

## EBOOKS &amp; DIGITAL MAGAZINES

# Create a long-term marketing effect with content living on-line while generating leads.

Bring in new traffic with our content rich magazine-style PDF with electronic “page turning” technology. Content is interactive and can be comprised of photos, graphs/charts, research, advertisements, video and custom-written copy.

**SIMPLE DETAILS**

- 24-48 pages (standard)
- Product PDF to embed/display
- Design/layout production
- Registration capabilities (optional)
- Penton hosting (optional)

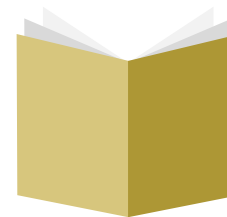
**ADDITIONAL SERVICES**

- Lead Lifecycling
  - Nurture generated leads (captured from gated form)

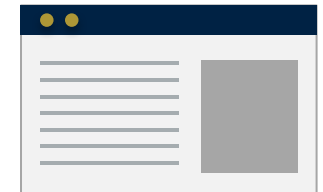
**USEFUL FOR**

- Establish authority in your industry
- Bring in new traffic
- Generate leads
- Brand/product promotion
- Long-term engagement

## What's the difference between eBooks and Digital Magazines?

**eBooks**

are produced in a multi-chapter format like traditional books.

**Digital Magazines**

Have more complex graphics and a mix of news and articles