

# Executive Overview

The Executive Overview is an online special report that gives you, the client, the opportunity to establish yourselves as thought leaders within specific content areas whilst also generating leads from segmented targeted IT Professionals.

The Executive Overview is a specially commissioned report into a current major issue in a selected area of the technology market. The report will contain an overview of the issue, and a selection of suggested solutions where appropriate. It will also contain a case study focusing on how one of the clients customers has demonstrated how they addressed the issue in question.

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## Executive overview sponsorship package

Rate: from £14,000

A key factor in the success of this project is the promotion and traffic driving activity that is carried out, hence an extensive program has been designed to help generate maximum exposure and leads:

- Bespoke email to targeted user database
- Inclusion in appropriate e-updates
- News feature in the daily email newsletters
- Inclusion as a feature in appropriate website channel
- News feature in print
- ROS advertising traffic drivers.

When users download the report, we can demographic profile and contact information and all leads will be sent to the client on a weekly basis over the project period

Further to this, the report will be available for the client post campaign, should they wish to use the report within their own marketing collateral.

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