BANKBEAT | BANKNEWS

WEBINAR
PACKAGES

Partner with NFR Communications to produce a top-quality webinar. A great tool for delivering content and driving lead generation.

Reach the BankBeat and BankNews audiance of over 25,000 banking professionals in a new way.

WHY WEBINARS?

You will receive the full list of webinar registrants to build your email list and connect with readers, prospects and customers. Along with establishing your company as an authority in your market, receive valuable feedback from your audience. Drive traffic to your website.

Packages

Premium Package:
$4,995

- UNLIMITED number of registrants
- Webinar presentation for 1 hour (up to 2 keynote speakers)
- Web banner ad on BankBeat.biz for 30 days prior to webinar date
- Digital banner ads in BankBeat eNews weekly e-newsletter
- 3 webinar registration eBlasts sent to banking professionals nationwide
- Recorded webinar will remian on BankBeat.biz for an extended time
- Full list of ALL webinar registrants (email, name, phone, company, job title, state, etc.)
- Boosted on social media to promote

Basic Package:
$2,995

- Maximum number of 60 registrants
- Webinar presentation for 30 minutes (1 keynote speaker)
- Web banner ad on BankBeat.biz for 30 days prior to webinar date
- Display banner ads in BankBeat eNews weekly e-newsletter
- 2 webinar registration emails sent to banking professionals nationwide
- Full list of ALL webinar registrants (email, name, phone, company, job title, state, etc.)

GET IN TOUCH

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Publisher & President

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WEBINAR
Instructions

We will need the following information to set up your registration page at least six weeks prior to your webinar date (8 weeks preferred). Once you have confirmed the webinar booking, we will reach out to arrainge follow up details.

DETAILS NEEDED

- Date/time of webinar

- Title & description

- Speaker info: Name, Title, Company, Short bio, Headshot and Email (needed to get them to login for webinar)

- Desired information we need to ask for registration (Name & email are always required, but we can also ask for/require title, company, phone number, city, state, ZIP code, etc.)

Information we will need to confirm for set-up prior to your webinar
- Date for technical run through (test mics/internet, verify slide control, etc.)
- How follow-up emails/info will be handled
- Handouts/polls (if any) and how they will be handled
- Script for opening/closing (we will write it, but we will just want to confirm with you)
- Seed questions for Q&A session

Materials needed for e-newsletter/website banner ads 6 weeks prior to your webinar
Ad File Types:
- JPG or PNG and 300x250 pixels 72 dpi
- Only static .jpg and .gif files accepted.
- Please specify the click through link(s) that will be used.
- Files must be no larger than 50 KB.
- Rich media, including Flash, is not accepted for email advertisements.

Materials needed for e-blast promoting your webinar with signup page
- Sponsored E-Blast specifications
- All files (HTML and artwork) must be received 14 days prior to the deployment date.
- The email should be 600 pixels wide by a maximum of 800 pixels deep.
- Maximum file size is 100K.
- HTML should include all embedded images, although BankBeat will accept separate .jpg image files and embed them.
- All hyperlinks should be included in the HTML code or provided separately with clear instructions on placement.
- Subject line must be provided.on