

# 2011 Media Information

## Digital Media Products



### Email Marketing

Email marketing provides one of the highest ROI of any online option available today. Reach your key prospects with an email blast to a highly targeted segment of the *Offshore* email database.

#### List rental

Advertiser rate – \$425 per thousand

Non-advertiser rate – \$525 per thousand

### Market and Brand Awareness Surveys

Use the *Offshore* email database to research the industry's perception of your brand or your competitors'. Blind or branded surveys provide a wealth of information to assist in your organization's growth.

Survey pricing is available on request.

### White Papers

Generate sales leads and raise awareness for your company with *Offshore* White Paper postings. You will receive detailed reports about who reads them and how often. White Papers are returned in search results as well, which will broaden your reach.

#### Reporting and Lead Generation

Prospective lead reports emailed monthly

Full contact information for prospects, including customer name, business title, email address, mailing address and phone number

Historical page views and retrieval information

24/7 access to reports

#### Search

White Paper content, title, abstract and vendor information is completely searchable, providing easy access and increased exposure to your paper. Search capabilities are available throughout [offshore-mag.com](http://offshore-mag.com).

Receive maximum brand and White Paper recognition on [offshore-mag.com](http://offshore-mag.com) for the duration of your contract through search prioritization, logo placement, leaderboard advertisements, company information, including your email address and website links.

#### Basic White Paper Posting

\$500 per month / Includes up to five White Papers

*Premium White Paper Sponsorship available as an add-on to the Basic White Paper Posting. Contact your sales representative for details and pricing options.*

