

Digital Solutions for Publishers

A Live and Archived Webcast featured on TV Mainstream and the ABM Video Network

Wednesday, December 16, 2009 at 2 PM ET

Founded in 1906, American Business Media is the association of business information providers, delivering business intelligence to industry, Madison Avenue, Wall Street and the Beltway. Its 350-plus member companies reach an audience of more than 100 million professionals and represent nearly 6,000 print and online titles and 1,000 trade shows and well over \$33 billion in annual revenues.

As with all traditional media, these companies are transitioning to the new digital world and they want to learn what technologies, products and services are available to them as they make this transition. TV Worldwide, with its Internet TV channel for the digital media industry TV Mainstream, has partnered with American Business Media to offer companies opportunities to speak directly to this exciting marketplace with examples of digital media in action.

TV Mainstream attracts over 30,000 digital and traditional media professionals each month with nearly two-thirds being Vice Presidents or higher. The average visitor spends over 30 minutes per session on TV Mainstream!

ABM and TV Worldwide invite your company to be featured in this live and archived webcast. Your executives will have an opportunity to be interviewed as a part of the webcast, give a presentation with PowerPoint slides, include your corporate marketing video or offer downloadable white papers or other information.

Feature Opportunities

Presentation with slides - \$2,500

- Approximately 10-15 minute presentation
- Synchronized slide presentation for both live and archived webcasts
- Promotion on ABM, TV Worldwide and TV Mainstream websites prior to and after the event
- Email promotion on both ABM and TV Mainstream newsletter lists to a combined subscriber base of nearly 20,000 professionals
- Archive will be available on-demand for a minimum of one year after the event
- Opportunity to offer white paper or other information for download
- Clickable button with the archive to have viewer contact information sent directly to your company for lead generation!
- Company logo link prominently displayed on the webcast site page.



Feature Interview - \$1,500

- Approximately 5-10 interview either live or pre-recorded from TV Worldwide's studios with your executive on set or by telephone
- Promotion on ABM, TV Worldwide and TV Mainstream websites prior to and after the event
- Email promotion on both ABM and TV Mainstream newsletter lists to a combined subscriber base of nearly 20,000 professionals
- Archive will be available on-demand for a minimum of one year after the event
- Opportunity to offer white paper or other information for download
- Clickable button with the archive to have viewer contact information sent directly to your company for lead generation!
- Company logo link prominently displayed on the webcast site page.

Contact Kevin Shively at (203) 502-8166 or kshively@tvworldwide.com for more information!

Company Listing and Mention - \$750

- Your company will be mentioned at least twice by the webcast host with basic information about the products and/or services you provide
- Promotion on ABM, TV Worldwide and TV Mainstream websites prior to and after the event
- Email promotion on both ABM and TV Mainstream newsletter lists to a combined subscriber base of nearly 20,000 professionals
- Archive will be available on-demand for a minimum of one year after the event
- Opportunity to offer white paper or other information for download
- Company logo link prominently displayed on the webcast site page

Contact Kevin Shively at (203) 502-8166 or kshively@tvworldwide.com for more information!

Webcast Reservation Form

Yes, we would like to participate in the TV Worldwide webcast Digital Media Solutions for Publishers webcast on December 16, 2009. Our sponsorship option and payment method is indicated below.

- Presentation with Slides - \$2,500
- Feature Interview - \$1,500
- Company listing and mention - \$750

Custom sponsorship packages are also available upon request.

Total amount due upon agreement.

Please sign and fax to TV Worldwide at (703) 961-9255.

Sponsor Signature

Printed Name and Title

Method of Payment:

- Check or money order (made payable to TV Worldwide)
- Credit Card
 - Visa
 - MasterCard
 - American Express

Credit Card Number

Expiration Date and Security Number from Card

Name as it appears on card