

2013 Webinars

Now
Available
on
Tablets!

Engaging Solution for Quality Leads

The NEWS produces educational Webinars to help grow your business. Our Webinars now feature a live moderated chat box allowing two-way communication between you and the audience and audience members with each other. Engaging features like this attract an involved audience, which provides more qualified leads.



Webinar Package

Aggressive Marketing Campaign

- Newline story and front-page announcement in The NEWS
- Multiple promotional eblasts to The NEWS' e-subscribers
- Skyscraper ad onachrnews.com
- Two print ads in The NEWS
- Announcements in The NEWS' eNewsletter
- Social media promotion

Recognized Brand

- The NEWS will provide a recognized editorial representative to moderate
- Leading subscriber databases help ensure quality registration
- Turnkey support and advice guaranteeing a satisfying and rewarding experience with minimal effort on your part

Interactivity

- Live polling, Q&A and exit survey to gather feedback from attendees
- Social media integration
- Moderated chat for back and forth communication
- Screen share tool to demonstrate product benefits and applications*
- Webcam video integration*

Quality Leads

- Receive high-quality registration leads with demographics
- Polling, Q&A and survey reporting result

Archived Event

- Posted online at Achrnews.com for one year with 24/7 accessibility

Advertiser Rate: \$7,510 (net)

Non-Advertiser Rate: \$8,260 (net)

MEASURABLE ROI

94% 

of attendees will take one or more actions after viewing a webinar+

93% 

of attendees would recommend webinars to others+

98% 

of attendees would attend future webinars+

Results From Past Webinars

Average Registrants[^]:

484

Average Attendees[^]:

214

Average Attendee Interactivity[^]

42 MINUTE view time

13% Q&A participation

31% download documents

12% respond to polls

9% invite co-workers

* Additional fees apply. Ask your sales rep.
+Webinar Attendee Feedback, 2011
^2012 BNP Media Stats

View archived Webinars at <http://webinars.achrnews.com>.

Contact a sales rep for more information.

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