

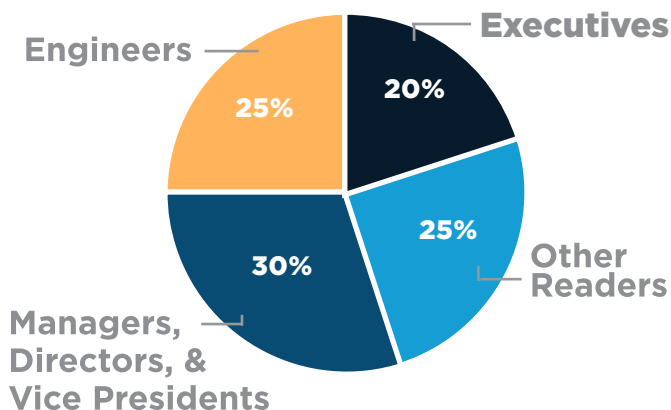
REACH YOUR TARGET AUDIENCE WITH CONTENT THAT RESONATES

BRAND CONNECT

Have a story to tell, a solution to highlight, or a successful project to share? Place your asset alongside our relevant editorial content and maximize discoverability in context. Provide us with your content asset and we'll host it on our site and promote it through our top performing digital channels to generate reach and engagement.



AVERAGE PERFORMANCE AND ENGAGEMENT FOR ALL PROGRAMS



BRAND CONNECT
SILVER AVERAGES
**450-550
PAGEVIEWS**

BRAND CONNECT
GOLD AVERAGES
**800-1000
PAGEVIEWS**

SILVER	GOLD	BRAND CONNECT PIPELINE
One content asset	One un-gated asset	One un-gated asset and one gated asset
Content promotion campaign for one month	Content promotion campaign for two months	Six week campaign
Content lives on Powermag.com for three months	Content lives on Powermag.com indefinitely	Content lives on Powermag.com indefinitely
FEATURES:	FEATURES:	FEATURES:
Content appears on client-specific BrandConnect landing page	1x dedicated email blast sent to 25,000 subscribers plus resend	4x dedicated email blasts promoting content (20,000 subscribers)
Promotion of content alongside relevant news stories in category pages	2x newsletter ad and 1 social post (based on availability)	4x newsletter sponsorships in daily or weekly newsletter of your choosing (based on availability)
10,000 Native Ad Impressions promoting asset	25,000 banner ad impressions on POWERMAG.COM designed to drive audience directly to client website	50,000 programmatic impressions
1x social media promotion on Facebook, Twitter, and LinkedIn	25,000 native ad impressions over two months	60,000 native ad impressions promoting content
Analytics report including content engagement	Enhanced analytics report including the performance of promotions and the company names of engaged users	Custom analytics report including company names and titles of engaged users
	For an additional investment, client can add one additional asset for \$6,000 which would receive the same promotion detailed in the gold program	
\$6,500	\$12,000	\$22,000

PIPELINE SILVER	PIPELINE GOLD
1 gated asset	1 gated asset
Promotions Include	Term = (1) month - 1 asset
1 gated asset	Homepage visibility
2x targeted emails 10k audience	25k native ad OR modal
15k native ad	1x email w/ resend 25k audience
Report=Leads	2x newsletter banner/text ad and social post (based on availability)
	20k paid native ad impressions
	100 leads and 100 first-party readers
	Report = Leads + enhanced analytics report including the performance of promotions and the company names of engaged users
Price: \$5,000	Price: \$10,500; add \$6,000/additional asset

CONTACT YOUR SALES REPRESENTATIVE FOR ADDITIONAL INFORMATION:

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