

Sponsorship Opportunities Now Available!

Mission **CRITICAL**

Data center and emergency backup solutions

Educational **Webinars**



You can't meet face-to-face with every data center professional in your industry. But you can interact with each qualified prospect who registers for your Webinar. Let the expertise of *Mission Critical* magazine help you engage this audience to gather hundreds of high-quality sales leads.

More than
48,900*
data center
professional
prospects!

*Mission Critical Inaugural Issue
Assessment Study, Jan. 2008.

<http://webinars.missioncriticalmagazine.com>

Webinars engage data center professionals on a whole new level.

Webinars can be topic-specific (*Mission Critical* provides content and discussion expertise) or client-specific (you provide content and messaging). Either way *Mission Critical* handles everything for you — marketing & promotion, participant registration and all connectivity.

Quality Leads. Build a high-quality sales leads database from captured Webinar attendee demographics.

Credibility. Your association with *Mission Critical* magazine lends credibility to your brand and positions you as an industry leader.

Staying Power. Webinars are archived online for 12 months. You'll continue receiving when data center professionals register to watch.

1.0 CE-PDH Certificate of Completion available for those who attend and qualify

RECENT RESULTS*

Optimizing the Data Center: Energy Efficient and Reliable UPS Operation

September 10, 2008
Registration 405

Improving the Cooling Performance of Your Data Center with CoolSim

October 22, 2008
Registration 282

Open Forum on Data Center Issues

November 13, 2008
Registration 382

*Publisher's own data, November 2008

Sponsor Benefits

- ▶ All leads provided via reporting link with access for 12 months (name, company, title, phone, address, email)
- ▶ Your logo and link on registration page and audience console
- ▶ Advertisement promoting your event in *Mission Critical* print issue
- ▶ Multiple promotional e-mail blasts to *Mission Critical* subscribers
- ▶ Promotional banner on www.missioncriticalmagazine.com
- ▶ Write-up and promotional banner in *Mission Critical* e-Newsletter
- ▶ Promotion in *Mission Critical* digital editions
- ▶ Promotional flyers at *Mission Critical* booth at any relevant tradeshows
- ▶ Editorial write-up in the magazine
- ▶ Email reminders to all registrants
- ▶ Archived event posted for 12 months

Webinar Format:

- ▶ 45 minute presentation, 15 minute Q&A
- ▶ Capabilities include live polling and results, viewer submitted questions throughout live event; flash video compatible (ask your sales rep for more information)
- ▶ Moderated by *Mission Critical* Editor, Kevin Heslin
- ▶ Multiple speakers allowed from remote locations

Contact your sales rep today to reserve your date and time!

PETER MORAN

Publisher

Phone: (401) 213-6733

Fax: (248) 502-1052

moranp@bnpmedia.com

JOHN D. FLOYD

Eastern Advertising Mgr.

Phone: (610) 399-3265

Fax: (248) 502-2078

floydj@bnpmedia.com

RUSSELL BARONE, JR.

West Coast Advertising Mgr.

Phone: (219) 464-4464

Fax: (248) 502-1085

baroner@bnpmedia.com

**Mission
CRITICAL**
Data center and emergency backup solutions