

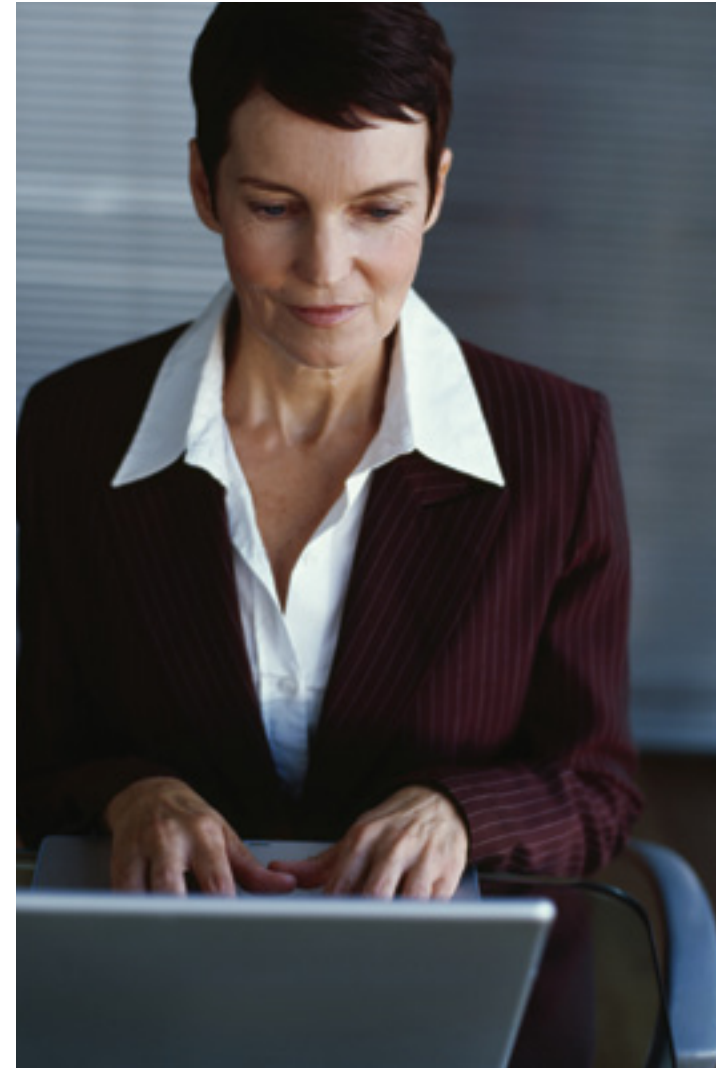


# *The Synergist* Editorial Webinars

Position your organization as a thought leader and build your brand awareness amongst the members of AIHA.

*The Synergist* webinars are one-hour educational sessions broadcast online via streaming audio/video. They consist of a live 45-minute content based program with a 15 minute Q&A session. You provide the content, messaging and talent and let AIHA take care of the rest.

- Each webinar will be hosted by an editor from AIHA
- AIHA will manage the broadcast logistics and event registration
- AIHA will provide pre- and post-event audience marketing and promotions
- Extensive brand recognition via the email invites, e-news placements, online web banner campaigns and print advertising
- 12 month archive online



**Contact:**

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## SPONSOR BENEFITS

- Access to registration data (name, company, title, phone, address, email)
- Advertisement promoting your event through *The Synergist* and *Journal of Occupational & Environmental Hygiene*
- Multiple promotional e-mail blasts to AIHA members
- Promotional banner on *The Synergist* Web pages
- Promotions through the AIHA newsletters
- House ads in *The Synergist* digital edition
- Event reminder to registrants prior to the webinar
- Archived event on [AIHA.org](http://AIHA.org) for 12 months

## RATES

One-time Webinar sponsorship fee is \$7,500

## DATES

Only six opportunities available in 2012 February or March, April, May, September, October and November

## PRODUCTION NOTES

- Webinar must provide learning/information theme. (this is not an advertisement)
- Content must be unique to AIHA
- Webinar sponsor agrees to allow AIHA the ability to post webinar for up to 12 months

## FORMAT & DEADLINES

In order to maximize your exposure with all of the AIHA marketing vehicles, we'd like the following 60 days in advance of your webinar.

- High resolution eps of your logo
- URL for hyperlink
- Confirmed date/time of event
- Speaker name and bio
- Theme/Description - 1 -2 sentence summary
- Larger 50 word description including learning objectives
- We will do dress rehearsal/run-through approximately two weeks from the live date.



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2012 MEDIA PLANNER](#)

