

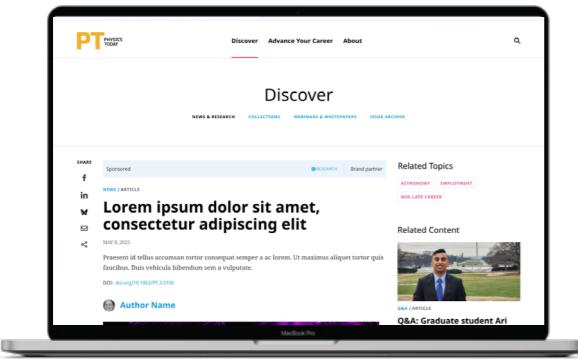
LEAD GEN OPTIONS



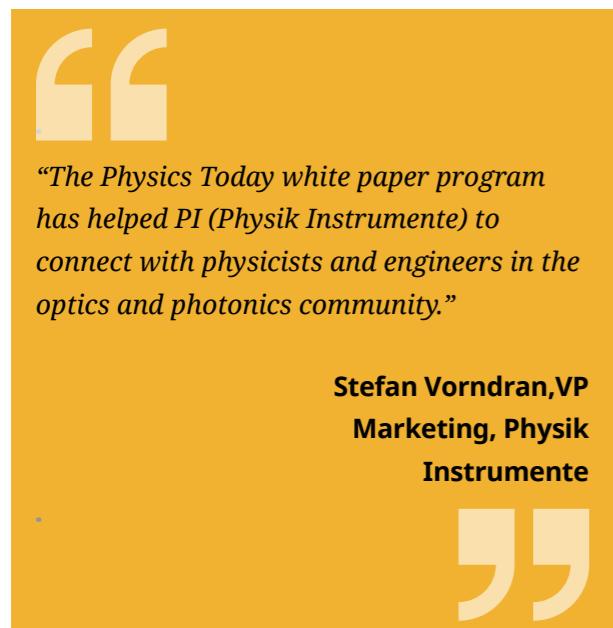
Marketing KPI: LeadGen

Supplied White papers, 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 that spans both Wiley and PT audiences..



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



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!

Sponsored Editorial or Custom Sponsored Webinars



Expanded lead gen packages designed to deliver!

Ask for details.

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

Powerful, Competition-Busting KPIs



-  **Editorially Led Webinars:**
607 registrations **52%** attendance rate
-  **Custom Webinars:**
518 registrations **40%** attendance rate