



# The Holmes Report

## The 2019 Partnership Options

*This is a guideline for partnership options with the Holmes Report. 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 Agency Playbook**

Since its launch, the Holmes Report's new Agency Playbook has garnered more than 320K 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 Holmes Report'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 the Holmes Report 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 the Holmes Report's content marketing team to develop, draft or edit content.

#### **Exclusive content benefits:**



- Each piece of sponsored content is promoted in the Holmes Report 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 the Holmes Report.
- Platinum content will be promoted organically and via a paid media campaign across social media.
- Access to the Holmes Report'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 the Holmes Report'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* \$600**

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 Digital Advertising Options**

*Options can be packaged with bundled/customized.*

### **Global Homepage Advertising**

\$5,750 – Ad runs for two weeks per month for six months

The global homepage advertising provides the sponsor with prime real-estate on the Holmes Report 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.

### **Global News Bulletin Advertising**

\$6,000 – Exclusive banner runs across the Global Bulletin for six months

\$3,500 – Non-exclusive ad runs in the body of the email

The global news bulletin is our highly-circulated weekly roundup of our most important stories, features and deadlines. The email goes to our database of more than 15K subscribers around the world.

## **The Sponsored Series**

**3-part series \$9,500 (exclusive)**

**3-part series \$7,500 (non-exclusive)**

The Holmes Report partners with the sponsor on a topic decided jointly with the partner. The Holmes Report will publish an original editorial series on the selected topic that is branded “in partnership with” the sponsor. The sponsor is quoted within the Holmes Report’s independent editorial — and can submit accompanying content that runs alongside and within the stream of the Holmes Report’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.

## **The Roundtables**

The Holmes Report works with partners worldwide to host roundtables that spark debate and discussion on the industry's most pressing issues. The 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 the Holmes Report and would feature the sponsor as a prominent partner in the salon. This is an opportunity to forge new relationships and progress existing relationship with a sophisticated discussion on the industry's path forward. We recommend the event be held at the sponsor's office with light refreshments. We also recommend the sponsor film the event to maximize coverage and distribution. There are several tiers available:

### **The Holmes Report Event \$10.5K**

At this level, the Holmes Report handles the full event — including securing six to eight participants for the event, while also moderating and handling the editorial coverage for the event, including distribution of the content across our audiences. The Holmes Report works alongside the partner on the target invite list and the topic. Partner is responsible for venue, food and beverages.

### **The Holmes Report Partnership Event \$7.5K**

At this level, the Holmes Report and partner work together to secure six to eight participants for the event. The Holmes Report serves as the moderator and handles the editorial coverage of the event, including distribution of the content across our audiences. Partner is responsible for venue, food and beverages.

### **The Partner Event with the Holmes Report \$4.5K**

At this level, the partner handles securing six to eight participants for the event. The Holmes Report serves as the moderator and handles the editorial coverage of the event, including distribution of the content across our audiences. Partner is responsible for venue, food, and beverages.

## **The Social Media Promotion \$2,500**

The Holmes Report will promote existing — or content supplied from partner — through a paid and targeted promotion across Twitter, Facebook and LinkedIn. This includes two paid promotions, plus weekly organic posts promoting the



content through quote cards and other graphics. The duration for this option is six weeks.

### **The Premium Content Series Sponsorship \$5,500**

*Priced for a six-month duration; 12 months offered at \$8,500*

The Holmes Report 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 bulletins. Partnership also includes the option to submit sponsored content that runs alongside and within the stream of premium stories.

### **Latest News Sponsorship \$3,500**

*Priced for a six-month duration; 12-months offered at \$5,500*

The partner’s logo would appear on the Holmes Report 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

### **The Influence 100 2019 Sponsorship + Roundtable \$12,500**

*Sponsorship of the Influence 100 without the roundtable \$7,500*

This package includes a sponsorship of the Influence 100 — one of our most-read editorial features that profiles the 100 most influential in-house communicators/marketers from around the world. The sponsor can include one question in the survey that is distributed to the CCOs and CMOs on the list. The sponsor’s branding is displayed on each Influence 100 profile and alongside all Influence-100 related editorial. The sponsor can submit sponsored content/bylines to run along and within the stream of the Influence 100.

For the roundtable bundle, the sponsor also works with the Holmes Report to invite three to five members of the Influence 100 class (or their team) to participate in a salon-style conversation about the pressing communications issues and challenges facing their organizations. The discussion would feature



the sponsor as the moderator or 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 the Holmes Report that is promoted across our website, email subscribers and social media channels via paid and organic means.

### **The Innovator 25 Global Sponsorship \$7,500**

The Holmes Report'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 exclusive 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.

### **The Echo Chamber Podcast Partnerships**

The Holmes Report's popular Echo Chamber podcast has been downloaded more than 40K times since its launch two years ago. In 2019, the Holmes Report is adding more interviews with CCOs and CMOs of major brands — plus more interviews with CEOs of the largest and most influential firms. Sponsors will be featured within the podcast and also with branding and logos.

### **Lead Show Bumper Sponsor \$5K**

The lead 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. The Holmes Report will also syndicate six episodes per year of the partner's podcast (if applicable).

### **Mid-Show Bumper Sponsor \$3.5K**

The sponsor will be featured on a bumper/ad that runs mid-show 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.

### **End-of-Show Bumper Sponsor \$2.5K**

The sponsor will be featured on a bumper/ad that runs end-of-show for 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.

## **The E-Book/Whitepaper**

### **Holmes Report Writes/Distributes \$7,500**

### **Distribution Only \$5,500**

As a way to showcase thought-leadership leadership, the Holmes Report and the sponsor would work together on an e- book/whitepaper. Price varies whether you'd like the Holmes Report to craft the content or simply work on the distribution element. The book will be promoted on the Holmes Report 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 the Holmes Report annual book and more.*