



e-mail

## MEDIA GUIDE

*E-Mail: Custom,  
White Papers &  
Webinars*

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### Dedicated E-Blasts (\$3,150 per blast)

Do you have a specific message you'd like to send to our subscriber base? *Gear Technology* has more than 9,500 opt-in subscribers to our third-party E-Mail list. These subscribers welcome your gear-related messages. At just \$3,150 per E-Mail blast, this is a great way to promote your special event, auction sale or new product launch.

### Turnkey Webinar Hosting Package (\$3,150)

Want to host a webinar but don't know how? Let the experts at *Gear Technology* help you with the details. We can handle the promotion, the registrations, the production and the setup for you. Our turnkey hosting package includes broadcast audio (online or call-in), a variety of presentation and video format capabilities (*PowerPoint* is most common), seamless integration between live and recorded segments, recording and re-broadcast, marketing data integration, full support prior, during and after the event including ongoing registration hosting and lead reporting, e-mail reminders, managed event dry run, participant coaching and post-event thank you follow ups.

### Webinar Marketing Package (\$4,725)

A strong marketing package for a webinar is the key to its success. While we can build smaller or larger marketing packages, this suggested package is both discounted and designed for maximum impact.

- 3 Custom E-Blasts (with lead capture).
- 2 E-Mail Impact Block Ads (with lead capture).
- 60-day Home Page Banner or Sponsored Content Posting.
- Response Tracking.
- Social Media Push.

### White Paper Hosting & Marketing Package (\$4,725)

Our turnkey service includes ongoing registration hosting, lead reporting and digital distribution of your white paper. Our price for hosting is \$500 but waived with the full marketing package below:

- 3 Custom E-Blasts (with lead capture).
- 2 E-Mail Impact Block Ads (with lead capture).
- 60-day Home Page Banner or Sponsored Content Posting.
- Response Tracking.
- Social Media Push.

Custom packages are available for both Webinars and White Papers. Call us at (847) 437-6604 to let us know your specific needs.

