



## GEN Topics Marketing Program

- Registration with one (1) custom registration question
- Lead generation from registrant downloads
- One (1) sponsor video, podcast, app note or enhanced graphic in each article (displayed as a sidebar)
- 2 full screen ads OR 1 full screen ad and 1 article written by sponsor (and approved by GEN)
- Logo identification (as e-Book exclusive sponsor) on cover of eBook and in promotional materials
- Report includes: Registrants, Device Views, Unique Visitors, Page Views, Content Links, Ad Impressions & Clicks

## Specs

### eBook

A themed digital magazine containing a combination of topic-specific editorial content in addition to corresponding and complimentary advertiser content. Viewable on desktop, mobile and smartphone.

**For Rate Information:** Call 1-914-740-2200 or send an email to [media@GENengnews.com](mailto:media@GENengnews.com)