



Custom Media Solutions

Our experienced team of marketers, writers, editors, designers and researchers is standing by to provide a full range of services to help you with your marketing needs.

All of our Custom Media Solutions are developed with the same methodologies used in our award-winning publications, Web sites and events. They feature:

- A direct channel to the top CE dealers/integrators and home electronics consumers
- Seasoned marketers, writers and editors with a deep understanding of the needs of today's CE dealers/integrators and home electronics consumers

Custom Media Solutions Include:

- Custom Articles/Case Studies/White Papers
- Custom Content for your Website
- Custom Podcasts and Webinars
- Custom e-mail Newsletters
- Custom Print and Online Ad Creation
- Custom Research Programs
- Custom Print Magazines and Webzines
- Custom Show Guides, Maps and Handouts
- Content Syndication Programs

No one knows the CE audience better than we do, and you can tap that expertise to create masterful marketing campaigns. Think of *our* team as an extension of *your* marketing team. We'll create and deliver the marketing assets directly to you or integrate them into a broader program.

For more information, please contact

Michael Siggins

919-325-0108

msiggins@ehpub.com

www.EHcustom.com



EH Publishing Custom Media Solutions: www.EHcustom.com



Custom Media Solutions FAQs

Our experienced team of marketers, writers, editors, designers and researchers is standing by to provide a full range of services to help you with your marketing needs.

How are Custom Media assets different from the ads I am already running?

Your current advertising program might focus on branding or a specific product or solution. While our Custom Media team can be used to create those types of ads for you, most of our programs are used to deliver a more detailed message than those found in typical advertisements. We can create White Papers, advertorials, customer or dealer profiles, newsletters, Podcasts and more.

Who is the audience for these Custom Media programs?

You define it. We can deliver these programs to the EH Publishing database of dealer/integrators or a targeted subset of it. We can also deliver it to your database of customers or prospects or some combination of all of the above. Not only do we custom-develop these programs with your needs in mind, we can target delivery to maximize impact and the ROI of your marketing investment.

Can custom programs tie into lead-gen programs?

Yes. Lead-gen programs often feature a White Paper or research report that a prospective customer will register to download. Our team can produce that downloadable asset and also manage the lead-generation collection process.

Can the Custom Media team be used to create marketing pieces that are not used in my EH Publishing advertising program?

Yes. We can create print or online marketing materials that you can use on your own Web site, as part of a direct marketing campaign or even for events. Many of these can also be integrated into a current or future advertising program with our print publications, Web sites or events.

How do we engage with the Custom Media team?

Please contact Michael Siggins (contact information found below) to discuss your needs. No one knows the CE audience better than we do and you can tap that expertise to create masterful marketing campaigns. Think of our team as an extension of your marketing team---we'll create and deliver the marketing assets directly to you or integrate them into a broader program.

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