

SITE SPONSORSHIPS

Go Beyond the banner for maximum exposure

Build stronger and deeper relationships with audiences through ongoing exposure opportunities. Annual site sponsorships offer multiple and daily branding and awareness, thought leadership and lead generation. Your sponsorship follows buyers on their journey across our sites.

DELIVERABLE OPTIONS

- 728x90 and 300x250 banner options
- eNewsletter ads – 300x250 sponsor ad in an editorial newsletter 1x per month
- 10 assets posted in our resource center
 - Title and link to asset
 - Updated/refreshed monthly if needed
 - Assets promoted to our audiences
- Thought leadership guest blog 1x / month
- Guaranteed lead generation
- Social media promotions

USEFUL FOR

- Brand/messaging awareness
- Product awareness
- Education

PRICING & TIMELINE

Varies depending on market. Please contact your Informa Representative to discuss creative concept, required deliverables, lead-time and pricing.



37% of marketing managers

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