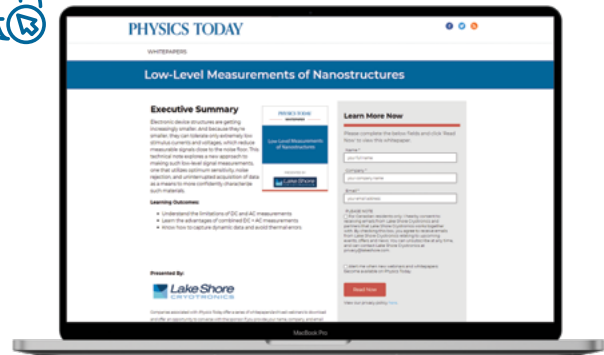


Lead Gen Options: Supplied Whitepapers, eBooks, Handbooks, & App Notes

These products offer an excellent way to both generate marketing-qualified leads as well as position your company as a thought-leader alongside Physics Today's authoritative editorial, all while obtaining extensive brand exposure with a comprehensive marketing campaign.



Any asset has potential to generate leads!
Consult with your sales contact to find out how we can transform your resources into sales.

“The Physics Today whitepaper program has helped PI (Physik Instrumente) to connect with physicists and engineers in the optics and photonics community.”

—**Stefan Vorndran,**
VP Marketing, Physik Instrumente

“We have been partnering with Physics Today for our advertising campaigns for many years, both print & online. We feel confident that we are reaching a quality audience who is interested in our adhesives, sealants & coatings. ...We received leads from some very solid companies who downloaded our whitepaper.”

—**Jane Trager, Marketing,**
Master Bond

Each program includes:

- Customized landing page with responsive design
- Email, social and/or website marketing campaign
- Contact information for all leads
- Content archived on our site for 12 months—leads all year round!
- Choose from a variety of lead-generating packages, starting at just \$3,000 net!

Lead Gen Options: Sponsored Editorial or Custom Sponsored Webinars



**HURRY! OUR
EDITORIAL
WEBINAR
SPONSORSHIPS
SELL OUT FAST!**

Each program includes:

- Your branding on customized registration page and audience viewing console
- Live or SimuLive
- Contact info for all registrants
- Integrated marketing campaign promoting event & your brand
- Reminder emails to promote high attendance and post-event email to promote on-demand viewing
- Full production support for hosting platform, rehearsal of live event and technical support
- Editorial moderator
- Registration and attendance reports
- GDPR compliant

Custom Webinars Deliver 389 registrants & 52% attendance rate on avg

Editorial Sponsored Webinars Deliver 643 registrants & 42% attendance rate on avg

Choose from a variety of lead-generating packages