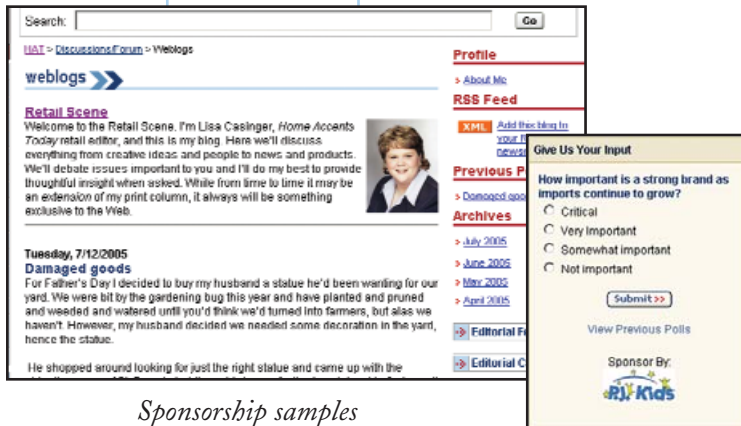


Sponsorship Opportunities

Have you been considering advertising online?

Not sure the most effective way to promote your company and products?



Sponsorship samples

Online sponsorships are increasing in popularity at a dramatic rate. In fact, 41% of all online shoppers are more likely to consider purchasing a sponsor's product or service. Our online sponsorships range from Web Casts to eNewsletters to research reports.

Is A Sponsorship Right For You?

Trust: Research found sponsors to be more trustworthy (28%), credible (28%), in tune with customer's interests (32%) and likely to enhance customer's site experience (33%) than traditional advertisers. (*Data from *Performance Research*)

Friendlier: A sponsorship is less obtrusive and more engaging than advertising banners; it is a perfect way to advertise in a subtle manner. You are able to establish a more unique advertising opportunity than afforded by typical rotating advertisements.

Branding: Build and market your brand through ours and create industry awareness of your name, products, and services.

Target: You can target your audience by choosing the articles or topic you want to sponsor, such as bedding, Design Directions or Monthly Profiles. Targeted sponsorships directly associate you with the content that is most important to you.

Traffic: Your sponsored logo will link to your web site. (If you do not have a web site, our Internet Web Services team can build one for you.)

Reports: We can track how many people saw your name through the sponsorship and tell you the number of impressions (or, as TV calls them, viewers).

Add-Ons: Sponsorships can be combined with advertising. These may include several ad placements, advertorials, co-branded content sections, and more.

Here Is What You Can Sponsor

Blogs: This is a great way to associate your company with our talented staff; which includes Dave Perry of *Furniture Sketchbook*, Loreen Epp of *Retail Ideas*, Ray Allegrezza - *Furniture Today's* editor-in-chief, and other very popular editors.

Web Casts: Be the sponsor of our Q&A sessions, Live From Market interviews, and others. Inquire about the Web Cast editorial calendar to decide on the best segment for your company.


Research Reports: This is one of our most popular pages. You are able to select which research report you would like sponsor, plus you will receive hard copies to hand out to your clients.

"Give Us Your Input" Questions: Located on the homepage, this is our editorial survey question.

Targeted Articles & Archived Articles: Target articles that fit your needs the most and/or be associated to a past article(s) that says the most about your company.

eNewsletters: Sponsor the entire eNewsletter, like the bi-weekly *Bedding* newsletter or *Retail Ideas* newsletter, or just an article in any of our electronic newsletters.

To find out more, contact your sales representative or email us at internet@reedbusiness.com.

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