

Online Advertising Opportunities

Web Seminars

ISM Web events have demonstrated they are successful in reaching your potential customers. A full hour of rich content driven by you! Web seminar attendees have real-time opportunities to interact with senior executives and key industry consultants.

Proven Results¹

- Average attendance is 60% of registrants, well above the industry standard
- Many of our past sponsors immediately plan for their next event
- On average more than 200 supply managers access the archived Web seminar
- More than 95% of attendees indicated they would attend another Web seminar presented by ISM

Our aggressive marketing campaign includes

- Three e-mail invitations
- Link on ISM's home page to register for the event; more than 300,000 unique visitors each month
- One full-page ad in *Inside Supply Management*®
- Announcement in Just in eTime (over 5,000 subscribers)
- One post-event e-mail to attendees and registrants that did not attend
- Archived on ISM Web site for three months after the event
- Attendees are awarded one Continuing Education Hour (CEH)

As a sponsor, you receive

- Opportunity to talk about the value of your product/service to a captive audience
- Complete registration contact information including final list of registrants and participants (restricted to three-time use)
- Detailed participant data gathered at time of registration
- The assistance of an ISM team to plan, organize and deliver your program

Just in eTime Newsletter

Timely, targeted and truthful. ISM's Just in eTime is the source for detailed information for both the Manufacturing and Non-Manufacturing Report on Business and ISM events. Additional features are:

- E-Mailed three times a month to more than 5000 supply managers using the double opt-in method
- Click-through data available
- Limit of four advertisers per issue, giving you maximum exposure

Online Supplier Directory

An excellent opportunity to provide a detailed profile about your organization. The database is searchable using keywords, business categories, geographic location and much more. Join this highly visited directory and include:

- 125-word description of your products/services
- Contact information
- Company logo and link to your Web site

¹ **Data obtained from surveys conducted during previous programs**