



Webinars

Influence, engage, and generate leads with a one-hour sole-sponsorship, educational webinar. *Petfood Industry* will create a compelling custom webinar that delivers your educational content, solutions and branding message to a targeted audience.

Audio, video, slide presentation, polling questions and Q&A sessions give attendees an interactive communication experience, much like that of a live event.

CUSTOM WEBINARS INCLUDE THE FOLLOWING:

- Customized promotional digital marketing campaign (designed and sent out to drive awareness and audience registration)
- Overall content development of online presentation (including PowerPoint slides designed with video or product demo capabilities available)
- Optional live polling questions and post-webinar survey questions available for your market research purposes
- Increased exposure through webinar archive for on-demand viewing by your customers
- Detailed demographic report of all registrants and attendees

2013 RATES & DETAILS

Rates for a custom webinar range from \$10,000 to \$20,000 each based on length, type of content and frequency. Discounts are also available for print and online advertisers.

