



# 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 2010**

**ON DEMAND  
CONFERENCE & EXPO**  
April 20-22, 2010  
Pennsylvania Convention Center  
Philadelphia, PA

#### 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

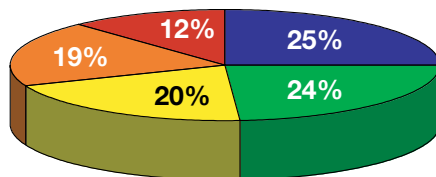
ON DEMAND E-Newsletter covers real-world case studies, research reports, in-depth technology articles, and expert columns featuring original content from objective contributors, including some of the most recognized names and faces in the industry.

## ON DEMAND E-NEWSLETTER ADVERTISING QUICK FACTS

- **Frequency:** Monthly
- **Circulation:** 25,000
- **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

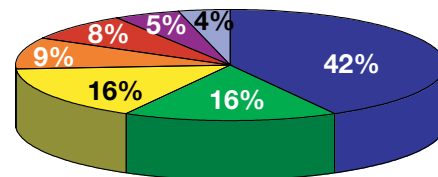
# ON DEMAND E-NEWSLETTER READER PROFILE

- **Strong Buying Power:**  
79% play a key role in purchasing decisions
- **High Level:**  
44% are C-level executives or owners/partners
- **43% are from companies with more than 100 employees**



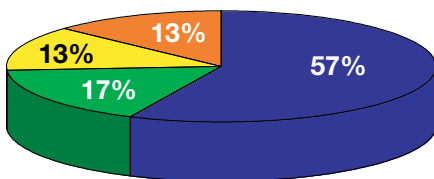
#### Job Title

- 25% C-Level Executives/Owners
- 24% Manager
- 20% Staff
- 19% VP/SVP/EVP/GM/Director
- 12% Consultant



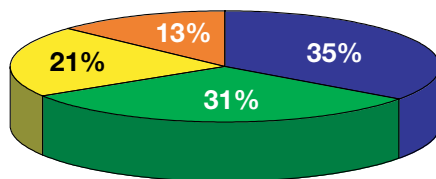
#### Primary Business Represented

- 42% Commercial/In-Plant Printing
- 16% Corporate/Private Sector
- 16% Supplier
- 9% Dealer/Reseller/Systems Integrator
- 8% Creative/Marketing
- 5% Government/Education
- 4% Publishing Industry



#### Number of Employees

- 57% 1 - 100
- 17% 101 - 1,000
- 13% 1,001 - 10,000
- 13% Over 10,000



#### Purchasing Role

- 35% Recommend
- 31% Final Approval
- 21% Research/Evaluate
- 13% Specify Needs

# ONDEMAND E-NEWSLETTER ADVERTISING RATES

## ON DEMAND E-Newsletter Banner Ad

Limited to one per issue, 468x60 pixels, JPG or GIF format only, file not to exceed 12K

## ON DEMAND E-Newsletter Tile Ad

Limited to two per issue, 120x120 pixels, JPG or GIF format only, file not to exceed 12K

## ON DEMAND E-Newsletter Skyscraper Ad

Limited to one per issue, 120x600 pixels, JPG or GIF format only, file not to exceed 12K

## ON DEMAND E-Newsletter Text Ad

Limited to three per issue, logo-100x60 pixels, JPG or GIF format only, 35-50 words, URL

|                                      | 1X      | 3X      | 6X       | 12X      |
|--------------------------------------|---------|---------|----------|----------|
| ON DEMAND E-Newsletter Banner Ad     | \$2,995 | \$7,495 | \$12,995 | \$22,995 |
| ON DEMAND E-Newsletter Tile Ad       | \$1,995 | \$5,195 | \$8,955  | \$15,295 |
| ON DEMAND E-Newsletter Skyscraper Ad | \$2,995 | \$7,495 | \$12,995 | \$22,995 |
| ON DEMAND E-Newsletter Text Ad       | \$2,495 | \$6,495 | \$12,895 | \$21,895 |

## Website Banner Ad

468x60 pixels, JPG or GIF format only, file not to exceed 12K

## Website Tile Ad

120x120 pixels, JPG or GIF format only, file not to exceed 12K

## Website Skyscraper Ad

120x600 pixels, JPG or GIF format only, file not to exceed 12K

## ON DEMAND E-Media Package (1 Month Retail Value: \$5,990)

Banner on www.ondemandexpo.com and skyscraper in ON DEMAND E-Newsletter

|                           | 1 Month | 3 Months | 6 Months | 12 Months |
|---------------------------|---------|----------|----------|-----------|
| Website Banner Ad         | \$2,995 | \$7,495  | \$12,995 | \$22,995  |
| Website Tile Ad           | \$1,995 | \$5,195  | \$8,955  | \$15,195  |
| Website Skyscraper Ad     | \$2,995 | \$7,495  | \$12,995 | \$22,995  |
| ON DEMAND E-Media Package | \$4,995 | \$14,495 | \$25,995 | \$49,995  |

**CONTACT YOUR SALES REP TODAY!**

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For more information, please visit [www.ondemandexpo.com](http://www.ondemandexpo.com)