

## Be a THOUGHT LEADER

**POSITION YOUR FIRM AS AN AUTHORITATIVE THOUGHT LEADER WITH CRITICAL INFORMATION IN YOUR FIELD THROUGH OFFICER.COM CONTENT MARKETING PROGRAMS**

### Whitepapers

Promote your product or service with the overall goal to generate sales leads, establishing thought leadership, make a business case, or inform and persuade prospective customers by hosting your whitepaper with *Officer.com*.

Promotions Include:

- Email Blast reaching 59,000+ opt-in subscribers
- eNewsletter call out, reaching 44,000+ opt-in subscribers for week of launch
- Whitepaper hosting for 6 months

**Rate: \$4,850**

### Webcasts

Engage with prospective buyers as you educate the marketplace, build brand awareness and gain measurable results through an *Officer.com* Webcasts Program! This turnkey program includes a comprehensive media package and all lead registration following the event.

- Client supplies the content, speakers and visuals, we do the rest!

**Rate: \$10,000**

### Officer.com Sponsored Webcast

- *Officer.com* editorially-driven webinar sponsored by client

**Rate: Sole sponsorship: \$6,000**

**Co-sponsored: \$2,500**

### Industry Insights Blog

Distribute content focused on industry trends, news and information to law enforcement professionals!

- Two stories per month, written by client!
- Homepage position and exposure
- Each story featured in the daily eNewsletter, delivered to 44,000+ opt in email subscribers, the day the story goes live
- Cygnus Engagement Report to measure ROI and audience engagement
- Market exclusivity-limited to two companies per month!

**Rate: \$2,500 /month (3 month minimum)**

