

# AMERICAN MACHINIST

## WEBCASTS

### What are Webcasts?

Webcasts are a new media alternative for reaching a select audience. Think of them as PowerPoint presentations given over the Internet, including the presenter and audience interaction. Webcasts typically last between an hour and 90 minutes, are free to attendees, and include an interactive question-and-answer period at the end of the presentation. The initial presentation is given live, then archived on a web site. Archived Webcasts are particularly convenient for attendees because they have no place or time constraints: they may be viewed at any time, from any online computer.

An AMERICAN MACHINIST editor moderates the Webcast event and sponsors receive the benefits of being associated with the AMERICAN MACHINIST brand.



### Why Webcasts?

As a highly cost-effective means of reaching targeted audiences in real-time, Webcasts are becoming a popular way of communicating with busy professionals faced with time constraints and declining budgets for training and travel. Webcast sponsorship benefits include the following:

#### Targeted Reach

Webcasts deliver a live message to an audience of early adopters of new technologies, thought leaders, and those aggressively looking for new solutions.

#### Value

Webcasts are a highly cost-effective means of obtaining contact information for a qualified group of prospects.

#### Measurement

Like all AMERICAN MACHINIST electronic media, Webcasts provide immediate and accurate results: how many attended, who attended, what their titles are, what companies they work for, and more.

#### Revenue Generation

Webcasts are ideal for branding your company name and directing traffic to your web site.

#### Residual Impact

ROI beyond the original viewing and investment. Archived Webcasts continue to generate interest in your company as attendees re-visit the event and new attendees view the presentation.

### American Machinist Webcasts Have a Tremendous Record of Success!

- Over 234 average registrants
  - 48% of registrants converted to viewers
  - 97 average live viewers
  - 92% of registrants indicate they would participate in a future American Machinist Webcast
- \* Registration statistics based on six AMERICAN MACHINIST Webcasts.

# 2007 Webcast Sponsorships

## Exclusive Sponsorship - \$10,000

An Exclusive Sponsorship is a highly effective way to single your company out in the minds of prospects and secure a competitive edge over your rivals. By being the sole advertiser for an event, exclusive sponsors gain many unique benefits:

- Exclusive branding and impact from sponsor association with the Webcast topic
- Exclusive visibility through AMERICAN MACHINIST's promotion of the Webcast
- Exclusive exposure and impact among attendees during the event
- Exclusive rights to Webcast measurement data and attendee contact information

An Exclusive Sponsorship includes all of the following:

**Pre-Event:**

- Logo and text line in marketing campaigns (including up to three blast emails)
- Logo with hyperlink on information and registration web pages

**During Event:**

- Logo as live hyperlink on viewer panel during live event

**Post-Event:**

- Logo and text line in Thank You message emailed to registration and attendee lists
- Contact list for live event attendees
- Contact list for all event registrations
- Feedback reports for live event traffic statistics and statistical reductions of viewer surveys taken during and after the event

**PLUS:**

**Pre-Event:**

- Logo and web link in AM Weekly eNewsletter promoting the Webcasts

**During Event:**

- Option of adding two questions to the exit survey

**Post-Event:**

- Logo and text line on Question & Answer report emailed to registration list (if generated)

**AND:**

**Pre-Event:**

- Option of adding questions to the registration survey

# American Machinist 2006 Webcast Results

Sponsor	Topic	Date	Registrants	Total Attendees	Viewed Archive	Yes	Maybe	No
Cimatron	<b>Tool Shop Optimization: Why Technology is not Enough</b>	4-20-06	426	163	122	90.1%	8.9%	1.0%
Walter Grinders	<b>The How's &amp; Why's of CNC Tool Grinding</b>	5-2-06	335	136	84	96.8%	3.1%	1.0%
IMTS/United Grinding	<b>The Machine Shop Dashboard: Key measurements that drive success in every machine shop</b>	8-8-06	474	274	142	97.6%	2.4%	0.0%
Makino	<b>Lowering Your Cost of Machining</b>	8-8-06	233	61	50	98.7%	1.3%	0.0%
Cimatron	<b>Tool Shop Optimization: Stepping Up to 5-Axis</b>	8-22-06	179	74	57	97.9%	1.1%	1.0%
IMTS/ Peter Wolters	<b>IMTS Preview</b>	8-30-06	204	31	54	98.3%	1.6%	0.7%
United Grinding	<b>Moving Machine SetUp to Office</b>	8-31-06	183	70	92	97.3%	1.6%	1.1%
GE Fanuc	<b>CNC Best Kept Secrets</b>	10-25-06	715	263	157	98.8%	1.1%	1.1%
United Grinding	<b>Who's Afraid of Creep Feed Grinding</b>	10-31-06	232	84	35	97.9%	0.1%	1.0%