SupplyChainBrain.com Channel Sponsorships

Dominate a SupplyChainBrain.com channel and gain recognition for your company as an authority within a specific supply chain area of expertise!

When executives come to SupplyChainBrain.com, they look for specific information on desired topics; the more relevant information available and the more easily accessible, the better.

SupplyChainBrain offers sixty specific supply chain management content channels based on the most requested SCM topics today. As executives visit specific channels, they are presented with the most relevant and current channel information organized into content categories such as case studies, innovations, interviews, research, news, webcasts, events, suppliers, published books and whitepapers. All the information they need updated daily.

A SupplyChainBrain Channel Sponsorship will accomplish multiple marketing objectives for your organization:

- **Immediate and powerful impact** on executives interested in your key area(s) of expertise.
- **Brand awareness and reinforcement** within a specific supply chain vertical channel.
- The **consistent delivery of your company news** and information to the right people at the right time.
- **Ongoing lead generation** for the development of new qualified prospects.
- **Research providing valuable market intelligence** and information on the awareness level of your company's products/services and the needs of your potential customers.
- **Complete integration of your website within SupplyChainBrain.com** bringing more executives to the content you've developed on your own site.
- The significant **promotion of your area of expertise** by a respected third party.

Each channel has room for only one exclusive sponsor. Sponsorships have been designed for six or twelve month contracts only. Renewal sponsorship contracts must be received at least 3 months prior to the end of the current contract in order to avoid losing the exclusive right to that channel.



Dominate Your Key Areas of Expertise

Sponsorship Benefits	Bronze	Silver	Gold
Exclusive Sponsorship Description and Logo Introduces your company as the exclusive sponsor of the channel with 50-words, a link to your site and your logo.	•	•	•
Exclusive Leaderboard Banner (728 x 90) Provides significant branding for your company with prime advertising real estate on every page of the channel.	•	•	•
Exclusive Skyscraper Banner (120 x 600) Significant advertising space vertically positioned on the right side of every page of the channel.	•	•	•
Exclusive "Ask the Expert" Channel Page Invite one of your executives to be the exclusive expert on this channel page. He or she can field all questions posted on the topic through an interactive page for which the expert is provided exclusive access.	•	•	•
Exclusive Channel Help Center Program All requests for information, proposals, and quotes received through this custom channel Help Center will be delivered via email to your appointed sales contact.	•	•	•
Monthly White Paper and Case Study Postings Your company can post your own white papers or case studies within the SupplyChainBrain content management system. Each article will be coded appropriately by the SupplyChainBrain.com staff to appear on all relevant channels.	•	•	•
Exclusive Resource Guide Channel Sponsorship Your company will be the sole sponsor of your channel's category in the SupplyChainBrain Resource Guide with an exclusive skyscraper banner on the category results page.	•	•	•
Website Integration Deliver your product and company's messages throughout SupplyChainBrain to your customers and prospects when and where they most want to see them—alongside related editorial content. Upon integrating your website into SupplyChainBrain, our advanced search algorithms will evaluate SupplyChainBrain articles and present links to your content in a "related content" box. Your links will appear next to relevant articles on ALL SupplyChainBrain channels. Performance reports are provided for all links to your web pages.	•	•	•
Monthly Rotating Channel Skyscraper Promotion Ads ROS Skyscraper ads rotating throughout the site will promote your specific channel to all SupplyChainBrain visitors.	•	•	•
Monthly Full-page 4/C GL&SCS "Featured Channels" Advertisement (Print & Digital) The full-page 4/C "Featured Channels" advertisement includes the promotion of current SupplyChainBrain sponsored channels to readers of *Global Logistics & Supply Chain Strategies* magazine. The Digital Edition ad provides a live direct link to your channel.	•	•	•
Bi-Monthly Channel Newsletter Sponsorship A custom newsletter created by SupplyChainBrain.com on your specific channel topic: Executives will be invited to subscribe to the newsletter, which is marketed to all SupplyChainBrain weekly newsletter subscribers via email as well as daily visitors to the Newsletters home page & your specific channel home page. Your company is the sole sponsor/advertiser and has exclusive access to the subscriber database.		•	•
Channel Webcast Sponsorship SupplyChainBrain and one of our well respected research partners will produce a webcast relevant to your channel, which is then marketed to SupplyChainBrain newsletter subscribers as well as daily visitors to all relevant channels and departments. Your company is the sole sponsor and will play a key role in the presentation of the webcast. Your company will also have exclusive access to the registration database.			•
Net Cost: 6 Months	$22,900	$32,900	$47,900
Net Cost: 12 Months	$29,900	$49,900	$64,900

Channels

I. Industry Verticals
1. Automotive
2. High-Tech/Electronics
3. Retail
4. CPG
5. Food & Beverage
6. Pharmaceutical/Bio-Tech
7. Industrial Manufacturing
8. Chemicals & Energy
9. Aerospace & Defense
10. Service Industries

II. Logistics/Transportation
1. All Logistics
2. Global Logistics
3. Third-Party Logistics
4. Global Trade Management
5. Inventory Planning & Optimization
6. Transportation & Distribution
7. Warehouse Logistics
8. Reverse Logistics
9. LTL/Truckload Services
10. Air Cargo
11. Ocean Transportation
12. Rail & Intermodal
13. Service Parts Management
14. Facility Location Planning
15. Value-Added Services

III. Technology Solutions
1. All Technology
2. Asset Management
3. Business Intelligence & Analytics
4. Business Process Management
5. Collaboration & Integration
6. Customer Relationship Mgmt.
7. EDI Communication (XML/EDI)
8. Event Management
9. Forecasting & Demand Planning
10. Order Fulfillment & P.O. Mgmt.
11. Product Lifecycle Management
12. RFID & Wireless
13. Sales & Operations Planning
14. Sourcing & Procurement Solutions
15. Supplier Relationship Management
16. Supply Chain Analysis & Consulting
17. SC Finance & Revenue Mgmt.
18. SC Planning & Optimization
19. Supply Chain Visibility
20. Transportation Management
21. Warehouse Management

IV. World Regions
1. The United States
2. Asia Pacific
3. Europe
4. Middle East/Africa
5. Latin America
6. China
7. Canada

V. General Supply Chain Management
1. Global Supply Chain Management
2. HR & Labor Management
3. Environmental
4. Network Planning
5. Quality & Metrics
6. Supply Chain Security & Risk Mgmt.
7. Legal, Gov't & Regulatory Issues

Multiple Channel Sponsorships

Number of Sponsorships	Cost per Channel
1st	100% of full rate
2nd	75%
3rd	50%

*Channel Sponsorship Rates are Non-negotiable