

GEN / Web Briefs program

To: **Client Name, Company**

Thank you for purchasing a Web Briefs with GEN Engineering and Biotechnology News. This will help you understand what you get and your role in making this a successful campaign.

- | |
|--|
| ✓ Your topic is _____ |
| ✓ You would like your web brief to be live by <u>Month, Day 2013</u> |

What you get:

- Up to 15 minute audio recording synchronized with slides
- Features an industry expert you choose i.e. a customer or your knowledgeable product person
- Includes a 15-30 second introduction by you
- Leads generated from those who registered and watched the web brief
- Questions asked by the audience
- Report of registrants, web brief views
- Host your web brief for six (6) months
- A multimedia file of the web brief you can put on your website or in a newsletter

Keep in mind:

- This is not being broadcast live. We promote your web brief as listen any time on any device.
- Strike an educational pose. It's important you *tell a story* vs. doing pure product promotion.
 - Great resource for ideas: [Coca Cola's View on Content Marketing](#)

What you need to do:

1. Select and submit 3 times on three different business days for the live recording date at least 4 weeks before Web Brief live date. Recordings must be during normal business hours of hours of 9 am - 5 pm EST.
 - a. Requested Recording dates: _____ or _____ or _____

*Note, a signed insertion order is required to reserve a final date for the web brief
2. Firm the topic and date by Month Day, 2013
3. Secure the presenter by Month Day, 2013. Pick a person who is comfortable in public speaking
4. Create the slides in powerpoint, figure about 10, can be images or text or both; slides must be submitted to GEN 72 business hours before the live recording date.
 - *Your 'script' should seem informal. Talk about how your solutions solve problems
 - *Include a 15 second introduction
 - *Limit animations to no more than three per slide
5. Please submit a description of the web brief and information on your panelist & moderator for inclusion on your web brief landing page on our website.

6. If you so desire, your sales representative will be happy to provide your web brief description to a senior editor for their feedback and suggestions to maximize audience interest.
7. Give us up to 3 links which we will put on your web briefs page on our website *by 5/1/13*
 - a. Can be a link to an application note, catalog, web page, etc.
 - b. We need a title with up to 15 words
 - c. We need the URL it will resolve to (if web page) and/or the pdf
8. Select and submit 3 times on three different business days for the live recording date at least 10 business days before Web Brief live date. Recordings must be during normal business hours of hours of 9 am - 5 pm EST.
 - a. Requested Recording dates:
 - i. _____ or _____ or _____
 - b. GEN will let you know which day we're able to do the recording.
9. You will have up to 5 business days to review the archive and request one set of modifications
*Additional modification rounds @ \$500 per session and may cause delays in launching.
10. Have your expert answer the audience questions (not in real time) which can be downloaded from a reporting link GEN will provide.

What we will do:

1. Set up a live recording date for _____
2. Edit the recording and we will give you the file for review by _____
3. Post the web brief on a dedicated page of the GEN website
4. Put together a promotion schedule, per below
5. Create and send you the reporting monthly

How we promote it:

-1 exclusive email/estimated

-Text ad in two (2) weekly GEN newsletters

-Two (2) promoted social media posts

- Listed with other Web Briefs in selected GEN Biotechnology print magazine ads

- Hosted by GEN on a dedicated web page for 3 months

*These campaign elements will be timed to take up the slack when registrations slow

Your web briefs producer is Melinda Kucsera, mkucsera@liebertpub.com / 914-740-2197

If you have any questions about anything mentioned on this document, please contact Melinda Kucsera.