

Our Expertise Combined with the Reach of the AccelaCast Media Network Delivers You Guaranteed Registrations

AccelaCast Media Network

Our extensive publishing and media partnerships allows us to draw from the combined resources of:

- **Computerworld**
- **CXO Media**
- **IDG Connect**
- **InfoWorld**
- **IT Business Edge**
- **IT Toolbox**
- **ITworld.com**
- **Network World**
- **PC World**
- **TechTarget**
- **SearchCIO**
- **SearchSecurity**
- **SearchNetworking**
- **SearchStorage**
- **Reed Business Information**
- **Advanstar**

* Additional sites are being added on a regular basis.

Accela Communications will conduct a fully-managed promotion campaign on your behalf, delivering a guaranteed number of registrations to support your sales activity. This campaign consists of a combination of targeted emails to opt-in lists, newsletter promotions, and search engine marketing designed to drive viewers to your program, embedded in your web site or a customized landing page. Each campaign is uniquely designed to tap the appropriate sectors of our broad media partnerships.

The AccelaCast Media Network was developed to offer clients additional venues to promote their on-demand rich media programs. When you place your on-demand rich media program with us, you reach an extremely focused group of business professionals that are regularly engaged with multimedia content presentations, demonstrating their desire to investigate topics at a deeper level.



Targeted Audience Reach

Accela Communications has developed relationships with leading web sites to access their audiences through a variety of media vehicles such as outbound email, newsletters, and site listings.

- Combined reach of over 4.6 million IT Business Influencers.
- Access to millions of opt-in email subscribers with detailed demographic selects in the following categories: job title, job function, industry, company size and geography.

Audience Development Expertise

Accela Communications has developed an original and proven 8-step process developed through fine-tuning and front line experience as a pioneer in the field of on-demand rich media marketing. The entire process culminates in an optimization process that is repeated numerous times to ensure that the expected target audience and registrant number is achieved.

- **Research:** Develop a thorough understanding of program content, key marketing messages and desired audience target.
- **Planning:** Set goals and objectives, create a multi-tiered promotion plan to allow for testing and optimization, implement incentives.
- **Material Development:** Develop promotions from content provided including title, copy, HTML, e-newsletter ads, as needed.
- **Test:** Utilize our proprietary source tracking process to set up source tracking for creative testing.
- **Set Up:** Establish tracking URLs, finalize registration and survey questions, and traffic materials.
- **Review:** Double check all materials and drop dates.
- **Execute:** Coordinate all media drops, press releases and web links, as required.
- **Optimize:** Analyze results, review audience demos, maximize vehicles, adjust creative and set up the next wave. Repeat as needed.

Guaranteed Registration Packages

- Registrations are guaranteed with the option to purchase additional registrations at the end of the defined period. Demographics will be consistent with the IT audiences represented. (Accela Communications handles all promotional management and site placements.)

On-demand Rich Media Pioneer

Accela Communications provides interactive marketing services that accelerate sales and business growth for customers and partners across a wide range of industries.

We generate actionable results through the use of on-demand rich media, web response management tools, and a collection of multimedia content.

For more information, please visit:
www.accelacommunications.com

Learn how to
optimize your
video programs
with our
white paper:

“Guide to
Developing
Effective Online
Video
Communications”

We look forward to
working with you.

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