

Generate Sales Leads

with *Sales & Marketing Management* On-Demand Webcasts

The screenshot shows a webcast player interface. At the top left is the 'sales&marketing management' logo. The main title is 'Marketing In Tough Economic Times'. Below the title are navigation links: 'Speakers', 'Resources', 'Ask a Question', and 'Help'. The video player shows a man speaking, with a progress bar at 13:35 of 28:45. To the right of the video is a pie chart titled 'Worldwide Market 2003' with the following data: United States 44%, Western Europe 29%, Asia/Pacific 18%, and Rest of World 9%. Below the video are controls for 'View Agenda', 'View Transcript', and 'Change Player/Speed'. A search bar is also present. At the bottom, there is a 'Sponsored by...' section with a large 'LOGO' and text for the American Advertising Federation and the American Association of Advertising Agencies.

S&MM now lets you engage your customers and prospects through multimedia programs visible on the web 24/7. Offering webcasts on-demand lets busy executives watch your program anytime they want, creating a more attentive and satisfied viewer.

Our Full-Service Webcast Gives You

Visibility – association with S&MM brand and its strong editorial commitment

Staying Power – your Webcast is viewable online for 3 months

Lead Generation – develop targeted leads and turn them into sales opportunities through capture and reporting of viewers' registration information

Cost-Effective – reach a large audience of key decision-makers in sales & marketing

Return-On-Investment – a measurable way to show the contribution of your marketing investment to the sales process

Webcast Event Promotion

- Sponsor logo or identification on all the pre-event marketing
- 1/4 page 4/c ad in Sales & Marketing Management
- Promotional ad in S&MM's three E-Newsletters
- Html and text invitations to email subscribers – select titles from over 300,000 contacts
- Button on www.salesandmarketing.com going directly to Webcast registration page
- Listing under "Featured Events" on www.salesandmarketing.com
- Access to Accela Communications* extensive database of sales and marketing professionals

* Accela Communications is our partner in providing leading Webcast technology. Visit www.accelacommunications.com

Upcoming Webcast Schedule

WEBCAST TOPIC*	DATE	DEADLINE
Business Image/Fashion	October	July 15
Motivation Through the Ages	November	August 15
Top Tips for E-Learning Success	December	September 15

*We are able to customize a program for your category. • Promotion will identify S&MM as presenter and Accela as technology Provider.

Introductory Sponsorship Price

\$15,000 if filmed at Accela's studios • \$20,000 if filmed elsewhere

Contact your sales representative for more information:

Midwest/Southeast
Barry Cohen: 312-583-5617

Mid-Atlantic/Northeast/Canada
Tom Flynn: 646-654-7610

West
Michael Reagan: 323-525-2281