



DMA WEBINAR SOLUTIONS

FROM CONTENT TO CONVERSION

- Lead Generation.
- Thought Leadership.
- Brand Exposure.

All in one powerful tool from DMA.



MORE ENGAGEMENT. MORE LEADS. MORE BUYERS.

- Marketing Support: Customized registration pages, confirmation, promotional and reminder emails, social media posts
- Web Delivery: Interactive Q&A, polls and surveys to increase engagement and capture feedback
- Production Team: A dedicated producer from start to finish
- Demand Generation: Gain access to attendee and registration lists
- Content Marketing: Link to recording from your site

WHY IT MATTERS TO YOU.

- Registrations may average 175 – 225.
- Attendance averages 40 - 60.
- High attention ratio with 70% engaged and on the system throughout the presentation.
- High decision-maker profile with half of participants having titles of Senior, Director, Manager, VP, President, or Owner.
- Increased exposure for your brand through DMA marketing channels.

SPONSORSHIP OPTIONS:

1. DMA WEBINARS

Cover wide range of subjects. Attract a high-interest audience of potential customers in a buying and evaluating mind-frame.

2. WHITE PAPERS

Enhance your brand building and lead generation through the publication and promotion of your company White Paper – posted online.

3. FEATURED ARTICLES

DMA weekly news briefs expand Webinar strategy to a focused group of 15,000 potential customers.

MEMBER INVESTMENT			
Webinars	1	2	4 (VALUE!)
Webinars Only	\$3,000	\$6,000	\$10,000
Plus White Paper	\$4,000	\$8,000	\$14,000
Plus Featured Article	\$4,000	\$8,000	\$14,000
Plus White Paper and Article	\$5,000	\$10,000	\$18,000

If you are interested in sponsoring a DMA Webinar, please contact:

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