BRAND CONNECT

REACH YOUR TARGET AUDIENCE WITH CONTENT THAT RESONATES

Have a story to tell, a solution to highlight, or a successful project to share? Place your asset alongside our relevant editorial content and maximize discoverability in context. Provide us with your content asset and we’ll host it on our site and promote it through our top performing digital channels to generate reach and engagement.

74.3% of readers read sponsored content (technical or business content provided by vendor companies) on websites

74.1% of those readers find sponsored content to be useful and/or interesting

2021 AVERAGE PERFORMANCE AND ENGAGEMENT FOR ALL PROGRAMS

BRAND CONNECT SILVER AVERAGES
550 PAGEVIEWS

BRAND CONNECT GOLD AVERAGES
1K PAGEVIEWS
## BRAND CONNECT

**SILVER**
- 1 ungated asset
- Term = 1 month, 1 asset
- Homepage visibility
- 10k native ad or modal
- 1x social post
- Report = analytics report including content engagement
- $6,000
- Pipeline Silver

**GOLD**
- Ungated asset
- Term = 2 months, 1 asset
- Homepage visibility
- 25k native ad or modal
- 1x email w/ resend 15k audience
- 1x newsletter banner/text ad or 1x social post (based on availability)
- $11,500
- Pipeline Gold

**BRAND CONNECT PIPELINE**
- Ungated + Gated assets
- Term = 6 weeks- 2 assets
- Homepage visibility + library (archive)
- 4x newsletter banner/text ad OR social post (based on availability)
- Report = enhanced analytics report including the performance of promotions and the company names of engaged users
- $22,000

### PIPELINE SILVER
- 1 gated asset
- Option #1 - no guarantee
- 2x email(targeted)10k audience
- 15k native ad
- Price: $5,000
- Option #2 - guaranteed leads (CPL)
- email blasts as needed
- Report=Leads
- $6,000 or $105 CPL (min order $5,000)

### PIPELINE GOLD
- 1 gated asset
- Term = (1) month - 1 asset
- Homepage visibility
- 25k native ad OR modal
- 1x email w/ resend 15k audience
- 1x newsletter banner/text ad or social post (based on availability)
- 20k paid native ad impressions
- Report = Leads + enhanced analytics report including the performance of promotions and the company names of engaged users
- $11,500; add $6,000 per additional asset

**FREE content collection with 3+ assets**

*ASK YOUR SALES REP ABOUT LEAD GENERATION, ENHANCED ANALYTICS AND CONTENT CREATION SERVICES.*

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