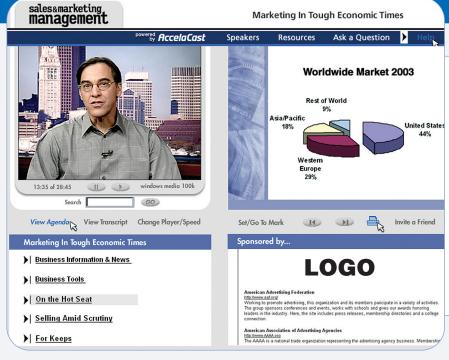
Generate Sales Leads

with Sales & Marketing Management On-Demand Webcasts



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

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

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