



The Co-Sponsored Law.com Webinar

A Law.com Co-Sponsored Webinar links your brands directly to Law.com — the central hub legal professionals everywhere rely on each day. Webinar sponsors reap significant benefits by capturing the attention of clients and prospective clients within our online network.

PACKAGE

Law.com staff can assist you and your co-sponsors in moderating the event and managing technical details. We work closely with all sponsors to develop and produce the most effective webinar possible.

Your Law.com Co-Sponsored Webinar comes to life from a detailed blueprint:

EVENT PLANNING

- A custom **Landing Page** for required attendee registration that includes sponsors' branding, event description, speaker bios & photos, and fully customizable registration form hosted by Law.com
- The **Live Event** itself (a one-hour presentation), which co-sponsors design and script for their selected panelists, utilizes a custom integrated platform for event delivery
- Event rehearsal coordinated by Law.com
- Law.com assists in finding and coordinating with speakers, if needed
- 6 weeks of event promotion before live event date
- Each webinar is recorded, archived and promoted on-demand for 3 months, post-event

LEAD GENERATION

- Initial registrant information is delivered upon completion of live event
- Additional on-demand registrant information is delivered on a weekly basis until the end of the campaign.

CUSTOM MARKETING

A targeted, multi-faceted marketing campaign drives traffic to your co-sponsored webcast event by utilizing a well-timed, integrated approach that includes:

- 2 Full Page print ads promoting all webinar sponsors in your publication of choice (*The American Lawyer*, *Corporate Counsel*, *The National Law Journal*, *IP Law & Business* or *Law Technology News*)
- Your webinar featured in Law.com's Webcast Guide Directory print ad
- Banner Impressions driving traffic to your custom webinar registration page on targeted web sites and in eNewsletters
- 100,000 Interstitial Impressions (premium 500 x300 banner)
- Sponsor Spotlight placement on targeted Law.com web pages and in eNewsletters.
- 2 custom co-branded emails promoting your webinar (sent to 50K recipients of your choice)
- Featured listing on Law.com's Webcast Guide landing page for the duration of the campaign
- Text-based placements in 2 separate Digital Edition email updates for 2 Incisive Media publications of choice
- Custom event reminders and follow up emails are included

TOTAL COST: \$9,000 per sponsor
(minimum 3 sponsors per event)

CONTACT

For more information:
212.457.4982 • online@incisivemedia.com

