

Feature Report

\$17,000 total | promoted for 6 months

Overview

When you have the need to capture full lead information, a Feature Report can meet this goal! In addition to lead generation, a Feature Report is also a thought leadership opportunity that positions your brand around solving an industry challenge or issue. Feature reports are written by *Orthodontic Products*. This ensures that the content won't be perceived as an "advertisement" written by the sponsor. Co-branded content written by our editors creates more credibility, and is therefore more successful in lead-generation and positioning the sponsor as a thought leader in the industry.

We execute a full marketing campaign to driving traffic to our gated Resource Center pages where your report is hosted. We then provide the full contact information records turning all registrations into leads.

Sponsorship benefits from a Feature Report are numerous. Feature Reports are exceptional programs for branding, promoting the sponsor as a subject matter expert, generating leads, and providing great leave-behinds for your sales team or for use at trade shows.

Program Features

Production time frame – 12 weeks from signed insertion date

- Promotional traffic drivers across platforms
- Accessible on the website for 3 months
- Customized registration page
- Sponsorship recognition on report cover
- One full-page, 4-color ad within the report
- Lead retrieval options include daily, weekly, or monthly reporting

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

Additional Materials Needed

- Logo with URL link
- Up to three custom registration questions (optional)
- Title suggestion – we will review with editorial and refine as needed to optimize for SEO
- Three to five key bullet point themes that are relevant to the title
- Point of contact for interview (name, phone, and e-mail)
- Charts, figures, analyst reports, photos, etc to provide context (optional)