

Educate Prospects with Your Expertise

You can't meet face-to-face with every plumbing professional in the western market, but you can interact with them through your Webinar. You can build brand awareness, become an educational leader, and generate leads – just ask the experts at *Reeves Journal* to help you!

Webinars are ranked as one of the top three tactics for lead generation by marketing professionals.* In 2008, BNP Media Events produced more than 65 Webinars and generated an average of 439 leads per Webinar.**

Webinar Sponsorship Package

Your company logo will appear on all attendee promotions. Package includes:

- Customized registration page including 3 pre-qualifying questions
- Promotional print ad in *Reeves Journal* showcasing your Webinar
- Promotion within *Reeves Journal* eNewsletter
- Multiple promotional e-mail blasts to *Reeves Journal's* circulation list promoting Webinar
- Banner or tile ad on www.ReevesJournal.com
- Execute up to 3 customized polling questions during the live event
- Database of registrants and attendees
- 2 event email reminders
- On-Demand Webinar will be posted on www.ReevesJournal.com for one year

Webinar Sponsorships Benefits

Quality Leads

Build a high-quality sales leads database from captured Webinar attendee demographics.

Credibility

Your association with *Reeves Journal* lends credibility to your brand and positions you as an industry leader.

Archives Extend Ad Dollars

Webinars are archived online for one year providing you with brand-building exposure and the opportunity to receive leads for a full year – all for one purchase.

Reeves Journal Does All the Work – You Provide the Content

You get a full-service webinar solution with production, platform, promotion, hosting, and audience development services.

Educate Your Customers

Your customers are interested in learning more about industry related topics. You can help them do that with a Webinar.

www.reevesjournal.com

**Please contact your Reeves Journal sales rep to reserve your date and time!
Click here to view a previously recorded Webinar.**

Ellyn Fishman

Publisher

(949) 830-0881 ext 3939

ellyn@ReevesJournal.com

For technical questions contact:

Sarah Gorajek

Online Events Coordinator

248-786-1671

gorajeks@bnpmedia.com

*Why 2008 is the Year of the Webinar, Citrix Online, 2008. **Publisher's Own Data, 2008.

NOTE: You will need to register in order to view the recorded Webinar.