CFE Media produces, promotes and executes over 40 Webcasts a year. Editorial Webcast sponsors benefit from thought leadership as supporters of the trending Webcast topic presented by well-respected expert leaders in the industry. Sponsors receive logo exposure throughout the promotional campaign, a one-minute commercial spot, data from a submitted exit survey question, and all lead information from Webcast registrants.

Best Practices for an Editorial Webcast Sponsor

Provide your logo

Your company logo will be included on:

- ☐ Webcast email invitations
- ☐ Webcast confirmation, reminder and follow-up emails
- ☐ In the Webcast console on the "Event Sponsor" screen and in the footer below the slides
- ☐ Webcast title and final slides

Logos are due to the CFE Media team six weeks prior to the live Webcast date.

Select a URL

Your company logo will contain a hyperlink to either your home page or a deeper link when listed in the following:

- ☐ Webcast email invitation
- ☐ Confirmation, reminder and follow-up emails
- ☐ The "Event Sponsor" screen on the Webcast console

When selecting the URL to provide, consider the Webcast topic. If your company website contains content that is relevant to the Webcast topic, provide that "deeper" link to the CFE Media team to use as the logo hyperlink.
URLs are due six weeks prior to the live Webcast date.

One-minute Webcast commercial

Your :60 commercial is similar to a commercial on TV—a quick interruption in the regular programming to bring viewers a message about your products and/or services. It's a chance to inform the audience about your company, present the benefits of your products, introduce a new product, or explain how those products fit within the marketplace. The commercial will be presented during the first five minutes of the Webcast. **Accepted file formats include: .3gp .asf .mov .mkv .mpeg .mpg .mp4 .flv .f4v .webm .wmv, in 4:3 or 16:9 aspect ratio.** *Videos are due two weeks prior to the live date. A link to upload the video will be provided.*

Commercial:

- ☐ Keep commercials concise and time them to be one minute in length.
- ☐ Use professional images and photos if possible within the video.
- ☐ When writing the commercial audio script, consider how your product or service benefits the end user, solves a problem, meets specifications, and out-performs the competition.
- ☐ Include a call-to-action by directing viewers to a website where they can learn more about your company, products and services.

Exit survey question

Once the Webcast ends, attendees have the opportunity to provide feedback through an exit survey. Sponsors can provide one exit survey question to gain insight into the topic or ask about product/service preferences. Questions can be in any format (choose one, choose as many as apply, open-ended, rank in preference order).
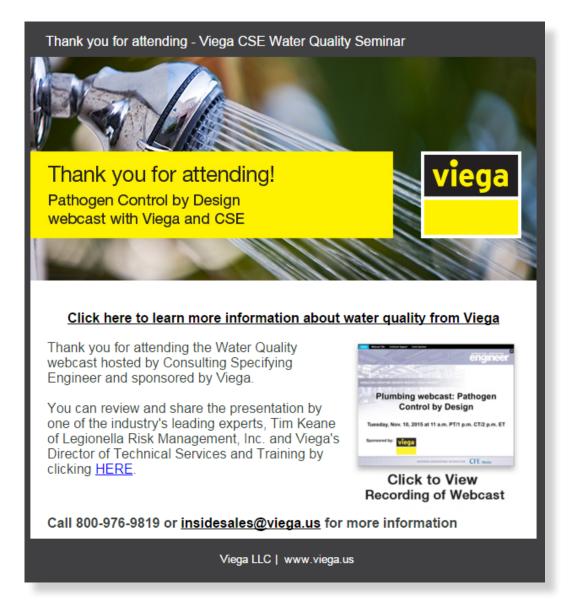*One exit survey question is due one week prior to the live Webcast.*

Post-Event

Reporting
You will receive a report with full contact information, exit survey data, and event analytics after the live event. You can use the contact information to reach out to those who registered, but please note that it is not permitted to automatically subscribe Webcast registrants to other online products with out their consent.

Send them a personal note of thanks for attending
Follow up is a critical part of the lead-nurturing process. By sending a note of thanks to those who registered or attended helps keep your company information in the forefront, and opens up a channel of communication. **The image below is an example of a great thank-you note from a Webcast sponsor.**

Webcast video files
CFE Media maintains the archived version of the Webcast on the magazine's website for a year. If you would like a copy of the Webcast, you can purchase the video file for $995. This file can be posted to your website and would launch the event directly, by-passing the registration page.