



# SMARTSTUDIO

SmartBrief's branded content solution.  
Our audience drives business and moves markets.  
Your content can, too.



SmartStudio combines  
SmartBrief's industry expertise  
and engaged network of readers  
to create content that aligns  
readers' needs and interests  
with your brand messaging.



Our team of editorial subject-matter experts,  
creative designers and project managers  
will guide you through the content creation  
process from ideation to distribution.



## Editorial Expertise

A dedicated team of industry experts and editors.



## Network of Readers

Over 6 million highly engaged senior executives.

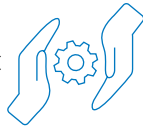


## Proven Results

Distributing compelling content that reaches the hard-to-reach.

**20+**

years crafting industry-specific content



**10+**

dedicated subject-matter SmartStudio editors



**INFINITE DATA** — on what our subscribers are reading and sharing

**80%**

read SmartBrief multiple times a week and 53% read daily



**77%**

of readers have shared SmartBrief content with a colleague



## 14 INDUSTRIES COVERED



AVIATION & AEROSPACE



BUSINESS



EDUCATION



HEALTH CARE



INFRASTRUCTURE



LIFE SCIENCES & TECHNOLOGY



MARKETING & ADVERTISING



ENERGY & CHEMICALS



FINANCE



FOOD & BEVERAGE



RETAIL



TELECOM



TECH



TRAVEL & HOSPITALITY



## CONTENT CREATION

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Work with our subject-matter experts to develop valuable content that engages and informs your target audience.

- WEBINAR
- WHITE PAPER
- BLOG POST
- INFOGRAPHIC
- SURVEY
- MOTION GRAPHIC



## DISTRIBUTION

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Promote your content with our specialized targeting capabilities to drive quality traffic.

- FEATURED CONTENT
- NEWSLETTER ADVERTISING
- SPECIAL REPORT
- DEDICATED SEND
- SPOTLIGHT
- SMARTSOCIAL



## RESULTS

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Delivering the right content solution and mix of distribution to achieve your marketing goals.

- DRIVE BRAND AWARENESS
- SHOWCASE EXPERTISE
- GENERATE QUALIFIED LEADS
- INCREASE PURCHASE INTENT

# WEBINAR

A customizable live webinar event that delivers a polished experience and engages target audiences.

## WEBINAR PLATFORM

Have a great webinar concept, but need help with the execution? With our webinar platform, you provide the speakers and script and we host the webinar to create a polished experience.

## STANDARD WEBINAR

SmartStudio will develop a captivating webinar from start to finish. Specialized industry editors will work with you to create relevant presentation content and will moderate the event. An experienced team of designers will customize the event to your brand guidelines.

## FULL-SERVICE WEBINAR

Includes everything above, plus SmartStudio will work with you to secure an expert industry panelist.



# WEBINAR PLATFORM PACKAGE

Gain access to SmartStudio's webinar platform and project management team to support all your webinar logistics.

	WEBINAR PLATFORM PACKAGE	ENHANCED WEBINAR PLATFORM PACKAGE
	\$15,000	\$25,000
LEAD GUARANTEE	150	250
CONTENT		
Branded, interactive webinar console	✓	✓
Custom registration page* and event notifications	✓	✓
Post-webinar reporting with registrants and engagement	✓	✓
Dedicated Project Manager support	✓	✓
On-demand webinar recording	✓	✓
PROMOTIONAL MIX		
Exclusive Dedicated Send♦	✓	✓
Targeted premium advertising mix	✓	✓
<p>* Registration fields include: name, job title, company, email. ♦ Where applicable. If not available, premium advertising is expanded.</p>		

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WEBINAR PLATFORM

# FULL-SERVICE WEBINAR PACKAGE

Achieve exclusive reach and share of voice among influential decision-makers by working with SmartStudio to deliver a distinctive webinar experience.

	FULL-SERVICE PACKAGE	ENHANCED FULL-SERVICE PACKAGE
	\$25,000	\$40,000
LEAD GUARANTEE	150	250
CONTENT		
Executive Summary developed from webinar topic		✓
1x relevant panelist	✓	✓
Webinar script and moderator	✓	✓
Custom presentation slides	✓	✓
Branded, interactive webinar console	✓	✓
Customized registration page* set-up and event notifications	✓	✓
Post-webinar reporting with registrants and attendance	✓	✓
Dedicated Project Manager support	✓	✓
On-demand webinar recording	✓	✓
PROMOTIONAL MIX		
Exclusive Dedicated Send♦	✓	✓
Targeted premium advertising mix	✓	✓

\* Registration fields include: name, job title, company, email.

♦ Where applicable. If not available, premium advertising is expanded.

# WHITE PAPER

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SmartStudio offers three white paper formats that deliver key insights, expert analysis and real-world applications to your target audience.



## **CUSTOM WHITE PAPER**

Collaborate with our team of editors on custom and meaningful content that addresses top industry challenges and spotlights your thought leadership.

## **SMARTFOCUS**

Leverage a turnkey co-branded white paper solution that aligns your messaging objectives with trusted SmartBrief editorial expertise.

## **EXECUTIVE SUMMARY**

Summarize key talking points and highlights from your events or long-form content.

## **INTERACTIVE ADD-ON**

Upgrade with graphic animations.





# WHITE PAPER PACKAGE

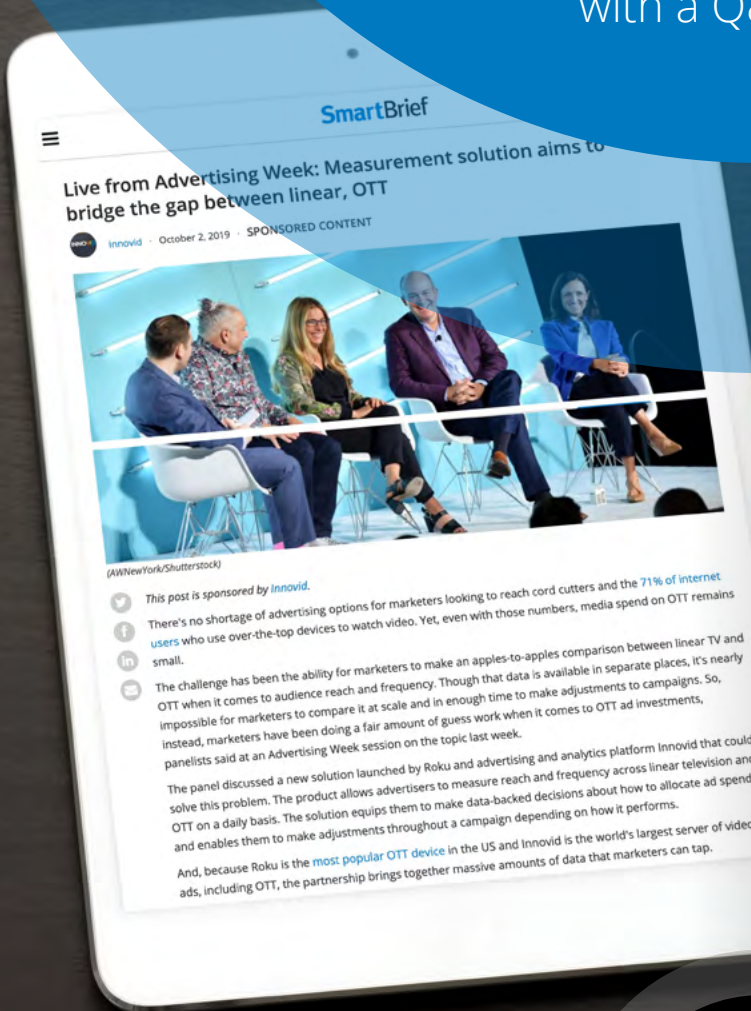
Showcase your authority on a relevant topic that speaks directly to the challenges of SmartBrief readers and demonstrates your products and services as a solution.

	WHITE PAPER PACKAGE	ENHANCED WHITE PAPER PACKAGE	UPGRADE: \$40,000 for 400 leads
	\$15,000	\$25,000	
LEAD GUARANTEE	150	250	
CONTENT			
Written by a SmartStudio subject-matter expert	✓	✓	
Co-branded SmartFocus White Paper or a Custom Mini White Paper (4-6 pages)	✓	✓	
SmartBrief-hosted lead capture landing page*	✓	✓	
Ownership of final PDF document	✓	✓	
PROMOTIONAL MIX			
Exclusive Dedicated Send♦ promotion	✓	✓	
Targeted premium advertising mix	✓	✓	
* Registration fields include: name, job title, company, email. ♦ Where applicable. If not available, premium advertising is expanded.			



# BLOG POST

Collaborate with SmartStudio's team of editors on a custom topic or showcase your company's leadership with a Q&A series.



## SPONSORED BLOG POST

SmartStudio content experts will help you choose a topic that addresses top industry challenges and spotlights your thought leadership.

## EXECUTIVE Q&A BLOG POST

Showcase your company's leadership through a Q&A series with a company executive focusing on timely and relevant topics.



# BLOG PACKAGE

Work with SmartStudio editors to create blog content that provides relevant information and spotlights your company.

	BLOG PACKAGE	ENHANCED BLOG PACKAGE
	\$16,000	\$37,500
	2X BLOG POSTS	5X BLOG POSTS
CONTENT		
Written by a SmartStudio subject-matter expert	✓	✓
A Q&A with a client executive or an original post on a custom topic	✓	✓
Lives on SmartBrief.com with client logo and 100% SOV	✓	✓
Dedicated page on SmartBrief.com houses all posts, client logo and description with 100% SOV		✓
PROMOTIONAL MIX		
Featured Content and SmartSocial audience extension	✓	✓
Exclusive Spotlight send		✓

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BLOG POST

# INFOGRAPHIC

Bring your complex data to life through a combination of graphics and charts.



SmartStudio's editors and designers will work with you to develop a visual storyboard representing data points and key insights. Our team of designers will create a custom piece of content that adheres to your brand guidelines and engages your target audience.

## MINI INFOGRAPHIC

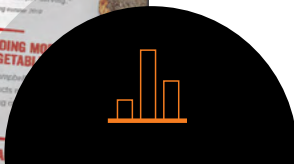
Three sections with three data points per section.

## STANDARD INFOGRAPHIC

Five sections with three data points per section.

## INTERACTIVE ADD-ON

Upgrade with graphic animations.



# INFOGRAPHIC PACKAGE

Create an illustrative narrative to highlight client-provided data points in an exciting, informative and easily digestible way for SmartBrief readers.

	MINI- INFOGRAPHIC PACKAGE	ENHANCED INFOGRAPHIC PACKAGE
	\$20,000	\$30,000
LEAD GUARANTEE	150	250
CONTENT		
Mini-infographic: three sections with three data points per section	✓	✓
SmartStudio editors develop a visual narrative with client data points	✓	✓
Designed within client brand guidelines	✓	✓
Ownership of final PDF document	✓	✓
SmartBrief-hosted lead capture landing page *	✓	✓
PROMOTIONAL MIX		
Exclusive Dedicated Send♦ promotion	✓	✓
Targeted premium advertising mix	✓	✓
<p>* Registration fields include: name, job title, company, email. ♦ Where applicable. If not available, premium advertising is expanded.</p>		



# SMARTSURVEY

Partner with SmartStudio to craft a survey that develops original research and market intelligence from your key industry targets.

## SMARTSURVEY

- Industry experts will review the survey questions to ensure they resonate with the target audience and align with SmartSurvey best practices.
- Participant incentive will be provided to gain responses.
- Opportunity to obtain a guaranteed number of responses through targeted distribution.\*
- Project managers will build and deploy the survey in a customizable survey tool.
- Full reporting will include each survey response.

\* Requires a minimum distribution spend



# SMARTSURVEY PACKAGE

Craft original research and develop insights  
and trends from your target audience.

	SMARTSURVEY PACKAGE	ENHANCED SMARTSURVEY PACKAGE
	\$15,000	\$25,000
RESPONSE GUARANTEE	100	200
CONTENT		
A fully customizable survey deployed by SmartStudio	✓	✓
SmartStudio editors review the survey questions	✓	✓
Survey incentive to guarantee responses	✓	✓
Ability to share survey through your owned channels	✓	✓
Full results with individual responses (EXCLUDING email addresses)	✓	✓
PROMOTIONAL MIX		
Targeted premium advertising mix	✓	✓
Exclusive Dedicated Send promotion		✓
✦ Where applicable. If not available, premium advertising is expanded.		

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SMARTSURVEY

# MOTION GRAPHIC

Captivate audiences with a combination of motion graphics that will compel them to action.



## MOTION GRAPHIC

- Through the use of illustrative graphics, animations and images, the SmartStudio team will collaborate with you to develop a visual that can tell an inspiring story, introduce a product or service, or explain a concept.
- In a 30-second to 1-minute video, this motion graphic can be educational, promotional or inspirational.
- SmartStudio editors are storytellers and industry experts who understand how to best present concepts in a way that will captivate our readers' attention.
- Our design team is well-versed in visual communication, data visualization and motion design to ensure your message is delivered clearly.





# MOTION GRAPHIC PACKAGE

Incorporate video into your content strategy  
to drive awareness and boost conversions.

	MOTION GRAPHIC PACKAGE	ENHANCED MOTION GRAPHIC PACKAGE
	\$20,000	\$30,000
<b>CONTENT</b>		
A 30-second to 1-minute video utilizing motion graphics and animations	✓	✓
SmartStudio editors develop the narrative based on client data and talking points	✓	✓
Designed within client brand guidelines	✓	✓
Ownership of final MP4 file	✓	✓
10- to 15-second clip or animated GIF promotional teaser	✓	✓
Option to include voiceover element	Additional fees apply	
<b>PROMOTIONAL MIX</b>		
Premium newsletter and SmartSocial promotion	✓	✓
Exclusive send promotion		✓

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MOTION GRAPHIC

# SMARTSTUDIO RATE CARD

	RATE CARD	PRODUCTION TIMELINE
CONTENT		
Webinar Platform	\$6,000	4 weeks
Standard Webinar	\$10,000	10 weeks
Full-Service Webinar	\$12,000	12 weeks
Custom White Paper (8-10pg)	\$11,000	8 weeks
Custom White Paper (4-6pg)	\$7,500	8 weeks
SmartFocus	\$6,000	7 weeks
Executive Summary	\$4,000	6 weeks
Blog Post	\$2,500	4 weeks
Mini Infographic	\$5,000	6 weeks
Standard Infographic	\$8,000	6 weeks
SmartSurvey	\$3,000	3 weeks
Motion Graphic	\$12,000	10 weeks
Interactive Add-On	\$3,000	Up to 2+ weeks





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