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Marketing Opportunities

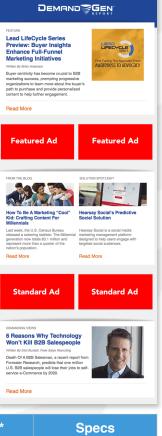
Newsletter • Website • Dedicated E-Vites

NEWSLETTER:

Each week our newsletter delivers targeted content to more than 28,000, B2B executives across ALL channels.

Quick Facts

- Each issue contains custom content not an aggregate.
- Weekly Newsletter Delivered every Wednesday
- Average Click Thru Rate = 10%
- Average Click Open Rate = 14%



	1 Month	3 months	6 months*	Specs
Featured Banner	\$3,500	\$3,000 / month	\$2,500 / month	284 x 135
Standard Banner	\$3,000	\$2,500 / month	\$2,000 / month	284 x 135
Featured Text Ad	\$3,000	\$2,500 / month	\$2,000 / month	40 words

Secure a 6-month program - get 1 month free!

DEDICATED E-VITES:

If you are looking to reach our readers with a specific message, we offer dedicated evites to our subscribers. You provide the text or HTML and once approved, we'll deploy and track the email.

Quick Facts

- Sent to 28k B2B executive subscribers
- Average Click Thru Rate = 10%
- Average Open Rate = 12%

Investment - \$6,500

Add-On: Copywriting & Design - \$1,000

• We offer copywriting and email design as an add-on to your dedicated e-vite investment with us. All we need from you is an asset (white paper, e-book, etc) and our team will generate a final email that can be sent to the RTP audience.

Desktop version:



Mobile version: DEMAND B2B Marketers Leverage SEO Insights To Enhance Full-Funnel Engagement DOWNLOAD NOW While you may have learned the value of SEO for driving awareness at the top of the funnel, forward-thinking marketers are now leveraging SEO at every stage of the funnel to help craft a more targeted and personalized message. This white paper will show you how new SEO tools can help automate the process of monitoring keyword performance throughout the sales funnel, including: · SEO metrics that can enhance buyer personas: · How to use SEO to identify content gaps; and Beal use-cases into how SEO boosts lead quality and time spent on a website. Download this white paper and learn how incorporating SEO tools throughout the sales cycle can help you find more customers and keep them coming back to your site! DOWNLOAD NOW

DOWNLOAD NOW

WEBSITE:

Our site serves as the foundation of all of our offerings and provides marketers with a strong platform to increase brand awareness and drive leads.

Quick Facts

- Traffic has increased 50% in 2014
- Over 20k visits per month
- Over 1.7 million banner impressions per month
- Average length of stay = more than 3 minutes
- Average page views per visit 3.2

ARTICLES - RESOURCES -	EVENTS VIDEO ABOUT V BLOG	265	
Lead LifeCvc	le Series Preview:	LATEST STORIES	Search Q
	ts Enhance Full-	Everage Offers Multivariate Testing To Improve Personalization	FOLLOW US
	eting Initiatives	6sense and Bombora Partner On Predictive Tool For Real-Time Ad Targeting	Palane 5.202 followers Column (500 Palanete (201
July 8, 2015 Written by Brian Anderson	Published in Industry Insights	Influitive Raises \$30.5M For Product Development, Global Expansion	Ett 16
Buyer centricity has become or marketing success, prompting		Hearsay Social's Predictive Social Solution	TauTube 18
organizations to learn more ab buyer's path to purchase and pr personalized content to help fu engagement. To achieve these	rovide Fine-Tuning The Approach From	Lead LifeCycle Series Preview: Buyer Insights Enhance Pull-Punnel Marketing Initiatives	
marketers are adding tools and		Twitter Adds Persona Targeting, Segmentation Teatures	
These are just some of the topic	cs being covered at the second annual Lead LifeCycle	6 Reasons Why Technology Won't Kill B2B Salespeople	Sidebar Top
	taking place July 20-24 that will provide insight into hance marketing and sales initiatives.	Appboy Partners With Chell To Improve Analytics, Personalization	
week-long series. Without insig	I also be a consistent talking point throughout the hts that go beyond demographic and firmographic unable to provide the relevant, personalized	RELATED	
	eunable to provide the relevant, personalized ects further along the buying funnel.	RESOURCES Resource Listing	
	SalesPredict, for example, will host a session covering how predictive analytics — combined	The 2015 828 Buyer's Survey Report	Sidebar Middle
	with data from CRM, marketing automation system, the web and third-party sources — can help boost marketing results by identifying which	The Sophisticated Marketer's Guide To	
In-Article	prospects are most likely to buy and which customers are at risk of churning. This insight	LinkedIn The Demand Generation	
	helps marketing and sales focus their time and resources on prospects and clients that are	Marketer's Guide To Linkedin	
ADVIDITIONEN	anticipated to have the biggest impact on the bottom line.	828 Marketers Leverage SEO Insights To Enhance Pul.	
success. A session hosted by D	ment strategy is essential to predictive analytics un & Bradstreet NetProspex will highlight the role of	Marketing Tech 101	Sidebar Bottom
include strategies for acquiring	id- and late-stage engagement. Key takeaways will skey information for net-new leads, including s well as data that can help personalize content		
throughout the buyer's journey		UPCOMING WEBINARS	
it is especially important for cr	fit all areas of a company's marketing initiatives, but eating targeted content. A session from	The 5 Metrics You Need To	Tweets If follow
strategies for each stage of the	t methods for enhancing content marketing buyer's journey, including how to conduct persona ers will help move prospective buyers closer to a	Track Social Marketing's Impact	Demand Gen Report 55m 000, Report 7 days away until FLLCSeried Get
buying decision.		Buyers In Context: Key Findings From The 2015 828 Buyer's	7 days away until FLLCSeriesI Get your sneak peak to the series by joining our chat with @bCrater39 of @fullcicideom at 3pm ETI FLLCSchat
Predictive Analytics Buyer's Journey	Play A Role At All Stages Of The	Accelerate The Bayer's Journey With Always-On Nurturing	Widyard th
	a have a positive impact on the entire buying funnel, narketers looking to gain a better understanding of	Can Content Create	3 Days until BJonSpenosley's sneak preview with GDG, mport Join us for a special twitter chat!
	insights can also help identify new segments and	Conversations With Duyers?	Resonant 13 Retweeted by Demand Gen Report
In a session hosted by Radius, a boost market expansion by une convert into customers.	attendees will learn how predictive marketing can sovering new market segments that are more likely to		Depand Capterna Marketing 9 Jul @CapternaMcSuito Will Machines Replace Marketers?
	put these predictive insights into practice. Act-On		Tweet to @DG_Report
stack. This webinar will look at	phlighting various elements of an effective marketing marketing automation's role in tracking and throughout the buyer's journey and how data		
integration is crucial for measu	iring success.		
marketing campaigns. This ses company's content and how m	er data set that can boost the impact of content sion will examine how prospects engage with a arketers can use that data to help identify what		
messaging is working and high	lights gaps.		

	1 Month	3 months	6 months*	CPM**	Monthly Impressions***	Specs****
Resource Listing	\$2,500	Posted Indefinitely		N/A	N/A	75 - 100 words
Article Ad Bottom	\$3,000	\$2,500 / month	\$2,000 / month	\$50	40k - 70k	728 x 90
Sidebar Ad Top						
Sidebar Ad Middle	\$4,000	\$3,500 / month	\$3,000 / month	\$50	70k - 100k	250 x 250
Sidebar Ad Bottom						
In-Article Ad	\$3,500	\$2,500 / month	\$2,000 / month	\$80	30k - 80k	225 x 225
Leaderboard	\$8,000	\$7,000 / month	\$6,000 / month	\$100	30k - 90k	728 x 90

*Secure a 6-month program - get 1 month free!

**Banners also available via CPM pricing.

***Numbers are estimates only. Numbers fluctuate month by month.

****All ad file sizes should be less than 80kb for static images, and 150kb for animated images.

Contact your Demand Gen Report representative to get started!

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