



WEB SEMINARS

CAPTURE QUALIFIED LEADS | BUILD THOUGHT LEADERSHIP | GAIN SUBSTANTIAL ROI

Portray your company as the industry thought leader on banking industry issues and receive qualified sales leads.

» WORK WITH A PROVEN PARTNER

SourceMedia's Banking Group has a strong track record of producing successful Web Seminars, offering an effective method to generate qualified sales leads and portray your company as an industry thought leader.

Our Web Seminars give you access to hundreds of participants who are interested in what your company has to say. For approximately 60 minutes, you'll have the opportunity to offer informative, valuable content and real-time polling to this attentive audience, concluding with an engaging Q&A.

» HOW IT WORKS

Using Microsoft Office Live Meeting, our Custom Media group can take care of every detail surrounding your Web Seminar. Our specialists manage all marketing, project management and post-production logistics, and also:

- Act as the moderator for the event
- Suggest speakers based on your choice of topic and audience profile
- Market the event to our readers
- Handle event registration
- Provide status reports on registration numbers and promotional campaigns
- Supply post-event reports with complete list of registrant demographics as well as full attendee lists
- Host the Web Seminar on our site for 6 months

Your one-hour Web Seminar will feature slide presentations viewable over the Internet, real-time polling of participants and a live Q&A session wrap-up. The result: an hour of mind-share with targeted leads.

2007 Web Seminar Sponsors include:

Accenture	IBM
Axway	Lawson
Bearing Point	Maritz
Business Objects	MarkMonitor
Cognos	Microsoft
Diebold	Oracle
Econiq	SAP
Fiserv	SPSS
Google	Sterling Commerce
Hyperion	WAUSAU Financial



“ We had some new product enhancements that were applicable to the financial services industry, and we wanted to do a quick campaign to get at targeted IT buyers within financial services. SourceMedia did a terrific job in terms of planning, developing the creative, driving awareness and delivering a high number of targeted leads within a short amount of time. ”

Vijay Koduri

Product Marketing Manager,
Google Search Appliance
Google Enterprise

» BENEFITS OF WEB SEMINAR SPONSORSHIP

- Increased brand awareness
- Differentiation of brand, products and services
- Increased efficiency and reduced costs
- Immediate interaction and fast response time
- Substantial return on investment

» THE VALUE OF WEB SEMINAR SPONSORSHIP

- Increased leads with a captive, targeted audience of qualified prospects
- Access to detailed registrant (prospect) information, pre-and post-event
- Access to SourceMedia Banking Group's exclusive readership base that includes thousands of influential banking executives
- Heightened perception of your company as an industry thought leader

COST: \$42,500 per Web Seminar

» TO START PLANNING YOUR WEB SEMINAR, PLEASE CONTACT:

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