

eBook Benefits & Technology

eBook sponsorship offers an excellent opportunity to connect with your prospective customers while providing them with timely, valuable content in an interactive digital format.

Use Rich Media eBooks to

- PROVIDE** high-quality content related to your company's areas of expertise
- ADVERTISE** your company's products and services
- PUBLISH** brochures and digital magazines
- COLLECT** qualified leads

Technology

Our eBooks use Flash® technology to provide a rich media environment for the reader that includes animated graphics, a hyperlinked table of contents, easy-to-read text without scrolling, page transitions, advertisements, and a data capture system.

Readers register to access the content, thereby providing you with specific answers to your demographic questions: you can collect their contact information, purchasing power, demographic information, and more.

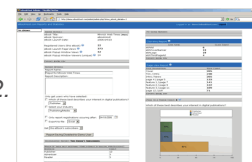
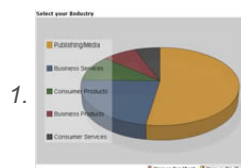
Through our sophisticated data collection and reporting system, you will gain access to leads and other information to help you better target your prospects.

Standard Features

- Design of custom cover
- First 26 pages included
- Detailed data on visitors and user behavior
- Click-through tracking
- Link tracking tied to specific registrants
- Page view tracking
- Table of contents
- Links to Web resources
- Page transitions with "flipping page" effect
- "Print all pages" functionality
- "Print this page" functionality
- E-mail to a friend functionality

Custom Features

- Flash® animations for ads or graphics
- Maps with dynamic content
- Reader surveys, quizzes and polls
- Reader comments collection
- Audio and video
- Don't see what you're looking for?
Just ask!



Which of the following uses of our ePublishing technology would be most useful to your organization?

- Sponsored supplements (eBooks)
- Digital-only magazines (eMags)
- Brochures and other marketing materials
- Digital editions of existing print magazines
- All of the above

SUBMIT

1&2. Detailed data on visitors and user behavior 3. Reader surveys, quizzes and polls

Technical Specifications

Basic Package

A 26-page eBook (pages contain approx. 250 – 300 words per page using Arial font-size 12);
for example:

Cover: 2 page spread

Table of Contents: 2 page spread

Sponsor Content/Ads: 2 pages

3 Chapters (5-7 pages each): 20 pages

Links: 1/2 page, shared with copyright info

- Registration form with 2 custom questions from the sponsor
- Registrant database, statistics and user log-in functionality
- Link tracking to measure the success of your promotional campaigns
- Click-through reports for sponsor ad and logo links
- “Landing page” with eBook download options and image of eBook cover

Ad Sizes and Specifications

Acceptable file formats: .swf, .gif, .tiff, .jpg, .png

Note: The ads will be posted “as is” unless requested differently. Please specify when sending an animated gif file.

Size	Width/Height in Pixels
1-page spread* (= two facing pages)	760 x 535
Full page*	380 x 535
Half page	380 x 270

** Note: in some eBooks, the bottom 26 pixels of the right-hand page will be at least partially covered by the navigation.*

Acceptable file formats for other files

Audio: .mp3, .wma, .aiff, or .wav

Video: .flv, .mov or .wmf

Text: .doc, or .rtf

Cover size

780 pixels x 580 pixels

For a glimpse of the possibilities, visit
<http://demo.ebookhost.com>