

# INFOCENTER SPONSORSHIP PACKAGE

TAKE CONTENT MARKETING TO A NEW LEVEL AND ESTABLISH YOUR COMPANY AS A THOUGHT LEADER IN THE INDUSTRY!

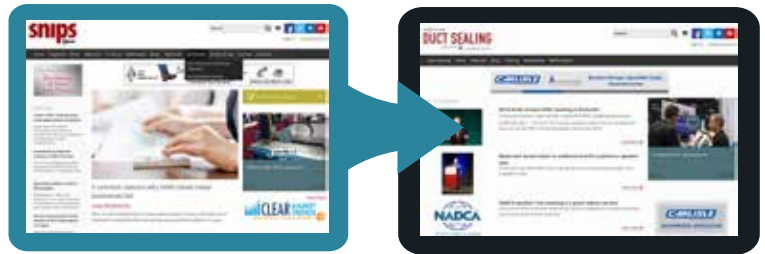
BNP Media offers a full-feature, topic-centric microsite called an InfoCenter. As the exclusive InfoCenter sponsor you work with the editors to select a topic of interest to the *Prepared Foods* audience of product developers. Your content geared toward the topic is paired with content supplied by *Prepared Foods* editorial team to ensure your company name becomes synonymous with the topic you choose.

## BRANDING

As the exclusive sponsor your logo and banner ads appear on every page of the InfoCenter creating an unparalleled branding opportunity.

## SUPPORT

Your InfoCenter is fully supported by an Online Support Coordinator who will load all content, update and maintenance the site as needed— all you do is send us the content!



## CONTENT

*Prepared Foods* will supply one original piece of content\* each month the InfoCenter runs. Plus *Prepared Foods* site related content can also be tagged to populate the InfoCenter.

You supply relevant content including

- News
- Features
- Products
- Multimedia options (video, podcasts, photo galleries)
- More (downloads, social streams etc.)

## MARKETING

Leads, including email contact information, generated by three eBlast promotions & brand eNews

Full marketing package to drive traffic

- Banner ads run on all InfoCenter pages
- Promotion on the Web TOC in the magazine
- Call out on the *Prepared Foods* website and in the eNewsletter
- 3 custom eBlasts
- Logo on all promotions

## DON'T HAVE CONTENT AVAILABLE?

Add a content package from our OrangeTap Custom Publishing team. Ask your rep for pricing.

## PRICING

- InfoCenters start with a 6 month run date for \$17,050.
- Extend the life of your InfoCenter for \$2575 a month.

Prepared  
Foods

Contact your Prepared Foods sales representative to advertise today!

> [www.PreparedFoods.com/ContactUs](http://www.PreparedFoods.com/ContactUs)

\*BNP Media maintains ownership of content supplied by *Prepared Foods* and that content remains the property of *Prepared Foods*.