

# Wide-format Impressions RESEARCH SPONSORSHIP

SPONSOR ORIGINAL RESEARCH CREATED BY NAPCO RESEARCH ANALYSTS AND  
*WIDE-FORMAT IMPRESSIONS* SUBJECT MATTER EXPERTS.

## BENEFITS:

- RECEIVE ALL LEADS FROM DOWNLOADS OF THE STUDY
- BRAND EXPOSURE WITH LOGO ON THE COVER AND ALL DISTRIBUTION CHANNELS
- POSITION YOUR FIRM AS A THOUGHT LEADER IN THE INDUSTRY

### Research Study Sponsorship Includes:

- Co-branded report with logos on front, inside, and back covers.
- Report featured in *Wide-format Impressions* print magazine
- All leads generated from the report downloads will be shared with the sponsor
- Sponsor can include one custom question on the study download form
- **Cost: \$14,950**  
\*Dependent on study scope and complexity

### Available at Additional Cost:

- Supplemental infographic: \$1,500
- NAPCO Media representative (e.g. Director of Research or Editor-in-Chief) present findings at industry/customer event: \$5,000 (+ cost of travel)
- Video summarizing findings (60-90 seconds): \$2,000-\$2,500 (depending on complexity)
- Podcast interview with a sponsor representative about the report and associated promotion (for NAPCO publications that include podcasts): Pricing available on request
- Webinar (includes all leads): \$11,500
- Printed copies of study for promotional purposes
  - 100 copies: Starting at \$550 (depending on study length)
  - 250 copies: Starting at \$1,050 (depending on study length)
  - 500 copies: Starting at \$2,100 (depending on study length)

## WIDE-FORMAT IMPRESSIONS 2019 RESEARCH CALENDAR

### Q1 Who Buys Wide Format: Uncovering Key Trends in Buyer Industries

Sign and display graphics are a critical communication tools across industries. This report will identify trends, demands, and requirements in key industries that purchase products produced on wide-format printing devices.

### Q3 Powering Up Your Wide Format Workforce

This report will identify best practices wide-format print providers are pursuing to attract and retain workers.

### Q2 Tactics and Strategies Powering Big Sales Success in Wide-Format

Selling is a process that requires planning and commitment. This study will uncover the successful actions wide-format print providers are taking to improve sales results.

### Q4 Wide-Format Media: Navigating Purchasing Options

A key benefit of wide-format printing devices is they can print on a wide variety of media types. This research study will survey providers of wide-format printing to identify media requirements, purchasing preferences, spending trends, and factors influencing media selection.

\*Sponsorships are available on a first-come-first serve basis.

### Contact your NAPCO Media Sales Representative for More Information

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