

# Why a Webinar?

- Save on travel time and travel expenses.
- Effectively promote & deliver your message to Decision Makers pre-qualified by industry type & buying power
- Interact with attendees.
- Generate prospects.

Let our Industrial Division put **ALL THE PIECES** together for you with our complete turn-key webinar program that includes **options for all budgets!**

A Cygnus Publication  
**INDUSTRIAL  
MACHINERY DIGEST**  
The Industry's Most Extensive Industrial Machinery Publication

Industrial Machinery Division  
**Surplus**  
*Buying—Selling*

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**CYGNUS BUSINESS MEDIA HAS  
CONDUCTED 55 WEBINARS SO FAR IN 2007!**

## WEBINAR

### Client-Driven Webinar Program: \$15,000

- Our executive editor and marketing team will work with your team to determine the best way to build the content for your specific webinar topic and discuss how to generate audience appeal among our subscribers.

**Your webinar sponsorship program includes all of the following promotional elements used to create the webinar audience and promote the event:**

- Promotion to e-mail names from our “opt-in” list through 3 (minimum) e-mail blast messages;
- Highlighted as sponsors in the appropriate e-Newsletter;
- Event posted on the “webinar” section of [www.indmacdig.com](http://www.indmacdig.com);
- Streaming audio PowerPoint presentation;
- One-year archive for on-demand viewing;
- One 1/2-page 4-color ad in Industrial Machinery Digest, promoting the upcoming webinar;
- Fully detailed demographic interactive report on each attendee who signs up for the event and on those who viewed it in the on-demand version at a later date; plus polling survey results from the webinar attendees.

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**We have ALL THE PIECES you're looking for!**