

# beauty packaging

**NEW  
FOR 2007:  
WEBINARS**

## Give everyone a front-row seat to your branding message!

### Webinars: A New Branding Solution

In 2007 BEAUTY PACKAGING magazine will offer advertisers the opportunity to reach our thousands of subscribers through sponsorship of targeted webinars, which provide relevant market information — in a completely interactive format — to potential customers around the globe.

*2007 Topics:*  
**Counterfeiting Issues (May)**  
**Environmentally-Safe Packaging (November)**

#### *Sponsors receive:*

- your logo on three pre-event emails to our 7,000+ online subscribers
- banner advertising on our website with a link to the event
- your logo and branding on each "Breaking News" e-newsletter for four weeks prior to the event
- print advertising prior to the event
- logo and branding on post-event "thanks for attending" and "sorry we missed you" emails
- branded logo with live link throughout presentation

#### *Plus:*

- your input into a customized registration page, asking registrants questions YOU want the answers to
- information on each registrant, in real time, so you can track active leads
- the opportunity for your company to introduce the webinar and get your important message out to potential customers listening in
- interactive on-line polls during the event, capturing information to help build your business
- event archived for 12 months, requiring viewer registration to generate additional leads

**Pricing from \$6,000-12,000 depending on topic and exclusivity.  
Sponsorships are offered on a first-come, first-serve basis.**

*Contact us today!  
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