



DIGITAL **SPONSORSHIP** OPPORTUNITIES

Our Digital Sponsorship package is a unique opportunity to get exposure to the PERKS audience through different digital mediums leading up to our conventions.

PERKS maintains all curatorial rights over what and when is sent and created for our audience. All sponsorships are subject to approval by PERKS. Packages are available for multiple sponsorships. [Updated 3/9/2020]

01

EMAIL HIGHLIGHT TO PERKS REGIONAL AUDIENCE

This is a highlight in a regional email that showcases your brand as a PERKS sponsor.

Complete with logo, photo, and longer description of the service.

AVAILABILITY

Please inquire for available dates.

*Current figures reflect 2019 reach, audience and metrics and are subject to increase during 2020 during show campaign cycles.

COST

\$2,000

AUDIENCE

9,000+

Average attendee audience per PERKS region. Excludes exhibitors and other subscribers.*

AVG. OPEN RATE

12%

AVG. CLICK RATE

1%

LIMIT PER YEAR

12

COST

\$5,000

AUDIENCE

60,000

Approximate unique engaged contacts to PERKS national audience as of December 2019.*

AVG. PLAYS/PLAY RATE

250 | 30%

AVERAGE ENGAGEMENT

71%

% of video viewers watch

LIMIT PER YEAR

12

02

PK90 EPISODE

Complete production of a 90-second explainer video about your product. This includes editing and production with full distribution to the entire PERKS audience.

These videos have a strong 'fan following' and your brand has rights to use/keep/share the video as a marketing asset indefinitely.

PK90 videos are featured on the PERKS website on the PK90 video page, the next available bi-weekly newsletter as the hero piece, on social channels, and via the PERKS blog.

AVAILABILITY

Please inquire for available dates.

*Current figures reflect 2019 reach, audience and metrics and are subject to increase during 2020 during show campaign cycles.

03

1X NEWSLETTER 'SNIPPET' FEATURE

Small feature 'ad' with logo/photo and description text in one upcoming PERKS Newsletter (bi-weekly).

This should click through to a brand marketing asset provided by the brand.

AVAILABILITY

Please inquire for available dates.

*Current figures reflect 2019 reach, audience and metrics and are subject to increase during 2020 during show campaign cycles.

COST

\$2,000

TOTAL REACH

118,000

AUDIENCE

60,000+

Approximate unique engaged contacts to PERKS national audience as of December 2019.*

AVG. OPEN RATE

12%

AVG. CLICK RATE

1%

LIMIT PER YEAR

12

COST

\$5,000

AUDIENCE

60,000+

Approximate unique engaged contacts to PERKS national audience as of December 2019.*

TOTAL REACH

118,000

AVERAGE DOWNLOADS

~2,000/YR

LIMIT PER YEAR

2

04

2021 BIG BOOK OF PERKS SPONSOR

Our annual Big Book of PERKS features 100 of the most 'need-to-know' services for the new year.

This sponsorship is the ability to be the logo sponsor on the cover 'BBOP sponsored by Your Brand' as well as placement of one full page ad on the inside digital cover (brand must provide artwork).

AVAILABILITY

Please inquire for available dates.

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