

Feature Report

\$17,000 total | promoted for 6 months

Marketing - Marketing Manager
Editorial - Editor
Design - Art Director
Website - Director of E-media

Overview

Do you have a story to tell? Do you possess a technology that fills a great void in the marketplace? Let us develop that story for you! Feature Reports provide an in-depth examination of technologies and trends shaping the current business environment. Great for branding, promoting, generating leads, and providing great leave-behinds for a client's sales team or for use at trade shows. We assign an editor to report on a specific topic. Analysis and editorial coverage on the topic is presented in a downloadable document and promoted through a turnkey marketing program.

Program Features

- Marketing support campaign included

Roles & Duties

Client

- Define the expectations
- Set times for interviews & research
- Meet approval times

Sales

- Inform client of timeline
- Set up kick off call
- Manage final approval

Specs



Page Count: 8 min.

Size: 8.5 (w) x 11 (h) - high res pdf or original art

Images: 6-8 - 4 (w) x 6 (h), 300 dpi or 2000 px (w)

Advertiser Logo: 300 dpi, eps, jpg

Timeline

