

# EMS BOOT CAMP

## Media Kit



### A Unique Opportunity

Advertisers are always looking to get the most for their dollar.

It's hard to choose the right media to expose your product or service and even harder to convert that exposure to sales or sign ups.

EMS Boot Camp offers a one of a kind sponsorship opportunity that can fit any budget or service.

Rather than the standard month by month contract you may be used to, we offer a targeted sponsorship to Live Online Webinars.

In a nutshell, you sponsor a webinar session and get exposure on the session page and during the session we also promote your brand in a number of ways.

But here is the best part. After the session is over, your advertising dollars never stop working.

Here's why.

Your logo, web link etc. will be included with any post session offerings for that webinar.

- Recordings
- Books
- CD's/DVD's
- Online and Off.

Plus we include you as a sponsor on a special "Sponsors" page within the site and archives.



Brand yourself as a leader in the EMS Industry.

To find out exactly what you get as a EMS Boot Camp sponsor, read on.

### Make No Mistake - Space Is Limited

Yes, you hear that all the time. But at EMS Boot Camp we limit sponsors so that they get maximum exposure and a higher ROI.

We have several sponsorship slots available for each webinar session and only allow a maximum of 4 sponsors per session.

The amount of sponsors also depends upon a potential clients needs.

Some sponsors only require minimal exposure to help highlight a new product or brand.

Others want maximum effect to launch a business model or large product releases and they desire long term results with minimal financial risk.

To find out which sponsorship level will fit you best, we suggest carefully reading the rest of this media kit for complete details.

### With a \$250 investment you can get

Webinar Sponsorship



Frontpage Exposure



Sponsor Page Exposure



Post Event Advertising



Future Link/Product Changes



### Can You Afford Not To?

EMS Boot Camp is consistently growing in attendees, guest speakers and overall web traffic.

With several expansion projects being added to the Boot Camp services, you would be hard pressed to find a less expensive yet massively targeted advertising venue.

## VIP Sponsorship



View this Peel Ad in action at <http://ems-safety.com>

Both VIP and Premium Sponsorship levels offer a unique advertising opportunity that will continue long after a Live session is complete.

This level of sponsorship will give you basic exposure for a selected session.

While this is the lowest sponsorship level, it still offers a unique approach to getting your service or product in front of as many eyes as possible and also has the ongoing residual exposure opportunity.

Sign up for this level for our next live session and get :

- Your ad in a unique "Peel" ad at the upper right hand section of the home page.

- Your ad within the sponsors page at the site.
- Your banner/logo with web address displayed at the beginning and end of the webinar.
- Your sponsorship mentioned with session promotions.
- Your banner/logo shown within any future development of that session. i.e. DVD, E-Books etc.
- Your banner/logo shown on the sales page for the recorded version of the session.

Residual Exposure from:

- Your banner displayed on the archived session page with recordings, downloads.

All this exposure would cost anywhere from \$600-\$2000 on average.

EMS Boot Camp wants to offer clients and attendees valuable services or products so we have kept this sponsorship level at just \$250.

This is a onetime fee and limits 4 per session.

## Premium Sponsorship

If you want more exposure than the VIP level, we have designed a mid-level sponsorship that will fit your needs nicely.

In addition to all the above VIP Level opportunities, the Premium Level also gives you.

- Larger Banners ads and logo space\*.
- Reading of your ad copy\* at the beginning of selected session along with display of your ad/logo and web link within presentation.
- Ability to change ad/logo/link within post session displays.
- Your banner/logo and web link displayed as static graphic for

recorded video of session. (This is a graphic shown before video is played).

- Sponsorship mentioned within social media such as Twitter and Facebook during session month.

As an added feature we also will:

- Place your ad/banner within the Authorized Transmissions newsletter for the session month as a 1/2 page ad display.

This newsletter is emailed to over 8000 double opt in subscribers each month.

There are only two of these Premium Level slots available each month.

Plus Premium sponsors get top priority on display positioning but this is on a first come serve basis.

The Premium Level is a one time fee of only \$500.

If you want a powerful way to get out in front of Live attendees and have your sponsorship continue months and years after the live event. This is a great choice.

Contact us today for more details and answers to any questions you may have for this or any other sponsorship level.

[info@emsbootcamp.com](mailto:info@emsbootcamp.com)

## Exclusive Sponsorship

This is the top sponsor level. Clients that choose this level not only get all the exposure in the VIP Level but also:

- Solo Banner/ad space/logo\*
- Reading of your ad copy\* at the beginning and end of the Live Webinar selected. Along with your banner/logo display and link within presentation.
- Ability to change ad/logo/link within post session displays.
- Video ad displayed on archived recording page.
- Your banner/logo and web link displayed as static graphic for recorded video of session.

- Sponsorship mentioned within social media such as Twitter and Facebook during session month.

As an added feature we also will:

- Place your ad/banner within the Authorized Transmissions newsletter for the session month as a full page ad display.

This newsletter is emailed to over 8000 double opt in subscribers each month

- Send a solo ad email to subscribers of EMS Boot Camp/ EMS Professional one time during webinar session month.

As an exclusive sponsor you are the sole sponsor for a webinar, its recordings and archived pages.

This means that the only ad attendees and buyers of archived media will see is your ad.

Truly a one of a kind sponsorship opportunity.

The one time fee for an Exclusive Level Sponsorship is \$900.

Contact us today to secure your spot for the next Live Webinar.

info@emsbootcamp.com

**..Place your ad/ banner within the Authorized Transmissions newsletter for the session month as a full page ad display.**

**This newsletter is emailed to over 8000 double opt in subscribers each month.**

## Some Specifics

Ad space is on a first come first serve basis. We allow sponsorships as noted below.

### 4 VIP Levels

### 2 VIP and 1 Premium

### 2 Premium Levels

### 1 Exclusive Level

Your banners, logos etc will be displayed according to the sponsor level you have chosen.

**Banner sizes for various levels.** We will try and place all sizes and will resize to fit into presentation and site layout.

Banner ad design is available for a small fee.

Each sponsorship is for one single Live Webinar of your choice. Live display of ad is for a 30 day period during webinar promotion and delivery.

Then all ads/banners will be transferred to static archived pages, recordings, audios etc.

Premium and Exclusive Levels will allow for changes to banners or links on these post session static pages.

For Premium and Exclusive Levels, ad copy will be read as you supply it.

Premium Level will allow a 30 second ad copy period.

Exclusive Level will allow a one minute ad copy period at both beginning and end. This can be different as long as it promotes the same service or product.

Contact us today to secure your spot for the next Live Webinar.

info@emsbootcamp.com

**Contact us for more details and start getting more for your advertising dollars.**

**Jim Hoffman**  
info@emsbootcamp.com

**518-291-9390**

# EMS BOOT CAMP - Media Kit

## Test The Waters

Listen, like we mentioned on the first page of this information kit. It's hard to decide what is right and what is the best value for your dollar.

So we are offering for a limited time a banner/logo display along with your web link at the beginning of one of our upcoming "Power Sessions"

These are 30 minute sessions that target a very specific topic area and focus on attendee Q&A.

We are also offering this as a bonus for two Power Sessions if you sign up as a Premium or Exclusive Level sponsor.

Otherwise, you can test the waters with just a ad display at one of the Power Sessions for only \$50.

This is a one time sponsor fee and your ad will stay with the recording of the Power Session as long as we use it within the EMS Boot Camp site and offerings.

**Contact us for more details and start getting more for your advertising dollars.**

**Jim Hoffman**

**info@emsbootcamp.com**

**518-291-9390**

## Unique Tracking

As a Boot Camp sponsor we will set up a special page for you like <http://emsbootcamp.com/sponsor>

Just send us whatever tracking link you are using.

This is a much more pleasing way for potential clients to click a link.

Instead of the ugly

<http://domain.com/cgi?/45678ar4.php>

This is a free service offered to all sponsors.

