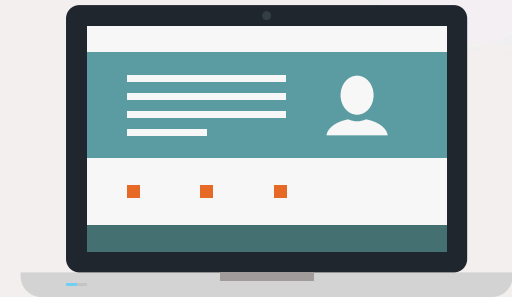


## INFOCENTERS

# Take your marketing, training and recruiting to the next level.

InfoCenters are designed for companies seeking an engaging, dynamic solution for daily branding, high-quality lead generation, custom content, social media interaction, thought leadership training and recruiting. InfoCenters provide a persistent online destination to showcase assets, information and messages that will engage audiences.



## SIMPLE DETAILS

- Exclusive daily branding
  - 595x119 exclusive sponsor ad unit
  - Site Skins
  - Accessed from Home page
- Company Profile Page
  - 500 word description, company logo, contact info, link to website
- 3 blogs per week by Penton expert
- Thought Leadership guest blogs
  - Published 2x per month and Bonus posting on home page guest blog area
- Corporate asset postings
  - Post whitepapers, research, case studies, videos, podcasts, etc.
- Interactive content
- Monthly lead reports from asset downloads
  - Targeted cadence: 50 leads/month 600/year
- Monthly custom InfoCenter UPDATE Newsletter
- InfoCenter Twitter feed
- Baseline Perception Study pre and post campaign
- Engagement Scoring: monthly summary to review site engagement metrics
  - Reader engagement
  - Content engagement
  - Social engagement