

## Social Media Today Sponsorship and Media Kit

**We're the Web's leading creator of sponsored, purpose-built, B2B communities.**

Our targeted collaborative content connects the social media marketing needs of our sponsors to an audience of potential customers. We manage and moderate our communities in real-time, and provide marketing insights that produce real business results for our clients, including companies like SAP, Oracle Corporation, Teradata and Siemens.

**Old media is a sinking ship. Is your marketing strategy going under with it?**

At Social Media Today, our communities are powered by every force that is disrupting old-media business models. Like laser-focused niche targeting. Networks of trust. User-generated content. Influence-with-the-influencers. We produce response and conversion rates that old media can only dream about. It's transparent. It's authentic. It's measurable.

It's the future. Get on board with us.

### Why Social Media Today?

- We've been doing this longer than anyone else.
- We're small, independent and agile. Your investment goes towards your campaign goals, not to overhead.
- We have established relationships with hundreds of expert bloggers across every professional sector.
- We take on the risk and effort of creating thriving, best-of-breed communities so you don't have to.
- A presence in our independent editorial sites is a must-have complement to your in-house direct marketing and CRM efforts.
- We offer engagements and segment targeting to fit your goals and budget.
- Our communities are authentic and user-centered, yet always professional and on-message. You can sleep easy, knowing your brand is in good hands.
- First-mover opportunities are still available. Don't let your competitors get the high ground before you.

### Our Services

- **Lead Generation** Our interest-targeted, free-with-registration premium content and events can connect you with the most qualified prospects
- **Leveraged Influence** The influentials in our communities drive decision-making in your industry. Shouldn't you be talking to them?
- **Premium Content development** We execute Webcasts, create podcasts, and commission white paper analyses focused on make-or-break issues in your sector
- **Blogger outreach** We identify and recruit bloggers whose work is best aligned with your goals
- **Newsletter branding and promotions** Reach thousands of executives every week
- **Social Media Audit** Your company is unique. Let us help you build your custom road map to social media success.
- **Message monitoring and topic alerts** Our community and content managers are your eyes and ears for the trends and opinions that impact your business.

# Sponsorship

We offer a number of different levels of community sponsorship to suit our clients' goals and budgets.

Standard sponsorships are executed and renew annually. We also offer limited engagement sponsorships focused on specific events and premium content.

The chart below is for general reference only. Service packages are custom-tailored to address your hot-button marketing and promotional needs, and to complement your other initiatives.

| Site Sponsorship Plans |                |               |          |           |
|------------------------|----------------|---------------|----------|-----------|
|                        | Ltd Engagement | Participating | Featured | Exclusive |
| Site-wide exclusivity  | ●              | ●             | ●        | ●         |
| Section exclusivity    | ●              | ●             | ●        | ●         |
| White paper/yr         | tbd            | 1             | 1        | 2         |
| Podcasts/yr            | tbd            | 1             | 3        | 8         |
| Webinars/yr            | tbd            | -             | 1        | 4         |
| Social Media audit     | ●              | ●             | ●        | ●         |
| Blogger recruitment    | ●              | ●             | ●        | ●         |
| Newsletter branding    | ●              | ●             | ●        | ●         |
| Newsletter promotions  | tbd            | ●             | ●        | ●         |
| Banner Share of Voice  | tbd            | 30%           | 60%      | 100%      |

## Banner Advertising

We currently accept insertion orders for the SocialMediaToday.com site and newsletter.

All insertions are ROS in the top level Social Media Today Community. The Social Media School subcommunity may be booked separately. Acceptable creative types are gif, animated gif, flash. No pop-ups, expansions or similar.

| Social Media Today advertising rates |                |                     |      |
|--------------------------------------|----------------|---------------------|------|
| Type                                 | Size           | Placement           | CPM  |
| Banner                               | 468x60         | Home page top       | \$25 |
| Button                               | 120x90, 120x60 | Home page top right | \$20 |
| Skyscraper                           | 120x600        | Newsletter right    | \$50 |

## For more information, contact us:

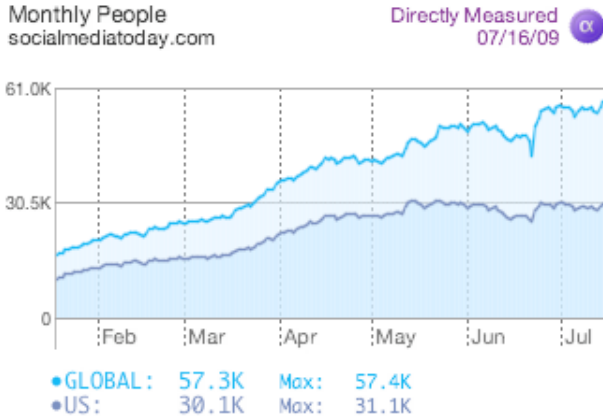
Robin Carey  
 CEO and Co-Founder  
[robin@socialmediatoday.com](mailto:robin@socialmediatoday.com)

# Our Communities

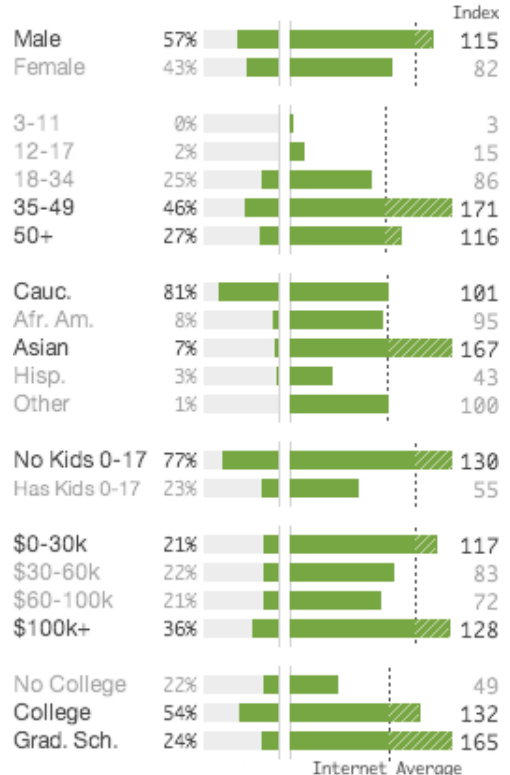


<http://socialmediatoday.com>

Our flagship site, Social Media Today is the Web's most acclaimed community for social media professionals.



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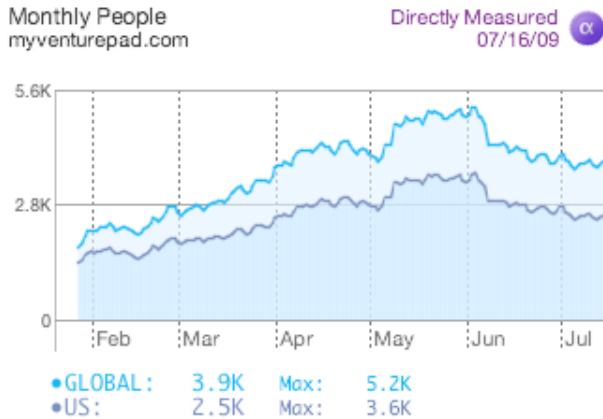
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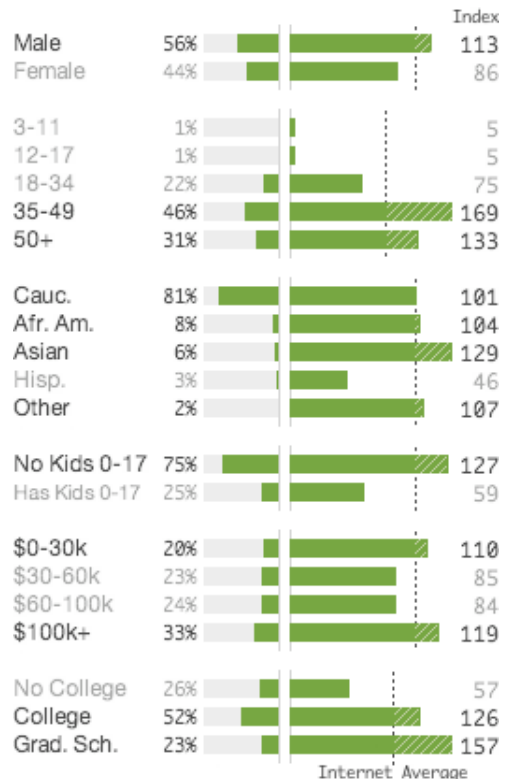


<http://myventurepad.com>

Leaders of growth-stage companies turn to MyVenturePad for keep abreast of cutting-edge thinking about CRM, marketing and sales.



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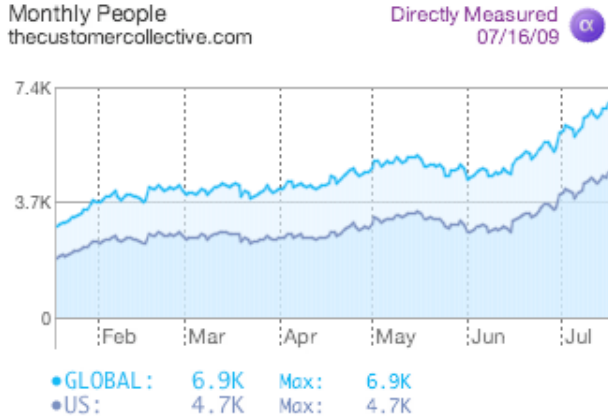


# Our Communities

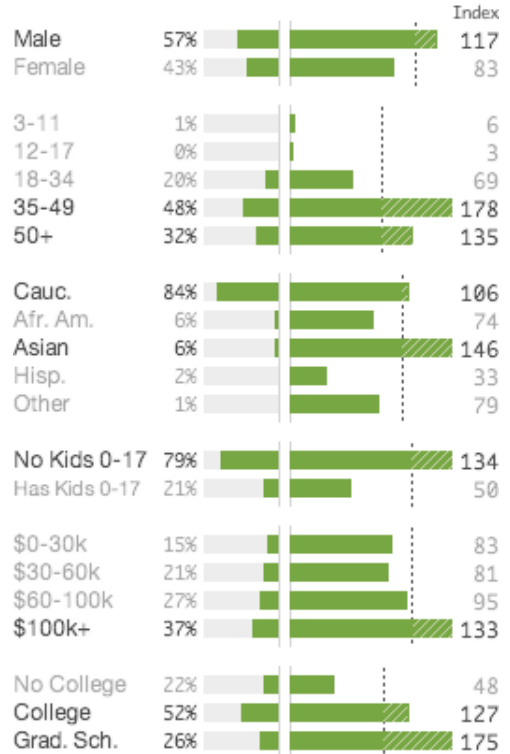


<http://thecustomercollective.com>

The online forum for sales and marketing executives.



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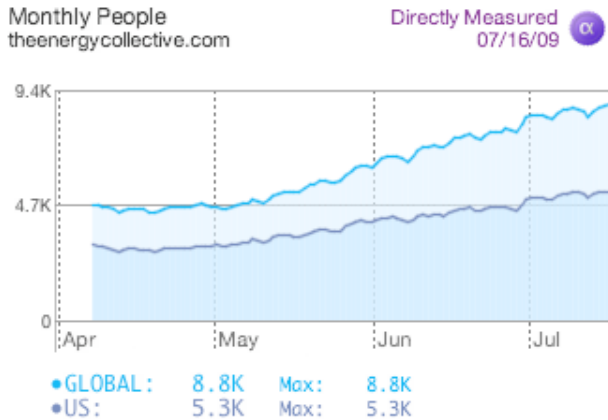
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Demographics - 06/26/09

Internet Average  
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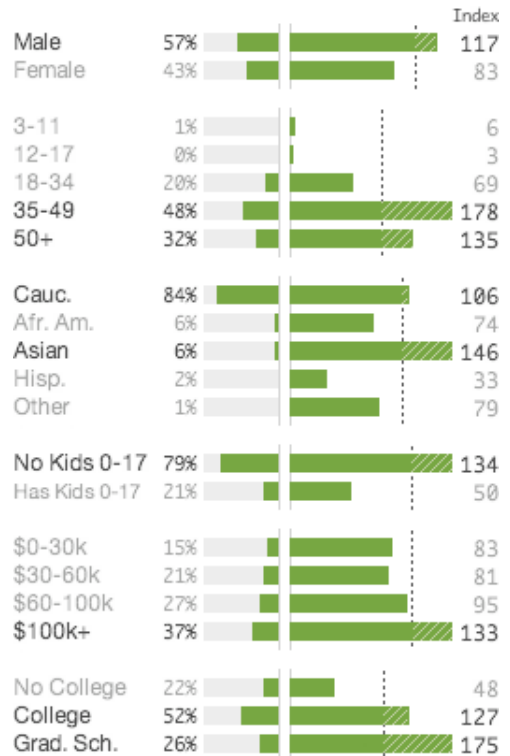


<http://theenergycollective.com>

The community for policymakers, activists, and entrepreneurs who care about energy and climate.



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# Our Communities

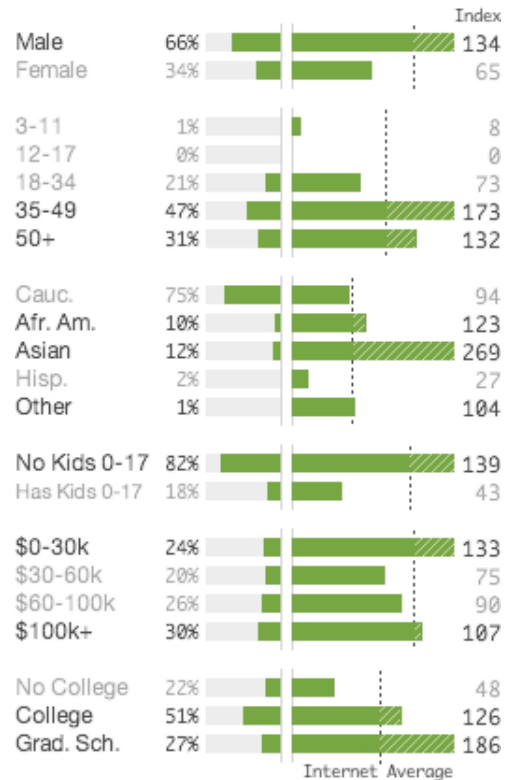


<http://smartdatacollective.com>

The online community for business intelligence and data warehousing professionals



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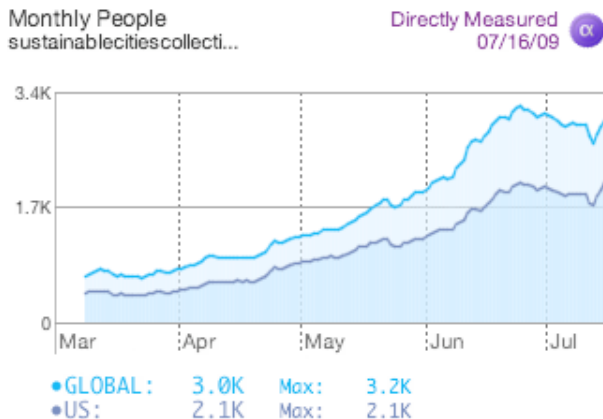
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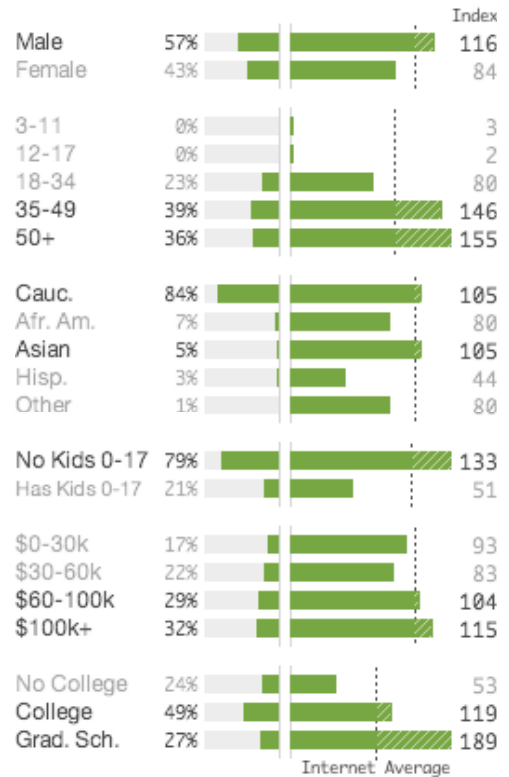


<http://sustainablecitiescollective.com>

The gathering place for experts on urban development and civic sustainability.



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<http://sustainablecitiescollective.com>

The Wealth Managers League is a moderated community for building and managing wealth.

Data coming soon!



<http://governingpeople.com>

Governing People is a community for decision makers in federal, state and local government.

Data coming soon!

## **We Do Languages**

Need to reach a global audience? We have associates around the world with the technology and know-how to publish content in multiple languages.

Social Media Today in Mandarin: <http://socialmediatoday.com/chi>

Social Media Actualités (French): <http://socialmediatoday/fra>