

Feature Report

\$17,000 total | promoted for 6 months

Overview

When you have the need to capture full lead information, a Feature Report can meet this goal! In addition to lead generation a Feature Report is also a thought-leadership opportunity that positions your brand around solving an industry challenge or issue. Written by *Rehab Management* ensures that the content won't be perceived as an "advertisement" written by the sponsor. Co-branded content written by our editors creates more credibility, therefore is more successful in lead-generation and positioning the sponsor as a thought leader in the industry.

We gate the content with a registration form on our site in The Resource Center. Then we create a full marketing campaign to drive traffic for registrations that become leads for you. Full contact information for you to be able to follow-up with and start the lead nurturing process.

Sponsorship benefits from a Feature Report are numerous. Feature Reports are exceptional programs for branding, promoting the sponsor as a subject matter expert, generating leads, and provide great leave-behinds for your sales team or for use at trade shows.

Program Features

Production time frame – 12 weeks from signed insertion date

- Promotional traffic drivers across platforms
- Accessible on the website for 3 months
- Customized registration page
- Sponsorship recognition on report cover
- One full-page 4-color ad within the report
- Lead retrieval options include daily, weekly, or monthly reporting

Specs



Page Count: 8 min.

Size: 8.5 (w) x 11 (h) - high res pdf or original art

Images: 6-8 - 4 (w) x 6 (h), 300 dpi or 2000 px (w)

Advertiser Logo: 300 dpi, eps, jpg

Additional Materials Needed

- Logo with URL link
- Up to three custom registration questions (optional)
- Title suggestion – we will review with editorial and refine as needed to optimize for SEO
- Three to five key bullet point themes that are relevant to the title
- Point of contact for interview (name, phone, and e-mail)
- Charts, figures, analyst reports, photos, etc to provide context (optional)