



HOW DESIGN ONLINE

DIGITAL SPONSORSHIP
OPPORTUNITIES

TH GILBERT

HOW
DESIGN LIVE

HOW DESIGN LIVE EZINE

NEW

With our new web publication *HOW Design, Redefined*, we're taking the best of HOW Design Live—the incredible speakers, the inspiring work, the best tools and design solutions, the sense of true community—and we're bringing it to our audience year-round.

Ezine Promotion:

- Email distribution to 20,000+ creatives
- Social media promotion on Facebook, Twitter, and LinkedIn with a combined reach of over 8,000 followers
- Placement on the HOW Design Live homepage

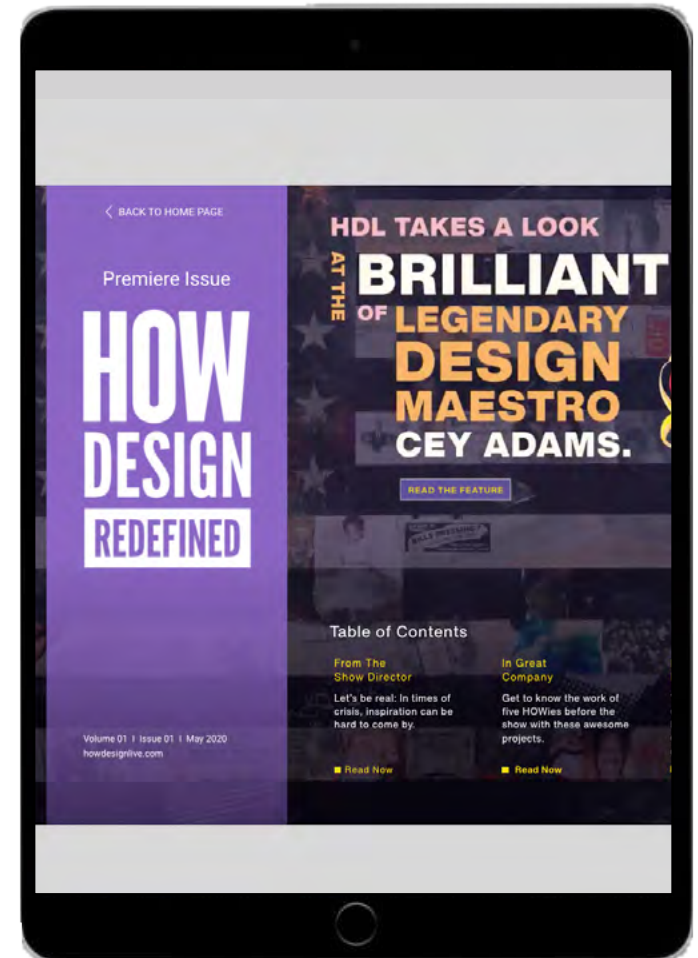
ONE PREMIUM INTERACTIVE AD IN HOW DESIGN, REDEFINED EZINE ISSUE:

- A combination of images (background and foreground) which create an engaging and high-converting ad format for our readers.
- [Click here to view a sample](#)

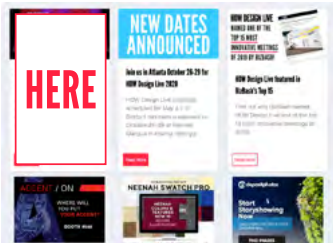
TOTAL INVESTMENT: \$2,500 PER AD PLACEMENT

WANT TO LEARN MORE? CONTACT JON MCLOUGHLIN

917-562-6522 • Jon.McLoughlin@Emeraldx.com • www.howdesignlive.com



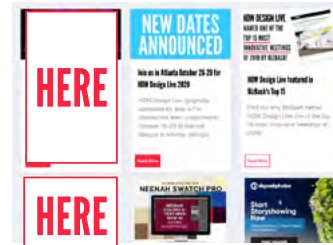
SPONSORED CONTENT IN EZINE



Designers/Marketers in Action:
Case study featured on HOW Design Live homepage and within ezine issue

- [Click here to view a sample](#)

\$3,500 per article



First-Hand Accounts:
Thought leadership byline featured on HOW Design Live homepage and within the ezine issue

- [Click here to view a sample](#)

\$3,500 per article

DEDICATED EVITE TO HOW DESIGN LIVE AUDIENCE:



- Reach our creative readers with your own custom offering through a dedicated evite sent to our subscribers. You provide the text or HTML for approval, and we'll deploy and track the email.
- Email subject to approval by HOW Design Live editorial team. Content of email/offer needs to align with the editorial focus of the **HOW Design, Redefined** and offers must provide relevant value to our readers.
- Sponsor to supply the HTML evite five (5) business days prior to mail date
- Two (2) subject lines need to be submitted at the time the evite is supplied

\$2,500

PRESENTING SPONSORSHIP OPPORTUNITY:

Agree to co-promote and distribute the ezine* to your audience of creatives and marketers and we will include your logo as one of our inaugural Presenting Sponsors on the cover of the ezine. Presenting sponsors will also get the source file of the issue so that you can use it in your own promotional initiatives/digital programs as a gated lead offer.

*Ezine advertising purchase required

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DIGITAL SESSIONS + WEBSITE OPPORTUNITIES

HOW DESIGN ONLINE DIGITAL SESSIONS SERIES

Participation in these digital sessions offers sponsors a unique opportunity to engage with a targeted segment of the design community to demonstrate thought leadership, industry insight, and to promote products and/or services. Digital Sessions sponsors are sent all leads from live and on-demand Digital Sessions viewing.

Segmentation Options:

- Graphic Designer/Art Director
- Creative Director
- Packaging Designer
- Marketer
- UX/UI Designer

Digital Sessions Marketing:

- Two targeted HOW Design Live email blasts – distribution of 20,000
- Inclusion in email promoting How Design Live Digital Sessions series –distribution via email 20,000
- Four posts on the HOW Design Live social media accounts (Facebook, Twitter, LinkedIn) – combined reach of 8,000

Post-Digital Sessions:

- Digital Session is archived for on-demand viewing
- Continued organic and paid digital promotion
- Teaser clip posted and promoted on YouTube
- Teaser added to blog post, and promoted in HOW Design Live newsletter

Optional Promotion:

Digital Ad Amplification — Invest to reach a larger audience for your Digital Sessions on Facebook and LinkedIn - No Minimum

Branding

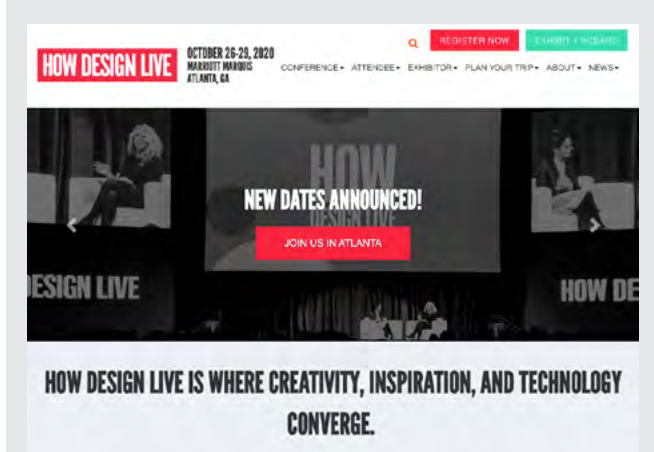
- Brand representation in digital session content
- Two custom registration questions
- Logo on digital session presentation, registration landing page, thank you slide in presentation, and link on take away materials/PDF
- Brand promotion on creative assets promoted on HOW's social outlets
- Logo on email invitations to 20,000+ contacts to register for live digital session
- Live digital session registration leads up to 1,000
- Brand promotion on automatic emails to all live digital session registrants
- Logo on email invitations to 20,000+ contacts to register for archived digital session
- Archived digital session registration leads

CALL FOR PRICING

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WEBSITE BANNER ADVERTISEMENTS



Place your brand on the HOW Design Live homepage for maximum visibility while attendees are reviewing conference details, planning their trip, and registering for the show.

One-month banner ad on the HOW Design Live website, first come, first-served positioning.

LEADERBOARD / 728X90 (WXH) - \$1,500 PER MONTH

300X250 (WXH) - \$1,000 PER MONTH

WHITE PAPER LEAD GENERATION CAMPAIGN

Reach our digital audience and have them download your latest white paper through our lead generation program. Our team will work with you to match your content to the right audience. Your white paper will be promoted as sponsored content in our ezine, a homepage highlight on www.howdesignlive.com (1 month) and two mentions on social media during the month (Facebook, Twitter, and LinkedIn). This gated content will collect email addresses and all leads will be provided to the sponsor at the end of the campaign.

\$5,000

GET INVOLVED!



To learn more about customized opportunities or to book any of these digital opportunities please contact:

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