

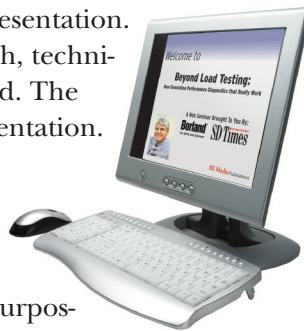
# SD Times SOFTWARE DEVELOPMENT Custom Webinars



As the Exclusive Sponsor of an SD Times Webinar, you will raise the perception of your company as an industry expert and an industry leader while gathering sales leads from the SD Times audience. Your custom Webinar will include an introduction to the topic from a moderator selected by SD Times, who will serve as the program host. This will be followed by a presentation by an executive at your company, a question-and-answer session with predetermined questions, and then a live Q&A period with the Webinar audience. Presentations will be on PowerPoint with audio.

One of our editors will discuss suitable topics for presentation. We strongly urge that you do not deliver a sales pitch, technical sessions that offer a “how-to” aspect are preferred. The presenter will be asked to supply a PowerPoint presentation. Custom Webinars are 30-45 minutes in length.

We'll need the name and credentials of your speaker — preferably a non-marketing, technical person with an executive title — for promotional purposes. Your company will need to provide a suitable PowerPoint presentation 4 weeks prior, and the presenter must be available either to tape the audio portion of the presentation or to present it live.



After your event airs, you'll receive a full report on the demographics of the attendees; plus any questions asked during the presentation will be captured. Polling of the audience is available. You'll also receive a list of both pre-registered and actual attendees, by name and e-mail address.

## Gold Webinar – \$22,195

**375**  
Registrant  
Guarantee

- Announcements in two issues of the SD Times e-newsletter: “News on Monday”
- Two targeted e-mail promotions to the entire SD Times opt-in subscriber list (100,000)

More than  
**350,000**  
impressions!

## Silver Webinar – \$13,995

**225**  
Registrant  
Guarantee

- Announcements in two issues of the SD Times e-newsletter: “News on Monday”
- One targeted e-mail promotion to the entire SD Times opt-in subscriber list (50,000)
- A post-event reminder e-mail to visit the archived event (50,000)

More than  
**250,000**  
impressions!

## Why Not Share an SDTimes Webinar With Your Partners?

(share the costs and offer a unified platform)

## WHY PRODUCE YOUR WEBINAR WITH SD TIMES?

1. High-quality audience of software and application development managers, architects and project leaders — all opt-in and 100% reverified addresses and demographics every year.
2. SD Times' editorial integrity and involvement ensure seminar attendees of a quality program rather than just a sales pitch.
3. All we need is some presenter time and copy — let SD Times do the work!
4. A substantial marketing campaign precedes your Webinar, and this marketing is done in conjunction with the SD Times brand. To do this much marketing to the SD Times audience on your own would cost more than twice your price.
5. Position your company as a Thought Leader among more than 75,000 SD Times subscribers.
6. Pull red-hot leads from outside your own customer base or prospect pool!

**CALL TO RESERVE YOUR SD TIMES WEBINAR TODAY!**

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**SD Times** SOFTWARE DEVELOPMENT