

Exclusive Webinar Sponsorship

SPECIFICATIONS & MATERIALS NEEDED

(Specifications apply to all hour-long and half-hour webinars unless otherwise noted.)

Webinar Title

A 6- to 10-word title for the webinar.

Brief Webinar Description

About 100 words describing the information that will be shared by the advertiser during the webinar.

Presenter Bio & Headshot

A brief bio of about 10 to 20 words describing the speaker's background, title and/or affiliation with the advertiser's company. Plus, a speaker headshot. **Format:** JPG or PNG image file format. **Resolution:** 300 dpi. **Size:** 150 x 200 pixels.

Presentation

The main presentation should be in a slideshow format and ready to test one week prior to the live event. A PDF version of the slideshow also is required.

Company Logo

A copy of the advertiser's company logo. **Format:** JPG or PNG. **Resolution:** 300 dpi. **Size:** at least 200 pixels wide.

Website Box Ad

A box ad promoting the webinar to be displayed on the CTE website for two months leading up to the event. **Format:** JPG, PNG or animated GIF. **Resolution:** 72 dpi. **Size:** 300 x 250 pixels.

CTE E-Newsletter Box Ad

A box ad promoting the webinar to be displayed in four editions of the weekly CTE E-Newsletter leading up to the event. **Format:** JPG or PNG. **Resolution:** 72 dpi. **Size:** 300 x 250 pixels.

Email Blast Material

Email promoting the webinar designed by advertiser. CTE will send the email to its full list of more than 60,000 email subscribers. [Click here for more on Email Blast specifications.](#)

Half Page Print Ad*

A half page print ad promoting the webinar designed by advertiser that will appear in an issue of CTE magazine one month prior to the live event. [Click here for more on Half-Page Print Ad specifications.](#) *Applies to hour-long webinar sponsorship only.

CTE DELIVERABLES

Webinar Host & Moderator

By hosting and moderating outside webinar presentations, Cutting Tool Engineering allows advertisers to leverage our reputation as a trusted third-party source of information among our audience of more than 100,000 unique industry professionals across all CTE media, which includes our monthly magazine, weekly e-newsletter, and daily updates to CTE's website and social media channels.

Webinar Platform

Using the Go To webinar service, CTE will create and promote the webinar description and registration page. Advertisers may choose to utilize Go To in-webinar audience engagement features such as polls, handouts and attendee feedback.

Webinar Recording

A video recording of the event will be available to run on the advertiser's website following the live event.

Promotion

CTE will provide marketing of the webinar through a combination of print and digital display advertising disseminated through our magazine, e-newsletter, website and social media channels—all of which will encourage the CTE audience to register for the webinar. Specific advertising deliverables depend on the webinar length selected by the advertiser. To properly promote advertiser exclusive webinar sponsorships, CTE requires a signed insertion order and all promotional webinar materials at least 75 days in advance of a scheduled one-hour webinar; 45 days for a half-hour webinar.

Technical Practice Session

The advertiser should be prepared for a brief rehearsal a week before the scheduled live webinar to ensure that all media elements come together smoothly.

Leads

CTE will provide the advertiser with any leads generated from the webinar. Attendees must grant CTE permission to share their contact information with sponsors. Leads will consist of an attendee's name, email address, company name and industries served.

Ask CTE Contributors Sponsorship

SPECIFICATIONS & MATERIALS NEEDED

Presenter Bio & Headshot

A brief bio of about 10 to 20 words describing the contributor's background, title and/or affiliation with the sponsor's company. Plus, a speaker headshot. *Format:* JPG or PNG image file format. *Resolution:* 300 dpi. *Size:* 150 x 200 pixels.

Company Logo

A copy of the sponsor's company logo. *Format:* JPG or PNG. *Resolution:* 300 dpi. *Size:* at least 200 pixels wide.

Presentation

A 10- to 15-minute slideshow presentation should be ready to test one week prior to the live event. A PDF version of the slideshow also is required.

CTE DELIVERABLES

Webinar Host & Moderator

The CTE moderator will ask each participating contributor to open with a 10- to 15-minute presentation. Afterward, the host will pose questions from the audience to the contributors.

Webinar Platform

Using the Go To webinar service, CTE will create and promote the webinar description and registration page.

Webinar Recording

A video recording of the event will be available to run on the advertiser's website.

Promotion

CTE will promote the webinar through our magazine, e-newsletter, website and social media channels. CTE requires a signed insertion order and all promotional webinar materials at least 60 days in advance of the live event webinar.

Technical Practice Session

The advertiser should be prepared for a brief rehearsal a week before the scheduled live webinar to ensure that all media elements come together smoothly.

Leads

CTE will provide the advertiser with any leads generated from the webinar. Attendees must grant CTE permission to share their contact information with sponsors. Leads will consist of an attendee's name, email address, company name and industries served.

On-Demand Webinar Exclusive

SPECIFICATIONS & MATERIALS NEEDED

Brief Webinar Description

A 6- to 10-word title for the webinar, and about 100 words describing the information that will be shared by the advertiser during the webinar.

Presenter Bio & Headshot

A brief bio of about 10 to 20 words describing the speaker's background, title and/or affiliation with the advertiser's company. Plus, a speaker headshot. *Format:* JPG or PNG image file format. *Resolution:* 300 dpi. *Size:* 150 x 200 pixels.

Presentation

A complete, recorded version of the webinar must be uploaded to CTE's Vimeo video channel 10 days before launch of the webinar's promotional campaign. *Video Format:* MP4, M4V or MOV. *Resolution:* High definition video preferred.

Company Logo

A copy of the advertiser's company logo. *Format:* JPG or PNG. *Resolution:* 300 dpi. *Size:* at least 200 pixels wide.

Box Ad for CTE Website and CTE E-Newsletter

A box ad promoting the webinar to be displayed on the CTE website for two months. The box ad also will be displayed in four editions of the weekly CTE E-Newsletter. *Format:* JPG or PNG. *Resolution:* 72 dpi. *Size:* 300 x 250 pixels.

CTE DELIVERABLES

Webinar Platform

Using the Go To webinar service, CTE will ask our audience to register in order to obtain immediate access to view the recorded, on-demand webinar.

Promotion

CTE will promote the webinar through our magazine, e-newsletter, website and social media channels. CTE requires a signed insertion order and all promotional webinar materials at least 10 days in advance of the launch of the promotional campaign.

Leads

CTE will provide the advertiser with any leads generated from webinar registrants. Attendees must grant CTE permission to share their contact information with the sponsor. Leads will consist of an attendee's name, email address, company name and industries served.