pre- and post-marketing for your company on *Skin Inc.*'s website, in the newsletter and through dedicated emails

## What's Included

- Webcast/Webinar will be archived on our website for six months to capture leads
- For webcast: It will be a 60-minute webcast (45 minute presentation with 15 minutes of Q&A, approximately 25 slides)
- **Leads:** Information for all pre-registered and on-demand registrants
- **120-day branding campaign** through pre- and post-marketing
  - Pre-webcast/webinar marketing starts 30 days before the live event and 90 days following the live event. The marketing plan includes the following digital marketing efforts:

### **Skin Inc. Daily Newsletter**

- 40,464 Subscribers
- Ad – 3 weeks before webcast/webinar

### **Skin Inc.com**

- 60,074 Average Unique Monthly Visitors
- 82,435 Website Registered Users
- Live for 90 days post webcast/webinar
- Website ads run pre-webcast/webinar
- Archived webcast/webinar on the website

### **E-Blasts**

- 76,286 email addresses
- Sent 2 weeks before webcast/webinar
- Sent 1 day before webcast/webinar
- Sent in up to 3 monthly webcast/webinar recaps

### **Social Media**

- 169,900+ Social Media followers
- 1 week before webcast branding and marketing campaign

### **Webinar Customization**

- Custom questions for attendees (3 demographic and 2 survey questions)
- Event poll, survey, or Q&A data
- Downloadable Resources (PDF, links, white papers)

**To have a successful event, it is important to understand what material is needed and the lead time they require.**

## Plan for Deadlines

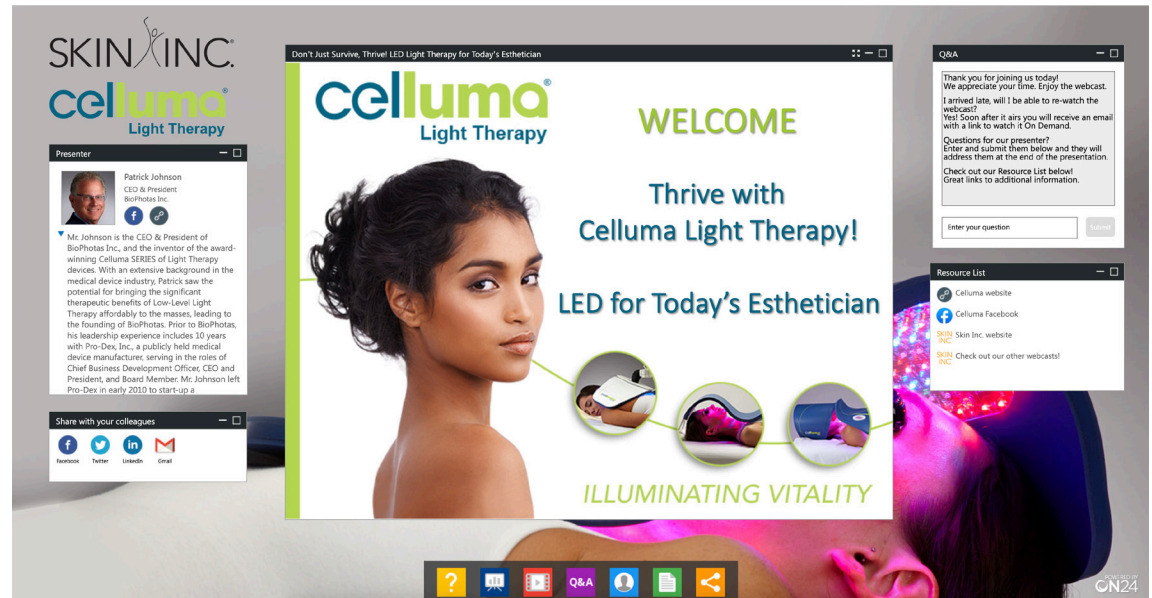
- A contract needs to be **signed at least 90 days before** the webcast live date.
- Webcast **material is due 60 days before** the webcast live date. We can not start marketing until we have all the material (see below).

## Material List

- Completed Recording (can be video with slides)
- PowerPoint slide deck (if using one)
- Webcast Title (5 words)
- Webcast Description (50 - 100 words)
- Webcast Agenda or 3-4 bullet point takeaways
- Speaker Bio(s)
- Speaker Headshot(s)
- Speaker Contact Information
- Hi-Resolution logo (300 dpi, eps preferred)
- URL to company home page or product page

## Webinar Material List

- 300dpi logo (eps preferred)
- URL to company home page, or product page
- 3 Custom questions for the registration page



**Webcast Rate: \$6,075    Webinar Rate: \$8,500**

## Missing Material Late Fee\*: \$500

\*Missing Material Due Dates: There is a \$500 late fee for missing a webcast 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 60 days before the live date and your recording and slides are complete 45 days before the live date