



presentation**xpert**

# Media Kit 2017

For more information, contact:  
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## BIG Companies. DIVERSE Industries. ON Trend.

- ▶ Published monthly, *PresentationXpert* e-newsletter delivers key presentation trends, tips, and techniques to 150,000+ qualified readers. (Publisher's own data.)

- ▶ PUBLISHING DATES:

	2017	
Jan 12	May 11	Sep 7
Feb 9	Jun 8	Oct 12
Mar 9	Jul 13	Nov 9
Apr 6	Aug 10	Dec 7

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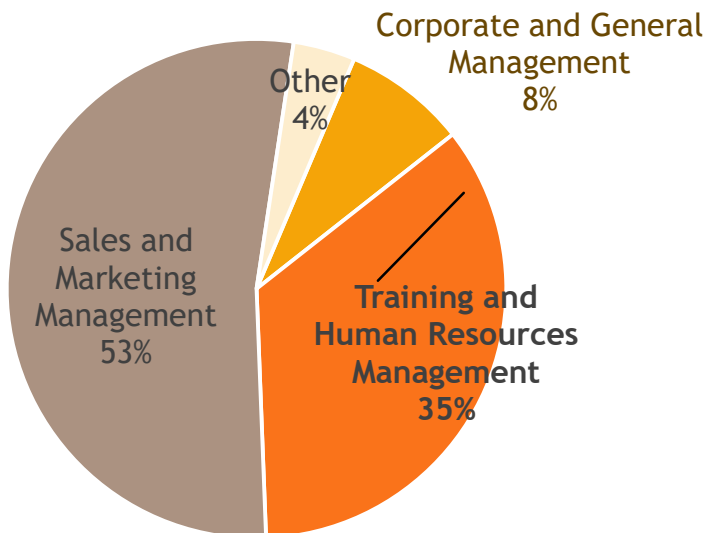
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## Audience Breakdown

**BIG Companies. DIVERSE Industries. ON Trend.**

- ▶ **PresentationXpert** is the largest and longest running eNewsletter in the presentations field.
- ▶ Our audience consists of top-level corporate, sales, marketing and training professionals who rely on designing and delivering compelling presentations to achieve their business objectives.

### PX Audience



- ▶ **Just a small sample of companies in the PX audience:**

*3M • Aetna • AstraZeneca Pharmaceuticals • BNY Mellon • Canon • Four Seasons Hotels and Resorts • General Motors • IBM • John Deere • KPMG • Marriott International • Microsoft • Paychex • Roche • Toyota • UnitedHealth Group • Verizon • Wells Fargo*

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## Advertising Space Options

**BIG Companies. DIVERSE Industries. ON Trend.**

	Image Dimensions	Max. File Size *
<b>Top Leaderboard / Bottom Anchor</b> This highly visible position gives your company maximum exposure	728 x 90	40K
<b>Skyscraper</b> Offers a premier, large-format position to showcase your products and services	160 x 600	40K
<b>Banner in Body Copy</b> Combine graphics, eye-catching colors and text to drive traffic to your website. Located within the eNewsletter body copy for maximum visibility	468 x 60	40K
<b>Product Showcase</b> Shine a spotlight on your latest products with an image, a logo and up to 100 words of copy and a link to your website.	175 x 125	30K
<b>Callout Text Ad</b> Use the power of the written word to drive traffic to your site. 5-word headline with 25-word description. Or...	125 x 100	30K
<b>Text-Only Ad</b> 5-word headline with 15 word description.	125 x 100	15K
<b>White Paper</b> Reach our audience to generate sales leads and capture valuable contact information by providing a content download.	Multiple format options	

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## **Webinar Sponsorship**

**Master Presenters. Relevant Topics.  
Turnkey Sponsorship Opportunity.**

**Each month, *PresentationXpert* delivers Xpert thinking from master presenters and MVPs via interactive editorial Webinars.**

- ▶ Editorial topics are chosen in advance. As a sponsor, you can choose the Webinar topic that best aligns with your business. And, after the live event, you receive the full list of participants.
- ▶ Our Webinars average 800 to 1,000 registrants.

### **What Do You Need To Do?**

- ▶ Pick a Webinar topic choice from our monthly editorial calendar.
- ▶ Provide us with your logo and other branding materials for Webinar promotion.
- ▶ We do the rest! We handle all the pre- and post-event marketing, Webinar setup, and production. **You get all the visibility and leads!**

### **Sample Webinar Topics for 2017:**

- ▶ Marvelous Makeovers with PowerPoint
- ▶ Conversing, Convincing, Converting in Your Sales Presentations
- ▶ From Fear to Fearless: Becoming a Master Presenter
- ▶ The Secrets to Awesome Audience Engagement
- ▶ Tapping Into PowerPoint 2017's New Tools

**Want to use our PresentationXpert Webinar platform to host your own custom content? No problem!** You receive the same benefits as a turnkey sponsorship.

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