

JOC WEBCASTS



ABOUT

Through year-round webcasts, *The Journal of Commerce* – the most trusted source of intelligence for international logistics executives since 1827 – provides dialogue and in-depth analysis of timely issues vital to the workings of the transportation industry. JOC Webcasts extend the reach of the magazine's top-level editorial coverage to a multimedia platform with live events at various price points addressing all aspects of the supply chain.

Powerful, effective, turnkey marketing webcasts that provide the ideal platform to educate and engage with your target audience while also aligning your company and its solutions with a host of significant, market-leading brand!

LEVERAGE THE POWER OF OUR VIBRANT BRANDS AND TRUSTED RESOURCES

We will put our industry expertise to work for you. Based on your market and objectives, your webcast will be powered by the market-leading brand and editorial team.

EDITORIAL WEBCASTS

Throughout the year, our award winning editorial team organizes webcasts that unique and timely topics. Take advantage of our existing editorial webcast series to align your brand with the leading content in the sector. Our editors lead topic creation and recruit speakers, analysts, and other experts, while our audience development experts drive traffic to the webcast. Each webcast will have a maximum of three co-sponsors.

SPONSORSHIP TYPE	LEADS	2012 PRICING
Editorial*		
EXCLUSIVE SPONSORSHIP	250	\$9,000
CO-SPONSORED <i>(Maximum of 3 Co-sponsors)</i>	250	\$3,000 EACH

Check out our webcast platform for the latest interactive features available for our sponsors, audience, and speaker panel to make the webcast more engaging.

<https://vts.inxpo.com/Launch/Event.htm?ShowKey=8592>

VENDOR WEBCASTS

Accelerate your sales cycle with a vendor-perspective webcast, which allows you to take full advantage of our powerful audience development capabilities while taking control of the content of the webcast. We provide complete audience development, marketing, production and project management as well as a professional moderator to manage the discussion with your presenters.

SPONSORSHIP TYPE	LEADS	2012 PRICING
Vendor	400	\$9,000

CUSTOM WEBCASTS

Educate your customers and establish a thought-leadership webcast, which can be used to position your company as a thought leader in the sector. We put one of our editorial team members to work with you, to consult with the topic, give editorial input, and deliver the right audience. This webcast will have ONLY one sponsor.

SPONSORSHIP TYPE	LEADS	2012 PRICING
Custom	400	\$9,000

* Editorial webcasts can be aligned with any of our current editorial content based on the 2012 Editorial Calendar — see www.joc.com/editorial-calendar

PROGRAM OVERVIEW

Our webcasts include the following benefits:

EVENT FEATURES

- » One-hour live presentation with hosting and technical support
- » Webcast features include: live Q&A, surveys, polling, and live URL links
- » Guaranteed leads and access to all opt-in registrant information, including name, company, title, address and email for post-event follow-up

AUDIENCE MARKETING CAMPAIGN

- » Sponsor/company logo recognition via our marketing efforts
- » Promotions to relevant segments of *The Journal of Commerce* database list
- » Dedicated e-mail campaign to attract audience, promotional overview on event calendar page
- » Pre and post reminder e-mail communication to registrants
- » On-demand viewing available on the *The Journal of Commerce* webcast site at **www.joc.com/webcasts** for one year

PRODUCTION SERVICES

- » Expert turnkey project management and event production, including training on the webcast platform tool prior to event

SPONSORSHIP SPECIFICATIONS

Our marketing manager will review each item during your program kick-off call.

Editorial Webcasts *(Sponsored)*

- » The moderator will thank all of the sponsors in the beginning and end of the webcast
- » Sponsor logo will be displayed on the webcast page on **JOC.com**, and linked to your website
- » The moderator will read a 20-30 second sponsor message while your slide or flash clip presentation is appearing on screen. For multiple sponsors, second sponsor message will be in the middle of webcast and third sponsor message will appear before Q&A .

Vendor Webcasts

- » Sponsor logo will be displayed on the webcast page on **JOC.com**, and linked to your website
- » Two custom questions

Custom Webcasts

- » The moderator will help to consult with the topic, give editorial input as well as set the stage for the webcast
- » This webcast will have ONLY one sponsor

ADDITIONAL DELIVERABLES

- » Select a category (taxonomy) for your Webcast
- » Title and overview (400 words max.) of Webcast
- » High resolution company logo (EPS format) with a transparent background
- » Speaker(s) photo (EPS or JPG format) and bio (150 words max. per speaker)
- » Mandatory Can-SPAM Regulation deliverables *(Vendor Sponsored Webcasts Only)*
- » PowerPoint presentation with:
 - Slides can accommodate animation
 - Up to three polling questions with four -six answer options *(optional, but highly recommended)*
 - An audience feedback form with 5 standard sponsor questions
 - 5-7 filler/seed questions for Q&A session
- » Your company resource links/handouts

SALES CONTACTS

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