



2020 Partnership Options

This is a guideline for partnership options with PRovoke.

We can also customize options and create bespoke offerings for partners. There are also additional options around events, award sponsorships and other editorial partnerships.

The Editorial Options

The Sponsored Series

- 1-part series \$4,500
- 2-part series \$5,500
- 3-part series \$7,500
- 5-part series \$9,000

PRovoke Media and the partner jointly decide on a topic, including key questions and sources for each feature. PRovoke Media will publish an original editorial series on the selected topic that is branded “in partnership with” the sponsor. The sponsor’s thought-leadership is showcased with quotes within PRovoke Media’s independent editorial — and the sponsor can submit accompanying content that runs alongside and within the stream of PRovoke Media’s feature. Branding also includes the partner’s logo appearing alongside the series, on a prominent homepage banner during the series launch and on a dedicated portal for the topic.

PRovoke Media will send a bespoke email spotlighting the series to its 14.7K+ subscriber base. Partner has the option to include a clickable banner ad on the bespoke email.

Key metrics: Content engagement, including pageviews, time spent, and shares. Email distribution includes a lead generation option. Social media engagement metrics.



Co-founder of the Bulleit Group, Kyle Arteaga says *“I’ve mentioned before that P&G joined us as a result of stories they read in Holmes (our content series). We have also had a number of other leads come in, albeit not perfect fits. However, last week we heard from J&J’s corporate innovation group. And now we have a proposal out to one of their portfolio companies as a result. It looks likely that we will work with them. Thanks to the work we have done with you on content, we have extended from a pure technology firm to helping some of the world’s largest companies tell an innovation story.”*

The Salons/Roundtables — Virtual or Live

PRovoke Media works with partners worldwide to host roundtables that spark debate and discussion on the industry's most pressing issues. Each event is limited to one sponsor with whom we will work to determine the participants and topics to address during the event.

The discussion is moderated by PRovoke Media and features the sponsor as a prominent partner in the salon. This is an opportunity to forge new relationships and progress existing relationships with a sophisticated discussion on the industry's path forward.

PRovoke Media Event

Online event: \$8,000

Live event: \$9,500

PRovoke Media and the sponsor work together to secure six to eight participants for the event. PRovoke Media serves as the moderator and handles the editorial coverage of the event, including distribution of the content across our audiences, which includes paid and organic promotion. (For live events, partners are responsible for venue, food and beverages, and photography).

Key metrics: Lead generation, thought-leadership, content distribution/engagement metrics, brand awareness, social media metrics.

Partner Event

Online event: \$3,500

Live event: \$4,500

For Partner Events, the sponsor organizes the event and secures the speakers and audience, when applicable. PRovoke Media serves as the moderator and handles the editorial coverage of the event, including distribution of the content across our audiences. For live events, partner is responsible for venue, food, and beverages.

Key metrics: Lead generation, thought-leadership, content distribution/engagement metrics, brand awareness, social media metrics.

The Influence 100 2020 Sponsorship Options

Global/Americas Sponsorship + Virtual Event (1 slot): \$10,500

EMEA Sponsorship + Virtual Event (1 slot): \$7,500

APAC Sponsorship + Virtual Event (1 slot): \$5,500

Branding sponsorship: \$3,500

This package includes a sponsorship of our Influence 100 — one of our most-read editorial features that profiles the 100 most influential in-house communicators/marketers from around the world. In 2020, we're taking a regional focus — recognizing top communicators and marketers across the Americas, EMEA and APAC.

All packages include a branding sponsorship, which includes sponsor branding on each Influence 100 profile and alongside all Influence-100 related editorial. Sponsor can submit sponsored related content/bylines to launch with the Influence 100. Branding will also be included on a homepage banner during the Influence 100 launch and on a bespoke email spotlighting the Influence 100 content sent to our full opt-in 14.7K subscriber base.

For the virtual event bundle, the sponsor also works with PRovoke Media to invite three to five members of the Influence 100 class (or their team) to participate in a virtual salon-style conversation about the pressing communications issues and challenges facing their organizations. The discussion features the sponsor as a panelist. This is an opportunity to forge new brand-side relationships, fueled by sophisticated discussions on the industry's path forward. The conversation will yield feature-length coverage in PRovoke Media that is promoted across our website, email subscribers and social media channels via paid and organic means.

Key metrics: Lead generation, thought-leadership, content distribution/engagement metrics, brand awareness, social media metrics.

The Innovator 25 Global Sponsorship

Americas Sponsorship + Virtual Event (1 slot): \$7,500

EMEA Sponsorship + Virtual Event (1 slot): \$5,500

APAC Sponsorship + Virtual Event (1 slot): \$4,500

PRovoke Media's Innovator 25 has become an important barometer of marketing and communications innovation. Since launching in 2013, it has identified 25 individuals each year in North America who have elevated and evolved engagement and influence. We've now expanded the Innovator 25 to EMEA and Asia-Pacific.

The Innovator 25 is among our highest trafficked, most-read and most-shared editorial features — it garnered more than 45,000 clicks last year. Those featured on the list tend to promote it to their influential networks and the list continues to live on through direct links from agency websites, LinkedIn profiles, email signatures and other channels.

Sponsors of the feature align themselves with the industry's most creative and forward-thinking professionals who are — and will continue to — shape the future of public relations and marketing. Sponsorship includes: exclusive branding — with links — on the Innovator 25 landing page and editorial feature. The sponsor will also have its logo (with associated links) prominently featured on each innovator's profile page.

The sponsor will be included in a sponsored content sidebar that features an innovative initiative or person within the organization. The exclusive sponsor will also be able to add any congratulatory ads on individual profiles.

For the virtual event bundle, the sponsor also works with PRovoke Media to invite three to five members of the Innovator 25 class to participate in a virtual salon-style conversation about innovation. The discussion features the sponsor as a panelist. This is an opportunity to forge new brand-side relationships, fueled by sophisticated discussions on the industry's path forward. The conversation will yield feature-length coverage in PRovoke Media that is promoted across our website, email subscribers and social media channels via paid and organic means.

Key metrics: Lead generation, thought-leadership, content distribution/engagement metrics, brand awareness, social media metrics.

The Webinar Partnerships

1 Part – \$6,500

2 Part – \$8,500

PRovoke Media and the partner collaborate on a webinar that includes: a PRovoke Media editor, a spokesperson from sponsor, and an optional third spokesperson, ideally an in-house communicator or journalist. PRovoke Media and the partner will jointly determine the topic and PRovoke Media will promote the webinar across its editorial, email, and social media channels. PRovoke Media will continue to promote the webinar video for 30 days following the webinar via its editorial and social media.

Key Metrics: Lead generation, brand awareness and education during promos pre-and-post webinar, content distribution/engagement metrics, social media engagement.

The PRovoke Media Podcast Partnership

\$5,500 (six month duration)

PRovoke Media's popular PRovoke podcast has been downloaded more than 115K times since its launch. Each episode includes provocative discussions on the most critical issues facing the communications industry today. Sponsors will be featured within the podcast and also with branding and logos.

The sponsor will be featured on a bumper/ad that runs at the start of every podcast. The sponsor's branding is also featured on the podcast and the sponsor is named in every episode as a partner. Links to the partner's website is featured on every episode. Partner executive to appear on two episodes over six months.

Key metrics: Brand and executive awareness via lead show bumper and podcast interviews, click through via links.

PRovoke Media's Global Bulletin Digital Advertising

Cost : \$7,500

Duration : 6 months, twice weekly

Includes exclusive banner advertising on the twice-weekly Global News Bulletin that features the PR industry's top news from around the world. Exclusive banner advertising runs on the top header, within the stream, and footer of the bulletin.

Banner Ad Format:

Dimensions: 800 x 120

File type: JPG, GIF, PNG

Color: Full color

Key metrics: Click-throughs/lead generation via banner ad, brand awareness and education.

Bespoke Email Advertising

\$8,500 – Series of three emails to the full 14.7K+ subscriber base

\$8,500 — Single email to 2.3K+ senior brand-side subscriber list only

PRovoke Media sends bespoke dedicated emails on behalf of our partners. Option to send to our full 14.7K+ opt-in editorial/marketing subscribers or to distribute to our highly-curated list of senior, in-house communications professionals.

Features include:

- Subject line that features the partner and PRovoke Media.
- Full email real-estate to be used for partner's message, this includes headers, body and email footer. HTML to be provided by partner.
- "A message from one of our partners" disclaimer.

Key metrics: Click-throughs/lead generation via links, email open/click rate metrics. Brand awareness and engagement.

PRovoke Media's Social Media Promotion

\$4,500

PRovoke Media will promote content supplied by the partner, including videos, sponsored content, or other promotional materials across Twitter, Facebook and LinkedIn. This includes three paid promotions, plus weekly organic posts promoting the content through quote cards and other graphics for six weeks.

Key metrics: Social media metrics, including clicks, shares, impressions.

The E-Book/Whitepaper

PRovoke Media Writes/Distributes \$7,500

Distribution Only \$5,500

As a way to showcase thought-leadership leadership, PRovoke Media and the sponsor would work together on an e- book/whitepaper. Price varies whether you'd like

PRovoke Media to craft the content or simply work on the distribution element. The book will be promoted on PRovoke Media homepage and within its global bulletins.

Additional sponsorship and partnerships are available, including bespoke sponsored content and editorial sponsorship, event partnerships around the SABRE Awards, the global network of Innovation Summits, #PRovoke Global PR Summit, the Best Agency to Work for packages, ads for the Innovator 25, ads for PRovoke Media annual book and more.

Key metrics: Downloads/lead generation, brand awareness and education, thought-leadership, content engagement metrics, social media engagement metrics.

The Agency Playbook

Since its launch, PRovoke Media's new Agency Playbook has garnered more than 450K visitors, making it the ideal environment to promote your organization's specialties to a highly-defined PR buying audience.

The Agency Playbook is the PR industry's most comprehensive listing of firms from every region and specialty — and offers your agency the chance to spotlight its own thought-leadership alongside the PRovoke Media's industry renowned editorial content. The following partnership tiers are available:

Platinum – The Influencer Partners

The premier elite partnership option, Platinum sponsors enjoy the most enhanced and dynamic Agency Playbook profile. In addition to all of the benefits listed for Gold and Silver, Platinum profiles are most prominently displayed on the Playbook landing page and are prioritized when searching the directory.

Platinum partners can submit influencer content (frequency varies based on tier) that is showcased prominently on PRovoke Media homepage and within your Agency Playbook listing. For Silver, Gold and Platinum partners, we link to your Playbook profile on news stories related to your agency. Includes unlimited job postings to our Global Jobs Board -- which are also featured in our Global Jobs Bulletin.

All Platinum partners can use PRovoke Media's content marketing team to develop, draft or edit content.

Exclusive content benefits

- Each piece of sponsored content is promoted in PRovoke Media global news gallery on the homepage for at least 72 hours, alongside the top stories of the day, optimizing exposure to the more than 3,000 daily visitors to PRovoke Media.
- Platinum content will be promoted organically and via a paid media campaign across social media.
- Access to PRovoke Media's content marketing team to develop, draft and/or edit sponsored content.
- Quarterly analytics reports on the performance of your page and content.

Platinum I \$12,500

12 Pieces of sponsored content per year

Platinum II \$9,500

8 Pieces of sponsored content per year

Platinum III \$7,500

4 Pieces of sponsored content per year

Platinum IV \$5,500

2 Pieces of sponsored content per year

Platinum V \$3,500

Platinum profile, no sponsored content included

Gold – The Content Partners \$2,500

Gold partners receive all of the benefits cited for Silver partners and profiles are displayed higher than Silver and Bronze entries. Additional benefits include: the ability to showcase your firm's global reach and the ability to submit two pieces of content per year. The content appears on your listing, within the regional news gallery of your choice (North America, EMEA or Asia-Pacific) for 72 hours and within PRovoke Media's sponsored content section. Includes a paid promotion and global news gallery showcase for one out of the two pieces of content. For Silver, Gold and Platinum partners, we link to your Playbook profile on news stories related to your agency.

Includes unlimited job postings to our Global Jobs Board — which are also featured in our Global Jobs Bulletin.

Silver – The Enhanced Partners \$700

Silver partners enjoy an enhanced directory listing that allows you to upload an agency overview and expertise summary, your key leadership and client portfolio, additional location details, your agency website URL, links to social media, a photo gallery and contact info. Silver profiles are prioritized ahead of Bronze. For Silver, Gold and Platinum partners, we link to your Playbook profile on news stories related to your agency. Includes unlimited job postings to our Global Jobs Board -- which are also featured in our Global Jobs Bulletin.

Bronze – Complimentary

The most basic directory option includes your agency name and main location.

The Dates & Deadlines Sponsorship

PRovoke Media sends its bi-weekly Dates & Deadlines newsletter to its 15K+ subscribers to keep them informed on upcoming events and deadlines. We offer the following sponsorship options for Dates & Deadlines.

The Complete Dates & Deadlines Sponsorship \$4,000

The complete sponsorship includes a full takeover of the bulletin with advertising, content and a calendar listing. All three deliverables can be purchased for \$4,500 for a duration of two months. Each option can also be purchased individually at the prices below.

- Advertising: 800 x 120 linkable banner advertising headlining the newsletter. The banner can be JPG, PNG or animated GIF. **\$3,000 for two-month duration; \$2,000 for one month.**
- Sponsored Listing: The sponsor's event will be listed among PRovoke Media's upcoming dates & deadlines as a sponsored listing. Listing includes event dates, brief description and a link for more information. **\$2,000 for two month duration; \$1,000 for one month.**

Key metrics: Click-throughs/lead generation via links, email open/click rate metrics. Brand awareness and engagement.

The Global Jobs Board Advertising

Full Advertising Package \$4,500

This package includes all of the benefits below, plus the ability to submit three pieces of content that showcase why your organization is an excellent place to work. The content will reside on PRovoke Media (marked as sponsored) and the three bulletins that spotlight the content will include an excerpt that job seekers can click through to see the full content. Content will also be promoted via PRovoke Media's social media channels.

Featured Jobs + Spotlight Job + Banner Advertising: \$3,500

This package includes all of the benefits below, plus banner advertising on the Global Jobs Bulletins for six months. The clickable ad can be a JPG or GIF (800 x 120). The ads can spotlight a specific job or simply highlight the organization to job seekers who can click to a landing page with more information.

Featured Jobs + Spotlight Job: \$1,500

You can select 3 jobs, over the course of the 12 month period, to be our spotlight job. These jobs are highlighted in a stand-alone box at the top of the newsletter and include the sponsor's branding.

Key metrics: Click-throughs/lead generation via links, email open/click rate metrics. Brand awareness and content engagement, thought-leadership.

Global Homepage Advertising

\$6,000 – Six months

The global homepage advertising provides the sponsor with prime real-estate on PRovoke Media homepage with a clickable ad that runs for two weeks each month for six months, gaining exposure and awareness across our global audience that exceeds 70K per month.

Key metrics: Click-throughs/lead generation via links, brand awareness.

The Premium Content Series Sponsorship

\$5,500 - 12 months

PRovoke Media now has a premium content section that features long-form journalism that analyzes the issues, challenges and opportunities facing the business and the practice of public relations. The insight produced from this analysis has exceptional value for industry leaders, CCOs and CMOs. The section features pieces, like: “Have We Reached the End of Brand Purpose?” “How PR Agencies Can Do Ethical Work for Controversial Clients?” and “What do Marketers Really Want from PR Agencies?” among others. The readership of this section includes CCOs, CMOs and brand marketers who have special access.

The sponsor’s logo and branding would appear in this section, alongside all of the features produced here and within the dedicated Premium Content email bulletins sent to subscribers. Partnership also includes the option to submit sponsored content that runs alongside and within the steam of premium stories, plus advertising on the bi-monthly bespoke Premium Content emails.

Key metrics: Click-throughs/lead generation via links, brand awareness.

Latest News Sponsorship

\$3,500 six months

\$5,500 12-months

The partner’s logo would appear on PRovoke Media Latest News page, a highly-trafficked page (more than 30K visitors in the last 12 months) that aggregates all of the news on the site. The sponsor would also have the option to submit one Sponsored News article per month for the six-month duration. This includes an automatic upgrade to Gold on the Agency Playbook.

Key metrics: Click-throughs/lead generation via links, brand awareness.