



**SUSTMEDIADOTCOM**

WHITE PAPER PROGRAMME 2013



Editorial Brief, Format & Production Values



Sponsor Benefits, Marketing & Rates



## EDITORIAL BRIEF, FORMAT & PRODUCTION VALUES

### SUSTMEDIADOTCOM: EDITORIAL BRIEF

- Deliver original and opinion-forming written content, combining the rigour of independent research with the readability of broadsheet reporting;
- Create a ‘Social Object’ - ideal for sharing and disseminating via new and social media - to stimulate and inform debate within the digital community, foster stakeholder engagement and generate feedback;
- Provide communications support and promote brand awareness on behalf of the Sponsor, via a reputation for thought leadership, creative collateral and market intelligence - credibility plus currency.

### SPECIFICATION: FORMAT & PRODUCTION VALUES

- 16pp digital publication in PDF format, rich with hyperlinks;
- Main article to run to 5,000 words in length, fully annotated;
- Executive summary, accessible design and professional layout;
- Original, bespoke social-media market research, snapshot survey data;\*
- Tables, diagrams and/or infographics X 2 (min);
- Footnotes, credits and bibliography to academic standard;
- Accompanying Press Pack, with release copy and Notes for Editors;
- Accompanying Presentation Pack, with PowerPoint slides X 2 (min).

\* *Social Media Snapshot Survey conducted online with a sample group of 100 targeted respondents sourced from existing Twitter contacts.*

## SPONSOR BENEFITS & RATES

### DIRECT SPONSOR BENEFITS

- Logo and branding on Front Cover and all full-page text folios;
- Full-page advertisement on Outside Back Cover; and/or
- Full-page 'Afterword' from Sponsor spokesperson on Inside Back Cover;
- 'In association' production credit for press and promotion;
- Licence to distribute White Paper freely in PDF format;
- Presentation Pack with branded PowerPoint slides for Sponsor use.

### REPUTATIONAL REWARDS & POSITIONING

Profile raising and brand association with:

- Promoting intellectual rigour and critical analysis;
- Supporting original, independent research and report authoring;
- Contributing to (inter)national debate and dissemination of information.

### MARKETING & PROMOTION ON PUBLICATION

- Week-long promotion on Social Media via Twitter (8000+ Followers);
- Additional posting on Facebook, LinkedIn, Google+ and SustMeme Blog;
- Marketing to third-party distribution channels and media outlets;
- Press release, inclusive of Sponsor spokesperson soundbite (optional);
- Feature article synopses drafting; submission to press and periodicals;
- Media placement and syndication support; leverage of contact database.

### SPONSORSHIP RATES

- White Paper Package: £5950.00 (+VAT) •

**SUSTMEDIADOTCOM • MCCLELLAND MEDIA LTD**

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