

Integrated marketing boosts all aspects of your marketing campaign; **creating synergy** between your **message** and the **medium** you choose.

Whether your goal is lead generation, brand awareness, education or a new product launch, appliance **DESIGN's** integrated media packages can help design a powerful marketing campaign aligned with your marketing objectives.

2010 Integrated Media Packages

LEAD GENERATOR Media Package

- Webinar
- E-Newsletter Ads (4)
- Digital Edition Sponsorship Ad (2 Issues!)
- "Must See Products & Services" E-Mail Blasts (2)

\$14,800/net

Brand New **QUALITY Leads!**

With this package you will receive all lead data from your webinar, E-News ads, Digital Edition Sponsorship, and Must-See E-Mail Blast! Collect the First & Last Name, Job Title, Company & Address of who clicked on your ad and which URL they clicked on!

NEW PRODUCT LAUNCH Media Package

- Full-Page Print & Digital Ad
- Cover Peel (pointing to your full-page ad)
- Microsite
- E-Newsletter Banner Ads (4)
- Channel (Banner or Tile) Ads (4)

\$14,100/net

"Announce Your New Product With this Media Package!"

GET THE WORD OUT Media Package

- Webinar
- Digital Edition Sponsorship Ad
- E-Mail Blast (1)

\$10,900/net

Customize your own E-Mail Blast, sent to appliance *DESIGN* subscribers!

MAKE THE MOST OF YOUR SHOW PACKAGE Media Package

- Digital Edition Sponsorship Ad
- E-Newsletter Banner Ads (2)
- Banner Ad on *www.applianceDESIGN.com*
- E-Blast (1)

\$7,550/net

Make your ad interactive with a video inviting our subscribers to your booth! Or have a drop down menu, right within your ad, for scheduling meeting times a month prior to your show!

ONLINE RECESSION BUSTER Media Package

- Sponsorship of Digital Edition Announcement (2)
- E-Newsletter Button Ads (4)
- Channel Sponsorships (2)
- "Must See Products & Services" E-Mail Blast (2)

\$4,855/net

Reach 4 Different Audiences For Lots of Coverage at One Low Price!

NEW WEBSITE PROMOTION Media Package

Drive traffic to your newly designed website and get LEADS!

- Tile Ad in E-Newsletter
- Tile Ad on *www.applianceDESIGN.com*
- "Must See Product & Services" E-Mail Blast

\$1,200/net

"Drive Traffic To Your Website!"

EDUCATE OUR AUDIENCE Media Package

This package is designed not only to educate our readers on your technical products & services, but to stay in front of them after the live event so they don't forget who you are!

- Webinar
- Full-Page Print (& Digital Ad) Within 3 Months of Webinar
- E-Blast Follow-Up Survey to All Webinar Registrants
- Video on *www.applianceDESIGN.com* Within 3 Months of Webinar

\$11,500/net

Reaches 70,000 Potential Buyers!

NEW PRODUCT "QUICK LAUNCH"

Media Package

DISCOUNT

Discounted Bonus Deal- Available 2x a Year!

Purchase a 1/2-Page or Larger Print Ad and Receive a "Must See Product" e-blast for only \$250! Limit 2 Per Year.

Reaches Digital, Print & Website Audiences

appliance
DESIGN