

SOLUTION CHANNEL

GROWING CHALLENGE

Whether your niche is Big Data, AI or HPC, there is now more competition than ever to make your voice heard and elevate your message and brand above the rest. But how do you reach the right people with the right information?

NEW SOLUTION

This is the place to share your products, tell your customer stories and share insights. We've created the SOLUTION CHANNEL to give our readers a unified place to access the latest updates from your organization. That means no more booking years in advance to get the advertorial date you were hoping for — this is a dedicated channel where you can post your content as often as you need.

EAGER AUDIENCE

At Tabor Communications, we know our audience is committed to content and they cannot wait to read and consume the information. We review every piece of content you supply to ensure it's the perfect fit for our readers, make strategic recommendations on content development and refinement, and can even work hand in hand to create more content through our experienced team of contract writers.

THE INVESTMENT

Program includes design/hosting/promotion/maintenance/optimization and monthly comprehensive report:

- One publication - \$20K/month*
- Two publications - \$30K/month*
- Three publications - \$40K/month*

*NOTE: Program requires a minimum 3 month commitment and TCI must be notified 60 days in advance of termination.

GET RESULTS

The SOLUTION CHANNEL is the perfect home for any of your content including the following:

- ✓ Success stories and best practices from your end user clients
- ✓ Aggregated editorial content from TCI publications
- ✓ Promotional materials
- ✓ Social media streams
- ✓ Videos
- ✓ Custom white papers and blog posts
- ✓ ...and more!

Your content will appear on the SOLUTION CHANNEL microsite, native ad placements, social channels, and search. Stats will be provided by comprehensive monthly reports.

FEATURES AND SPECS

- 2x editorial posts/week to the SOLUTION CHANNEL microsite
- Unlimited resource postings
- Unlimited video and/or podcast postings
- 100% Share of Voice display advertising on the SOLUTION CHANNEL microsite. Creative can be changed up to 2x per month
- Native content placement in the main stream of editorial content on the homepage
- Run of site custom widget
- One story per week listed in Weekly Update newsletter
- Social promotion: 1 tweet per post, 1 Facebook post per week, one LinkedIn post per week (content provided by advertiser)
- 10% of every dollar invested is allocated for paid promotions for extended reach

NATIVE HOME PAGE PLACEMENT

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