



HOW DESIGN ONLINE

DIGITAL SPONSORSHIP OPPORTUNITIES

2021

DIGITAL SESSIONS

OVERVIEW

Participation in our 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 Session sponsors are sent all leads from live and on-demand Digital Sessions viewing.

675

Average number of digital session attendees

38%

Watch live

22%

Watch on demand

92%

Of registrations originate from HOW Design Live marketing channels

OUR SUCCESS READY MODELS

The models below are hand crafted to help you connect where you need to connect the most-with your audience. Our chosen signature models below will help you pick a path in which you can get your brand out there and in front of the audience. You can go from shaping an entire session right down to having your logo in prominent spots with mention throughout. Pick the model that will help you best accomplish your goals.

SPONSOR-DRIVEN MODEL

Sponsor gets to shape the content and have a speaker from their company and/or a customer speak during the session.

\$6,000

PARTNER MODEL

Multiple sponsors speak on a panel.

\$4,000

SERIES MODEL

HOW Design Live will curate related content around a theme and have multiple sponsors and sessions.

\$4,000

TURNKEY CONTENT MODEL

HOW Design Live identifies/provides relevant speaker(s), moderates, hosts and provides the leads. Sponsor will get logo recognition, thank you from the moderator and a quick descriptor of what they do.

\$4,000

WANT TO LEARN MORE? CONTACT SALES

sales@howdesignlive.com • www.howdesignlive.com

DIGITAL SESSIONS

MARKETING & BRANDING

Our team will promote your Digital Session to an engaged audience of creative professionals - here's how:

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

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 (Instagram, Facebook, Twitter, LinkedIn) – combined reach of 9,000

Post-Digital Sessions:

- Digital Session is archived for on-demand viewing
- Continued organic promotion
- Recap report sent via email to the entire HOW Design Live community of over 20,000

Segmentation Options:

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

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NEW! HOW DESIGN E-BOOKS

OVERVIEW

Over the course of the year, **HOW Design** will provide editorial highlighting topics relevant to our audience of 20,000+ design professionals. These E-books will focus on **four pillars**: Inclusion, Insight, Introspection and Innovation. The first **E-book** launched July 2021 titled “Inside the New Creative Team” examined the evolving roles and skills needed to design inclusive experiences and tell a compelling brand story.

Align your brand as a thought leader in design. [Click here for our most recent E-Book!](#)

ABOUT CONTENT PILLARS

*Content and launch dates subject to change.

SEPTEMBER

- Insight: Building Brand Trust Through Design
- Creative professionals have the opportunity to use their skills to build trust and forge loyalty.

NOVEMBER

- Introspection: A Year of Creative Invigoration: 5 Lessons that Will Shape Design in 2022
- Content will cover trends that made the most significant impact on the design industry. We'll touch on why they were important and most of all, how they will influence future strategies and best practices.

JANUARY

- Innovation: Tech Trends That Are Transforming the Creative Experience
- Showcasing innovative platforms, channels and tech that are presenting new opportunities for brands to connect with audiences.

SPONSORSHIP LEVELS

STARTER

Logo inclusion on cover of E-Book and supporting Marketing (Email, Facebook, Instagram, Twitter, LinkedIn)

INVESTMENT \$2,500

PREMIUM

Logo inclusion on cover of E-Book and supporting Marketing (Email, Facebook, Instagram, Twitter, LinkedIn)
Opportunity to include a Full-Page ad in E-Book (creative provided by sponsor)

INVESTMENT \$5,000

DELUXE

Logo inclusion on cover of E-Book and supporting Marketing (Email, Facebook, Instagram, Twitter, LinkedIn)
One-page custom advertorial (Produced by HOW Design with sponsor approvals)

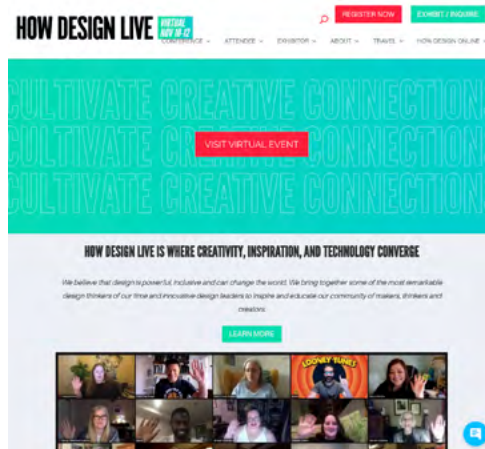
INVESTMENT \$7,500

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WEBSITE OPPORTUNITIES

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 newsletter, a homepage highlight on www.howdesignlive.com (1 month) and two mentions on social media during the month (Instagram, Facebook, Twitter, and LinkedIn).

\$5,000

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HOW DESIGN NEWSLETTER

With our newsletter **HOW Design Today**, we're sharing 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.

Newsletter Distribution:

- Email distribution to 20,000+ creatives
- Promoted on the HOW Design Live homepage

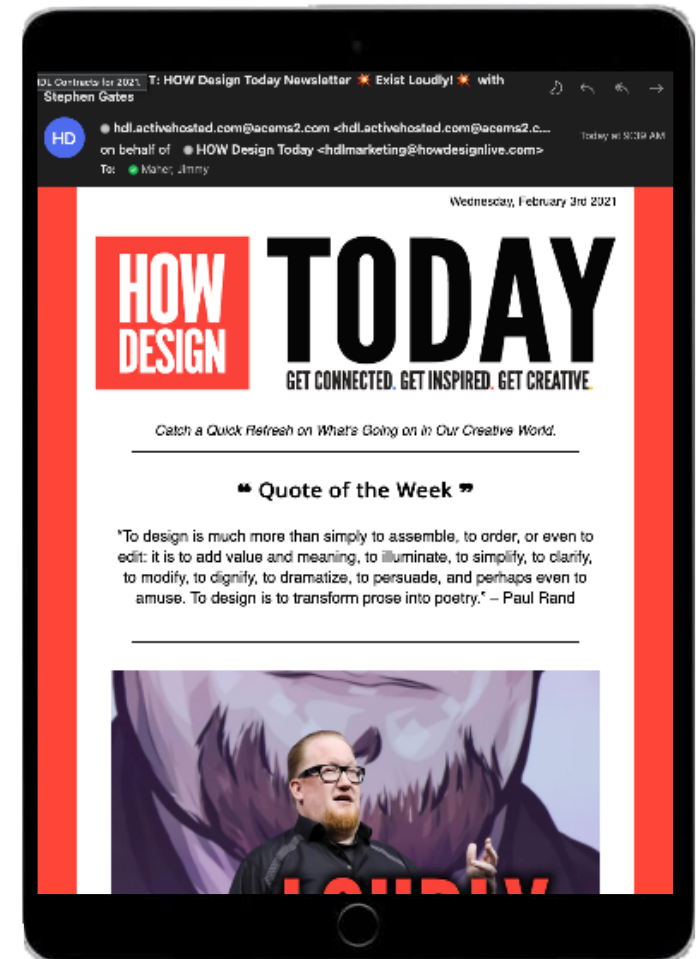
STRAIGHT TO THE INBOX AND IN THE HANDS OF YOUR AUDIENCE TARGET

- A combination of images (background and foreground) which create an engaging and high-converting ad format for our readers.
- Your ad has potential to drive traffic from HOT leads who have chosen to sign up for this newsletter.

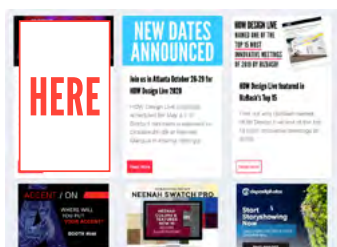
TOTAL INVESTMENT: \$2,500 PER AD PLACEMENT

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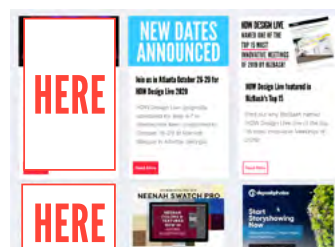
SPONSORED CONTENT IN NEWSLETTER



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

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

\$3,500 PER ARTICLE



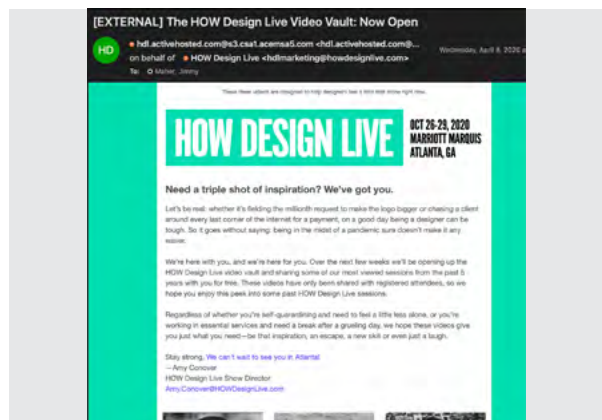
First-Hand Accounts:

Thought leadership byline featured on HOW Design Live homepage and within newsletter 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 Today** 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 newsletter* to your audience of creatives and marketers and we will include your logo as one of our Presenting Sponsors on the cover of the newsletter. 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.

**newsletter advertising purchase required*

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SOCIAL TARGETING EXTENSION PROGRAM



Maximize engagement with our audience on Facebook and Instagram. This social targeting opportunity can be expanded to reach a look-a-like audience of your choice. You can customize the design, implementation, monitoring, and optimization with the support and guidance of our certified social media strategists.

- We place a pixel on our site so we can deliver ads to our visitors' Facebook or Instagram feeds.
- Target our audience of graphic designers and creative professionals on Facebook and Instagram with your message and link to your website. This is a great way to drive traffic to:
 - Custom content
 - New product pages
 - Webinar registration
 - Event registration
 - \$50 CPM (Minimum 25,000 impression purchase)

Pair your campaign with a sweepstakes program or custom landing page for enhanced results!*

*additional costs apply

[CONTACT FOR PRICING](#)

GET INVOLVED!

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

Sales

sales@howdesignlive.com

HOW DESIGN LIVE