

Webcasts

Webcasts are the next-generation of conferences, seminars, and roundtables, offering your company a flexible format that can be adapted to meet the needs of the topic and its audience. The UBM Canon Medical Device Media Group offers multiple webcast programs to help you build your brand and connect with your target audience. With over **350,000** professionals in UBM Canon's medical device database, the opportunities are endless. The Medical Device Media Group can deliver turnkey, end-to-end live, on-demand and custom webcast programs with delivery to your personally selected target audience.



Live Webcasts

Rate: **\$5,000–15,000 net**

A Live Webcast is an online audiovisual presentation conducted live and transmitted in real time. These webcasts incorporate live interaction among the presenters and members of the audience, including audience polling, moderated Q&A sessions, and panel discussions. Hosted by UBM Canon's publications, our quality editorial team will moderate the webcasts and guide the topic and content selection of the event. These webcasts can have up to five participating sponsors. Your company will receive detailed contact information about all attendees from both live and archived viewing.

A sample of promotions include:

- E-mail blasts to a custom-designed list of potential attendees drawn from UBM Canon subscribers and other lists to match your webcast topic.
- A promotional presence on the website of the UBM Canon publication(s) hosting the event
- Promotional tile ads on the website and e-newsletters of the UBM Canon publication(s) hosting the event

On-Demand Webcasts

Rate: **\$4,700–\$5,000 net**

OnDemand Webcasts are 20-minutes in length, easy-to-build and deliver targeted leads in as little as four weeks. As both sponsor and content provider every download represents an OEM professional with a proven interest in your subject matter and your company.

OnDemand Webcast 12-Month Promotion Schedule:

- 3 traffic driver emails to a selection of our 350,000 available OEM professionals
- Lists can be segmented by brand, geography or job title
- Webcast library ads in core brand magazines monthly
- Webcast library banners in Qmed Daily monthly
- Archived in the Medical Device Brands webcast archive and on brand websites.

Custom Webcasts

Rate: **Varies**

A UBM Canon Custom Webcast is custom designed especially to fit the needs of your company. When your company's commitment has been confirmed, your representative will team with a Canon editor to review and develop your topic. You will work with that editor to determine all of the elements needed to make your webcast event a success. The opportunities are endless—ask your Account Executive for more details.

- Align your company and products with UBM Canon's Medical Device Media Group brand & editorial leadership
- Audience Acquisition: Promote to pre-qualified/pre-selected titles

**Sponsor prices vary depending on the program you select.
 Contact your Account Executive or medicalsales@ubm.com for more details.**

