



# ON DEMAND™ CONFERENCE & EXPOSITION



## Online Lead Generation Solutions

### Integrated Electronic Advertising Opportunities

Combined with your participation in the ON DEMAND Conference & Expo, our online advertising options extend your integrated marketing reach to our powerful buying audience of digital printing and production professionals and creates an ongoing lead generation source throughout the year.

**MARK YOUR  
CALENDAR FOR  
ON DEMAND 2011**

**ON DEMAND  
CONFERENCE & EXPO**  
March 22-24, 2011  
Walter E. Washington Convention  
Center • Washington, DC

### The ON DEMAND Online Media Platforms Include:

- ON DEMAND E-Newsletter delivering news, case histories, new product information, and digital print and production market research to more than 25,000 subscribers each month.
- ON DEMAND Conference & Expo information and registration for exhibitors and attendees. Includes details of the conference program, exposition overview, and sponsor/partner details.
- ON DEMAND printing technology news, white papers, opinion, commentary, and editorial opportunities.



## ON DEMAND E-Newsletter

### The Official Newsletter of the Digital Printing & Automated Production Event

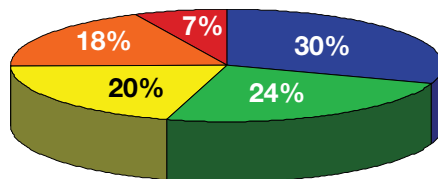
ON DEMAND E-Newsletter covers real-world case studies, research reports, in-depth technology articles, and expert columns featuring original content from objective contributors, including some of the most recognized names and faces in the industry.

## ON DEMAND E-NEWSLETTER ADVERTISING QUICK FACTS

- **Frequency:** Monthly
- **Circulation:** 20,000
- **Format:** HTML
- **Website Ad Positions:** Banner (1 per issue), Tile (2 per issue), Skyscraper (1 per issue), Text (3 per issue)
- **Newsletter Ad Materials Due:** Five (5) business days before issue date

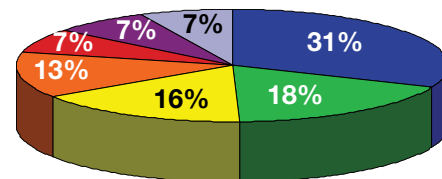
## ON DEMAND E-NEWSLETTER READER PROFILE

- **Strong Buying Power:**  
80% play an active role in purchasing decisions
- **High Level:**  
48% are C-Level Executives or VP/SVP
- **47% are from companies with more than 100 employees**



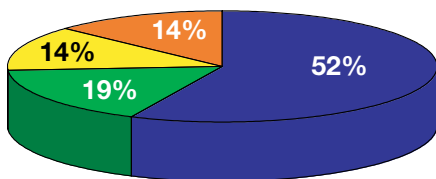
**Job Title**

- 30% VP/SVP/EVP/GM/Director
- 24% Manager
- 20% Staff
- 18% C-Level Executives/Owners
- 7% Consultant



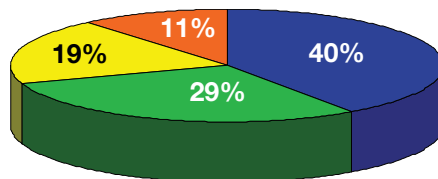
**Primary Business Represented**

- 31% Commercial Printers
- 18% Manufacturer
- 16% Reseller/Distributor
- 13% In-Plant Printing
- 7% Creative/Marketing
- 7% Service Bureau
- 7% Consultancy or Systems Integration Firm



**Number of Employees**

- 52% 1 - 100
- 19% 101 - 1,000
- 14% 1,001 - 10,000
- 14% Over 10,000



**Purchasing Role**

- 40% Recommend
- 29% Final Approval
- 19% Research/Evaluate
- 11% Specify Needs

## ONDEMAND E-NEWSLETTER ADVERTISING RATES

	<u>1X</u>	<u>3X</u>	<u>6X</u>	<u>12X</u>
<b>ON DEMAND E-Newsletter Banner Ad</b> Limited to one per issue, 468x60 pixels, JPG or GIF format only, file not to exceed 12K	\$2,995	\$7,495	\$12,995	\$22,995
<b>ON DEMAND E-Newsletter Tile Ad</b> Limited to two per issue, 120x120 pixels, JPG or GIF format only, file not to exceed 12K	\$1,995	\$5,195	\$8,955	\$15,295
<b>ON DEMAND E-Newsletter Skyscraper Ad</b> Limited to one per issue, 120x600 pixels, JPG or GIF format only, file not to exceed 12K	\$2,995	\$7,495	\$12,995	\$22,995
<b>ON DEMAND E-Newsletter Text Ad</b> Limited to three per issue, logo-100x60 pixels, JPG or GIF format only, 35-50 characters, URL	\$2,495	\$6,495	\$12,895	\$21,895
	<u>1 Month</u>	<u>3 Months</u>	<u>6 Months</u>	<u>12 Months</u>
<b>Website Banner Ad</b> 468x60 pixels, JPG or GIF format only, file not to exceed 12K	\$2,995	\$7,495	\$12,995	\$22,995
<b>Website Tile Ad</b> 120x120 pixels, JPG or GIF format only, file not to exceed 12K	\$1,995	\$5,195	\$8,955	\$15,195
<b>Website Skyscraper Ad</b> 120x600 pixels, JPG or GIF format only, file not to exceed 12K	\$2,995	\$7,495	\$12,995	\$22,995
<b>ON DEMAND E-Media Package</b> (1 Month Retail Value: \$5,990) Banner on www.ondemandexpo.com and skyscraper in ON DEMAND E-Newsletter	\$4,995	\$14,495	\$25,995	\$49,995

**CONTACT YOUR SALES REP TODAY!**

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