

DIGITAL ADVERTISING

Advertise on Informa Technology sites where IT professionals come first.

Drive engagement and awareness for your brand and messaging with digital advertising. Combine digital advertising with your lead gen programs or any of our integrated marketing solutions for maximum impact.

DELIVERABLE OPTIONS

- Get the reach and exposure you need by customizing your program to your budget.
- Digital advertising includes: traditional banner ads, high impact rich media ads, eNewsletter ad sponsorships – served on mobile and desktop formats.
- Site Skins, Welcome Ads, Leaderboards, Galleries, and more

PRICING & TIMELINE

These additional marketing services compliment Snap Solutions:

- Lead Touch, Lead Lifecycling

USEFUL FOR

- Brand/messaging awareness
- Product awareness
- Thought leadership
- Subject matter expertise
- Education
- Recruitment



37% of marketing managers

Believe that the most important channel for engaging prospects and customers is through content-led websites