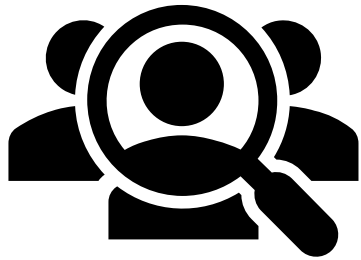


GREEN INDUSTRY Pros™

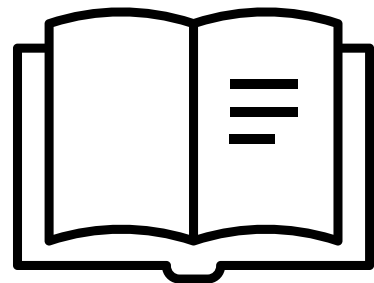


INDEX



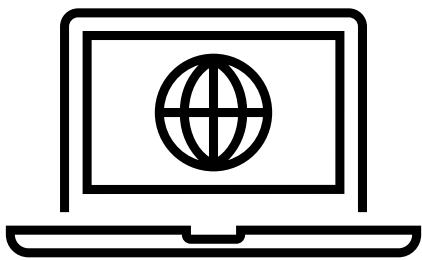
P.3: Brand Overview

[CLICK HERE >>](#)



P.10: Custom Print Opportunities

[CLICK HERE >>](#)



P.13: Industry Leading Digital

[CLICK HERE >>](#)

ENTENTION
.....Data Insights.....

P.22: First-Party Audience Database

[CLICK HERE >>](#)

GIP ENTENT

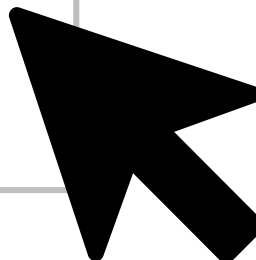
P.28: Powerful Lead
Generation Platform

[CLICK HERE >>](#)

EXTEND
Connected Content

P.36: Custom Content
Marketing Services

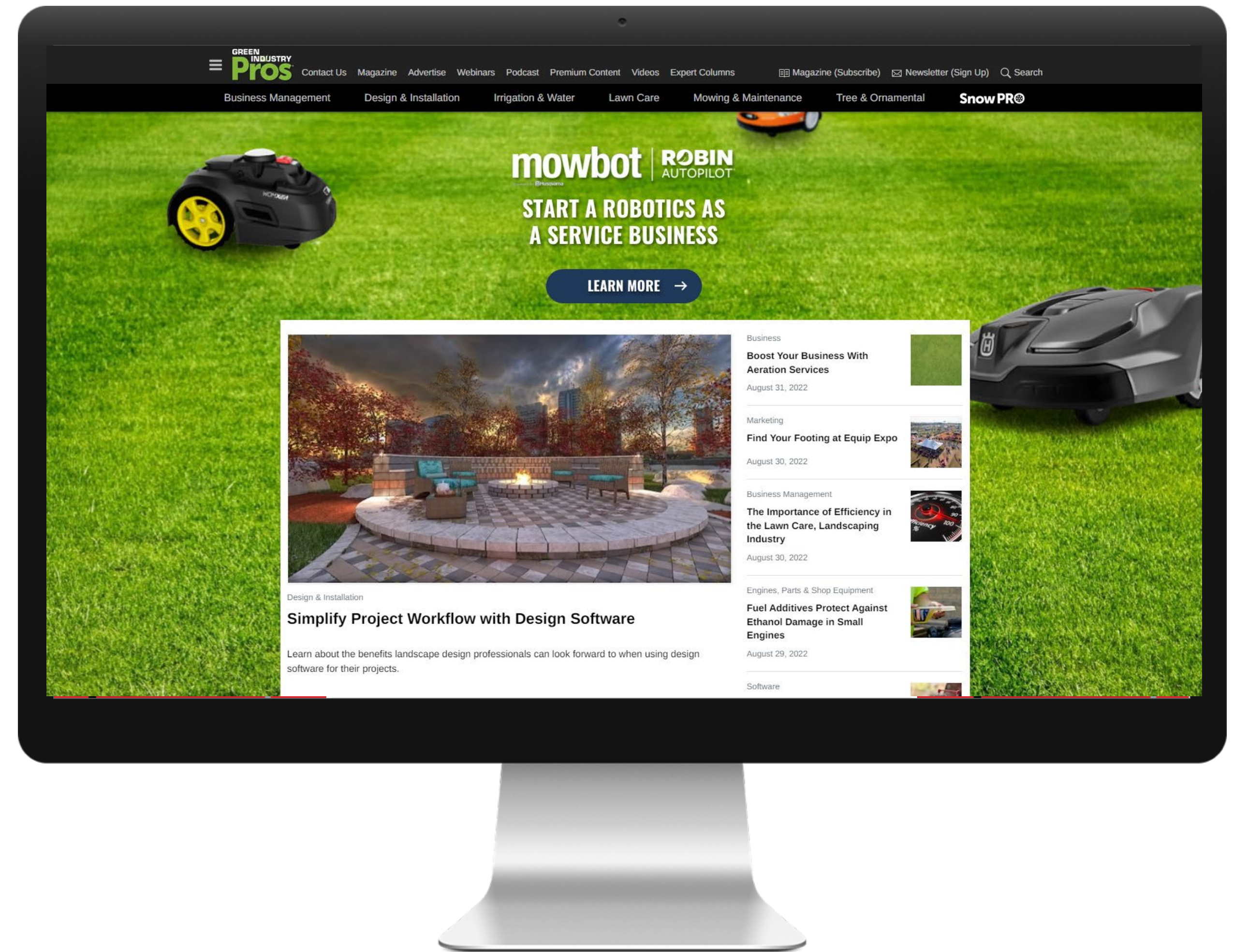
[CLICK HERE >>](#)



THE MOST INNOVATIVE RESOURCE FOR LANDSCAPE PROFESSIONALS

Green Industry Pros, published six times a year by *AC Business Media*, keeps landscape contractors, outdoor power equipment dealers, ground maintenance facilities and chemical lawn care companies on top of the latest products, trends and business strategies. With a long tenured brand in the landscaping marketing, we have a decade's worth of strong publications, and the most impactful digital media options in the industry.

Our digital product offerings are second to none. With media products ranging from digital newsletters and content marketing to video and social media, we have the most innovative offerings to drive marketing success for equipment, product and technology dealers.

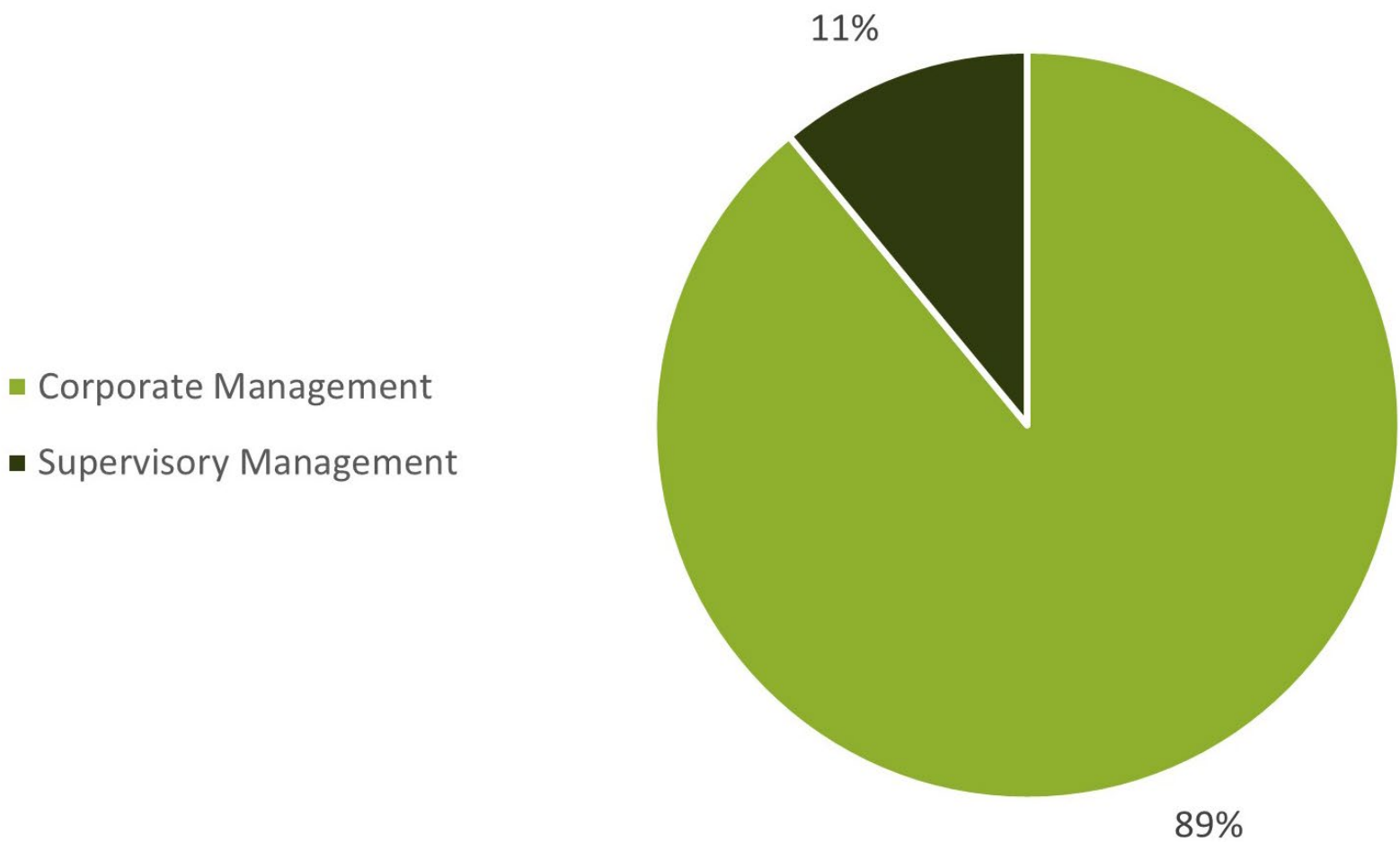


LANDSCAPE AUDIENCE SNAPSHOT

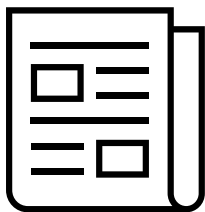
Green Industry Pros' offers the largest reach available in the lawn care and maintenance industry. Our platform is used to target decision makers by using a combination of trusted print publications and daily online content to inform them of top news, data and equipment.

We provide **LANDSCAPE CONTRACTORS, POWER EQUIPMENT DEALERS, GROUND MAINTENANCE FACILITIES AND CHEMICAL LAWN CARE COMPANIES** with fresh, relevant content delivered through industry-leading digital properties, magazines, newsletters, dedicated emails (Direct ENTENT), videos, webinars, podcasts, whitepapers, social media sites and more.

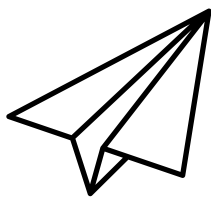
TOP SUBSCRIBER JOB TITLES



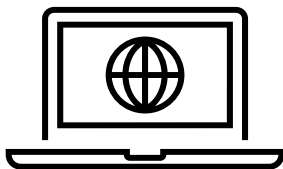
NETWORK AUDIENCE



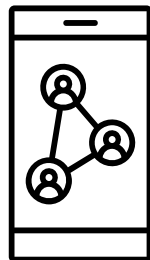
62,000+ MAGAZINE SUBSCRIBERS*



26,500+ NEWSLETTER SUBSCRIBERS*



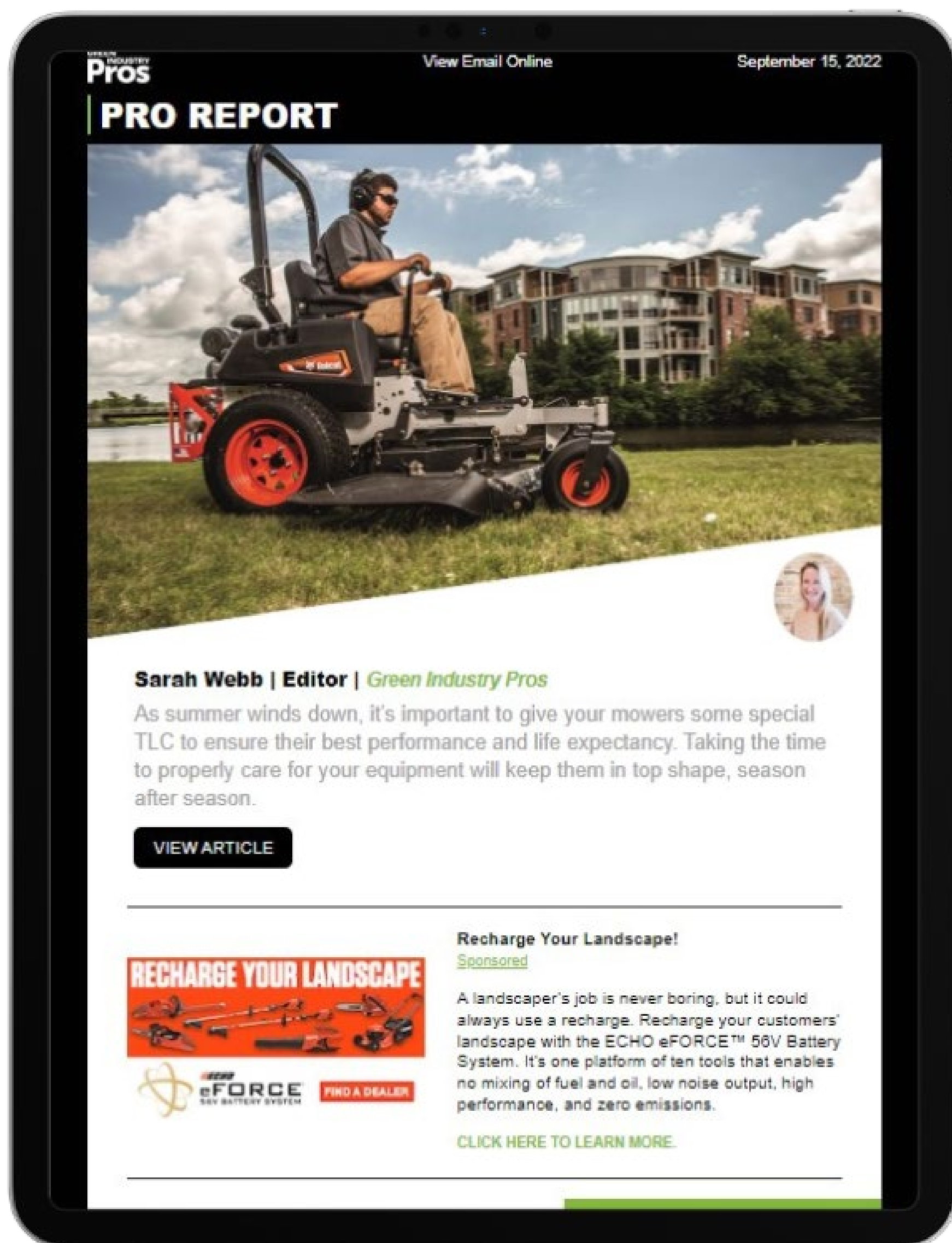
64,900+ AVERAGE WEBSITE USERS PER MONTH**



24,600+ SOCIAL FOLLOWERS/FANS

*COMPILED PUBLISHER'S DATA
**JULY – DECEMBER 2022 DATA PROVIDED BY GOOGLE ANALYTICS





LANDSCAPE NEWSLETTERS

 **26,500+ TOTAL SUBSCRIBERS**

Our digital newsletters receive an average open rate of **17%**. These mailings curate the most relevant content from our core websites and print publications, distributing them to active subscribers.

AVAILABLE AD UNITS IN EACH NEWSLETTER

LEADERBOARD

600x100 static JPG, GIF, or PNG is required

SPONSORED PLACEMENT

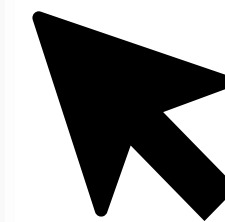
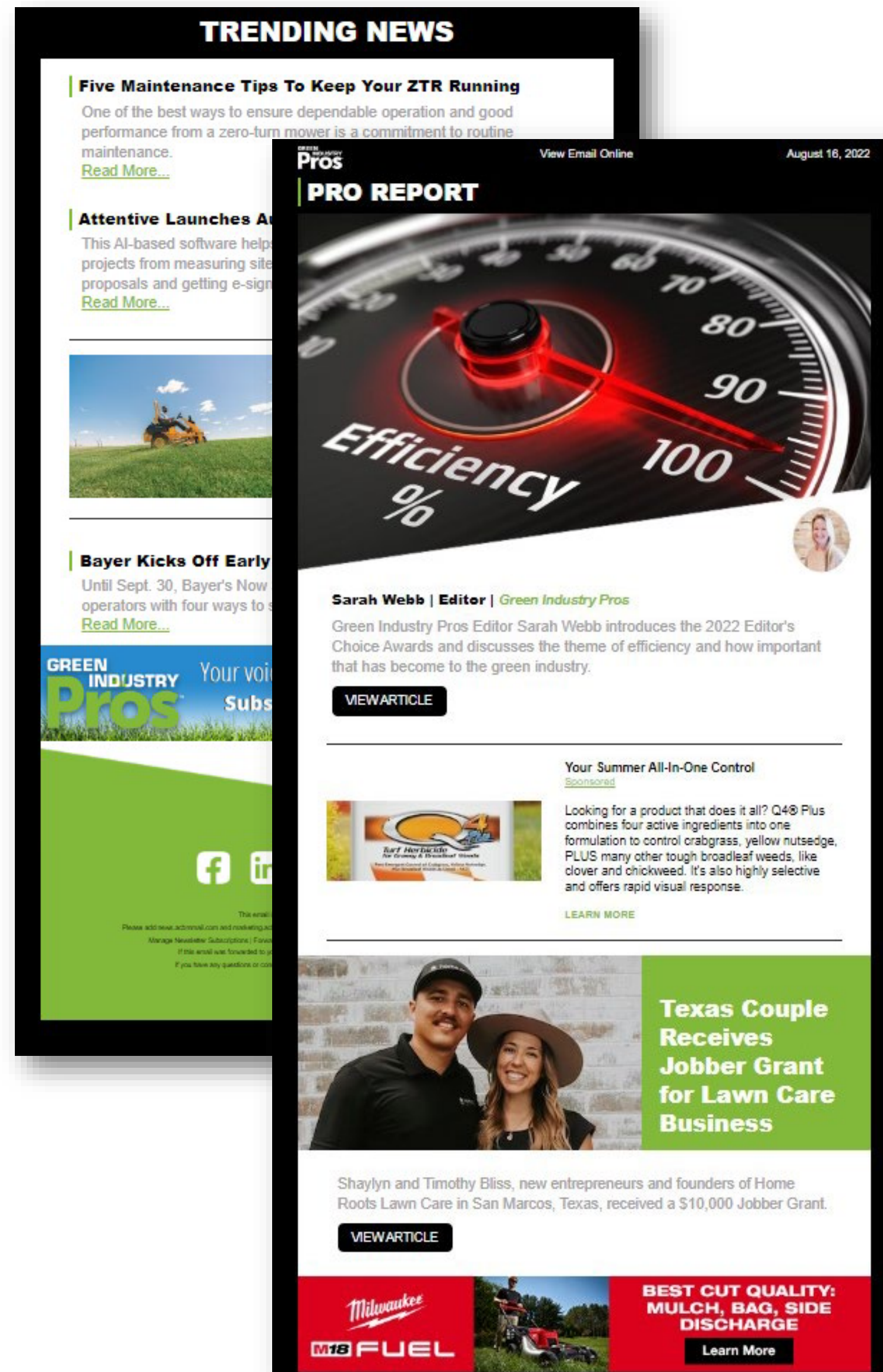
320x180 image, 3-5 Word Headline, and 300 Character Description

CUSTOM NEWSLETTERS

We can produce a fully customized Newsletter for you, including content that is either written by our editorial team, provided by your team or both. These custom Newsletter mailings are intended to focus on key industry topics and subject matter that are important to the audience and align well with your brand. You will be the exclusive sponsor of each distribution.

PROMOTION INCLUDED IN EACH CUSTOM NEWSLETTER

- Client provided content: 1-2 main photos, 375-575 words of copy depending on size
- 600x200 Top Leaderboard banner unit
- 300x250 Medium Rectangle



NEWSLETTERS

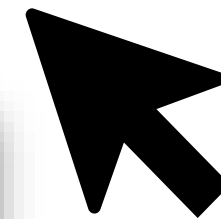
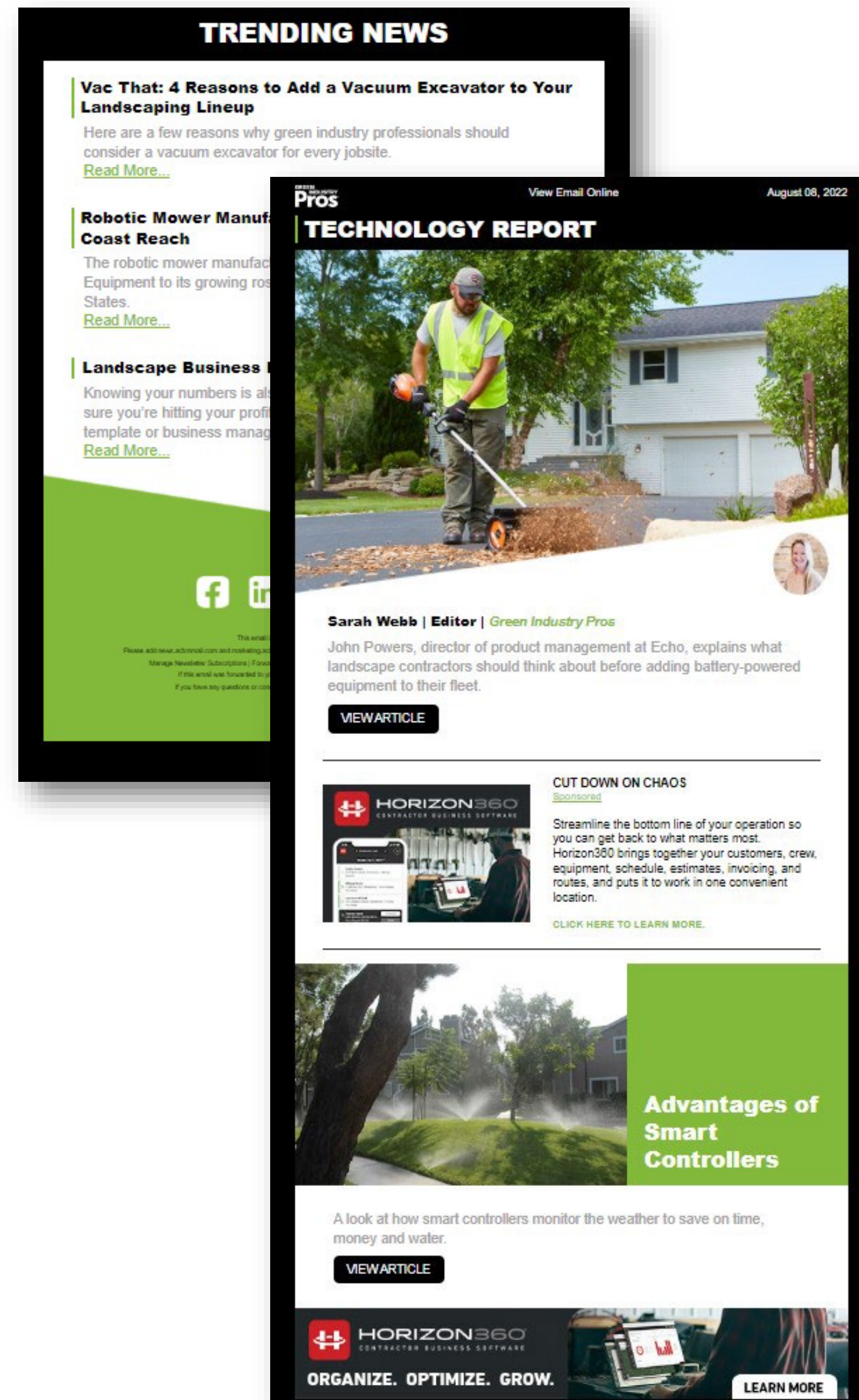
THE PRO REPORT

Providing landscape contractors and equipment dealers with the latest industry news, product trends and management tips.

DEPLOYMENT: Weekly

SUBSCRIBERS: 24,900+

[VIEW EXAMPLE](#)



EXCLUSIVE NEWSLETTERS

TECHNOLOGY REPORT

Giving small-medium sized landscape contractors in the early stages of technology exploration and adoption information on how such tools may impact their productivity as well as new ideas and opportunities to consider implementing in their own business.

DEPLOYMENT: Distributed through sponsorships

SUBSCRIBERS: 24,400+

[VIEW EXAMPLE](#)

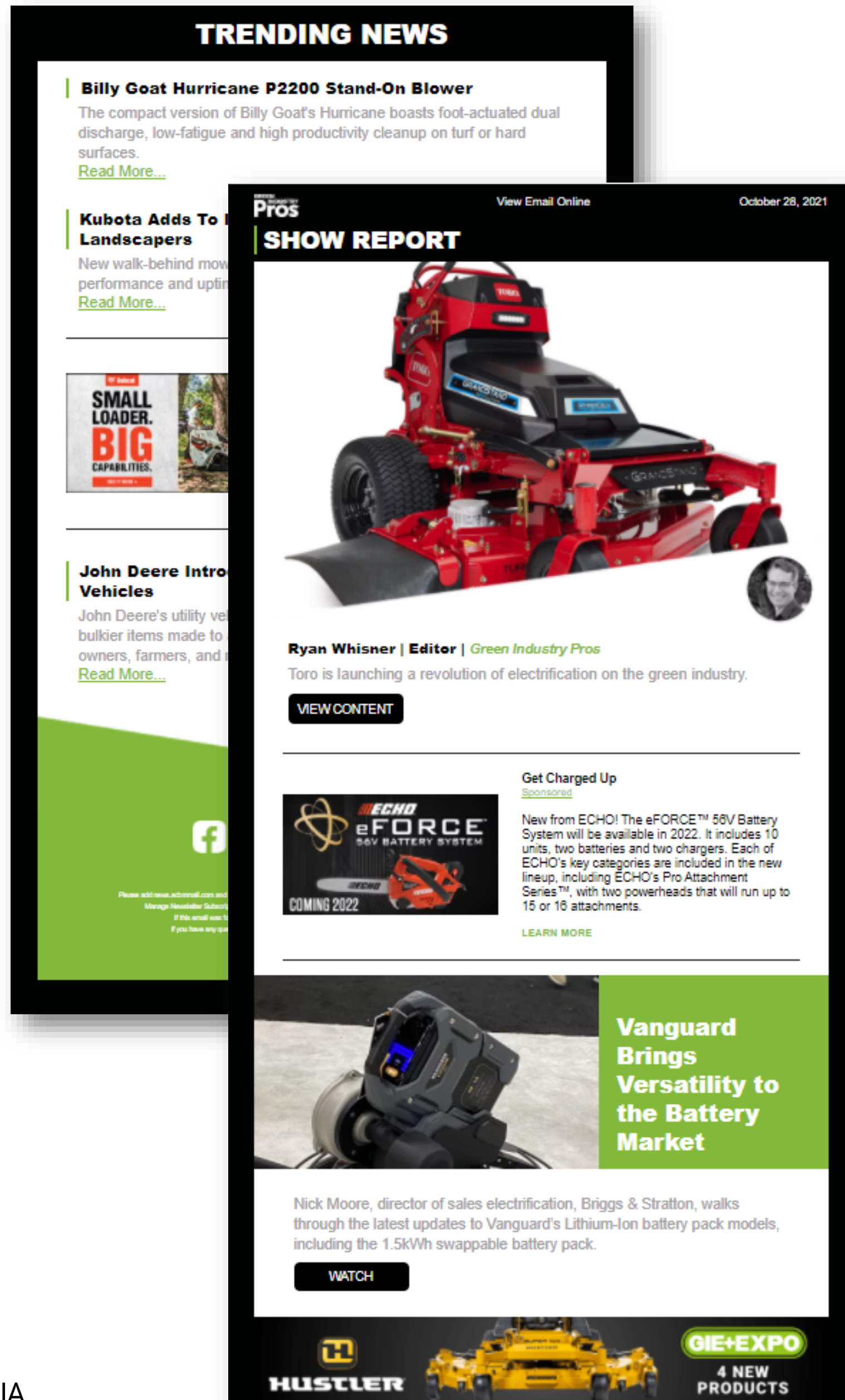
LAWN CARE

Providing lawn care companies, the trends, products and technology driving the landscaping industry forward.

DEPLOYMENT: Distributed through sponsorships

SUBSCRIBERS: 26,000+

[VIEW EXAMPLE](#)



TRADE SHOW NEWSLETTER

SHOW REPORT

Providing landscape contractors and equipment dealers with the pre- & post-show news and product reports from top exhibitions such as SIMA, EQUIP EXPOSITION and more.

DEPLOYMENT: Distributed through sponsorships

[VIEW EXAMPLE](#)

**SHOW EXAMPLE:
EQUIP EXPOSITION**



****SUBSCRIBERS: 24,900+**

RECOMMENDED PRODUCT STACKS

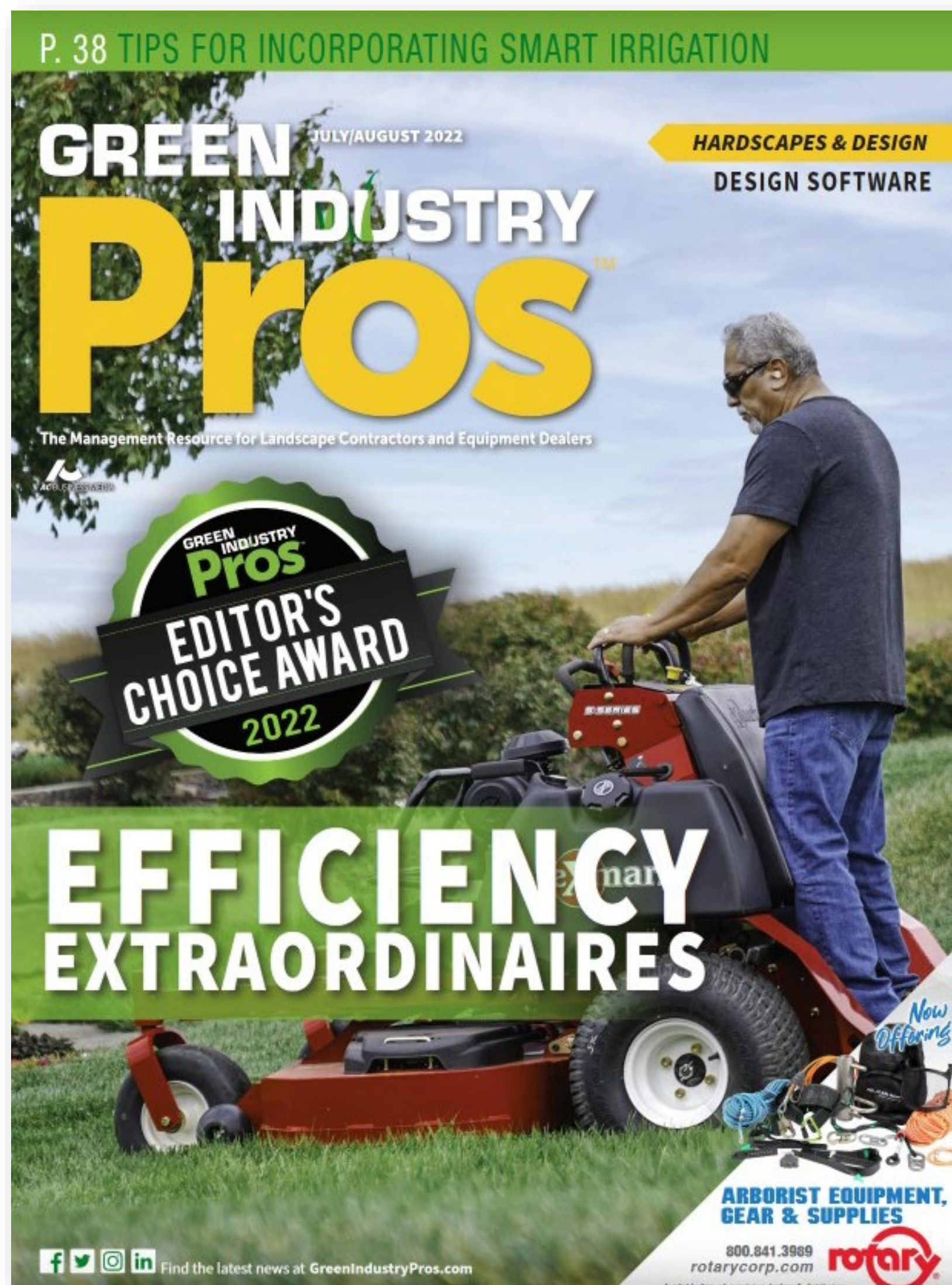
BRAND AWARENESS	WEBSITE TRAFFIC	PRODUCT LAUNCH	THOUGHT LEADERSHIP	LEAD GENERATION
Custom eNews	Email Marketing	eProduct Showcase	Microsite	Sponsored Content (Gated)
eNews Display Ad	Product Spotlight	Simulcast	Sponsored Content (Non-Gated)	Audience Journeys
Event Sponsorship	Native Display Ad	Email Marketing	Custom eNews	Webinar
inRead Ad Units	Native Extension	Product Spotlight	Podcast	Whitepaper
Microsite	Custom eNews	Native Display Ad	Event Sponsorship	Lead Catalyst
Pre-Roll Video	Social Media Advertising	Native Extension	Webinar	Microsite
Print Advertisements	Takeover Units (Reskin)	Social Media Advertising	Whitepaper	Event Sponsorship
Simulcast	Standard Online Display	Takeover Units (Reskin)	Audience Journeys	eProduct Showcase
Social Media Advertising	Audience Extension	Standard Online Display	Sponsored Content (Gated)	Email Marketing
Standard Online Display	eProduct Showcase	Audience Extension	inRead Ad Units	Social Media Advertising
Audience Extension	inRead Ad Units	Print Advertisements	Pre-Roll Video	Custom eNews
Leaders Program	Pre-Roll Video	Lead Catalyst	Simulcast	Product Spotlight
Takeover Units (Reskin)	Simulcast	inRead Ad Units	Native Display Ad	
Product Spotlight	eNews Display Ad	Pre-Roll Video	Native Extension	
Native Display Ad	Print Advertisements	Sponsored Content (Non-Gated)	Social Media Advertising	
Native Extension	Lead Catalyst	eNews Display Ad		
Podcast		Audience Journeys		
Sponsored Content (Non-Gated)		Microsite		
Audience Journeys		Sponsored Content (Gated)		
Email Marketing				
eProduct Showcase				

KEY

BEST	BETTER	GOOD
------	--------	------

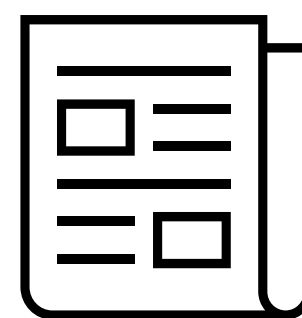
PRINT OPPORTUNITIES





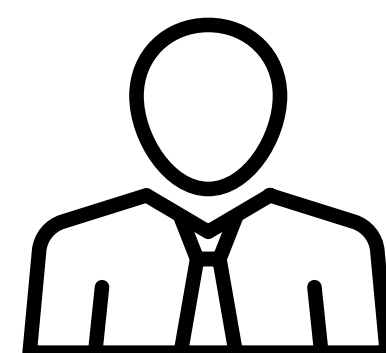
A LEADING VOICE IN THE LANDSCAPING COMMUNITY

that keeps landscape contractors, equipment dealers, ground maintenance facilities and chemical lawn care companies on top of the latest products, trends, technologies and business strategies that help with growth, productivity and profitability for their operations.



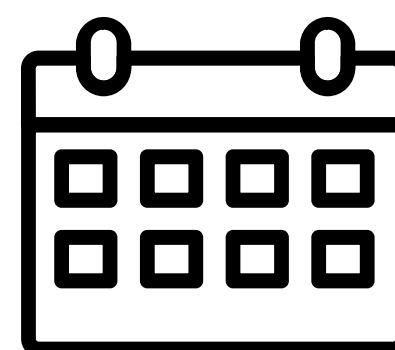
6 ISSUES PER YEAR

62,027 MAGAZINE SUBSCRIBERS*



WHO WE REACH:

corporate management and supervisory personnel employed with landscape companies performing some combination of lawn maintenance, installation, lawn care, and irrigation as well as power equipment dealers.



FULL EDITORIAL CALENDAR >>>

CUSTOM PRINT OFFERINGS



Calendars

A useful tool for your customers while providing yearlong exposure for your brand



Inserts

Large format space, printed on heavier paper stock making it quickly found within the issue and easily removable to save for future reference.



Outserts

By polybagging with print, your marketing material is being delivered to a qualified audience in a high impact format. In addition to postage savings, your materials are the first readers see, even before opening the magazine.



Cover Positions

Stand out using the magazine's best inventory – the front cover. With great retention rate, these highly effective ad units are offered in several varieties including False Covers, Belly Bands, Wraps, Bookmarks and more.



Tradeshow Promotions

ACBM offers turnkey trade show sponsorships which are enjoyable to the attendee all while enhancing your brand and driving traffic to your booth.



Sponsored Content Insert

Work with editorial to develop a topic that is of high interest to our readers and is presented as an insert with sponsorship recognition and branding. Take it to the next level and turn this insert into an interactive microsite with enhanced graphics, content and tools to enhance the user experience.



INDUSTRY LEADING DIGITAL

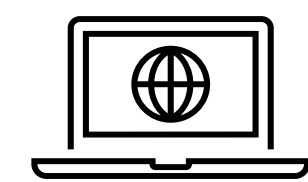


GREEN INDUSTRY PROS' WEBSITE FOOTPRINT

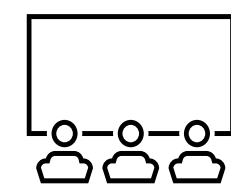
GreenIndustryPros.com provides **LANDSCAPE CONTRACTORS, POWER EQUIPMENT DEALERS, GROUND MAINTENANCE FACILITIES AND CHEMICAL LAWN CARE COMPANIES** with the latest in news, products, trends, and technologies. In addition to keeping contractors informed of the most up to date industry information, we provide unique and compelling content, interviews with leading industry figures, regular videos and podcasts on topics impacting the industry, and more!



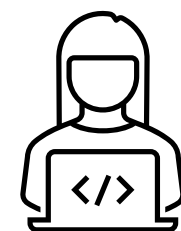
NETWORK AUDIENCE



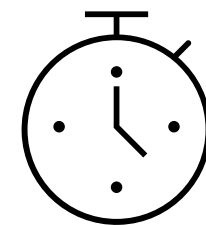
64,900+ AVERAGE WEBSITE USERS/MONTH



93,400+ AVERAGE PAGEVIEWS/MONTH

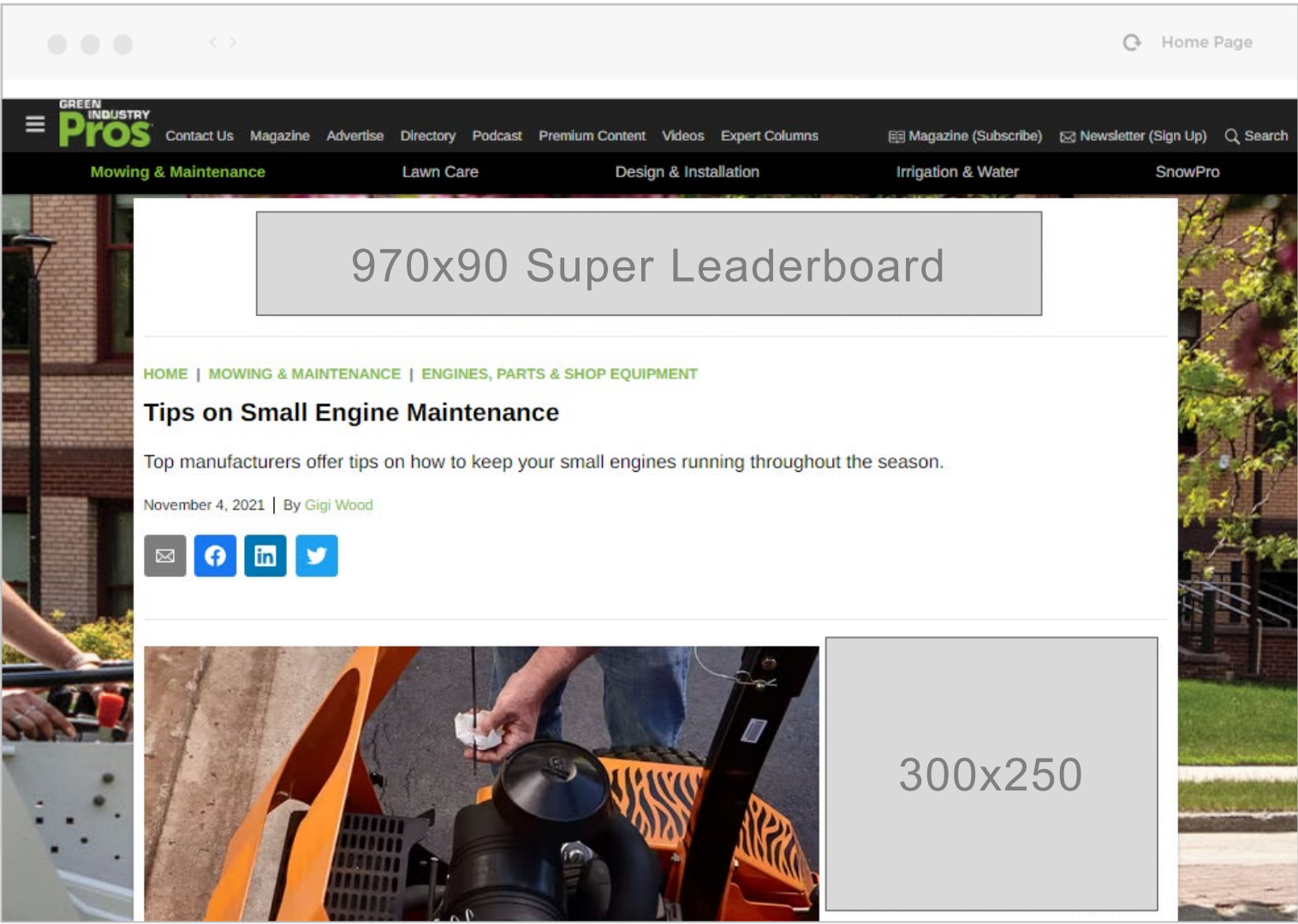


71,700+ AVERAGE SESSIONS/MONTH

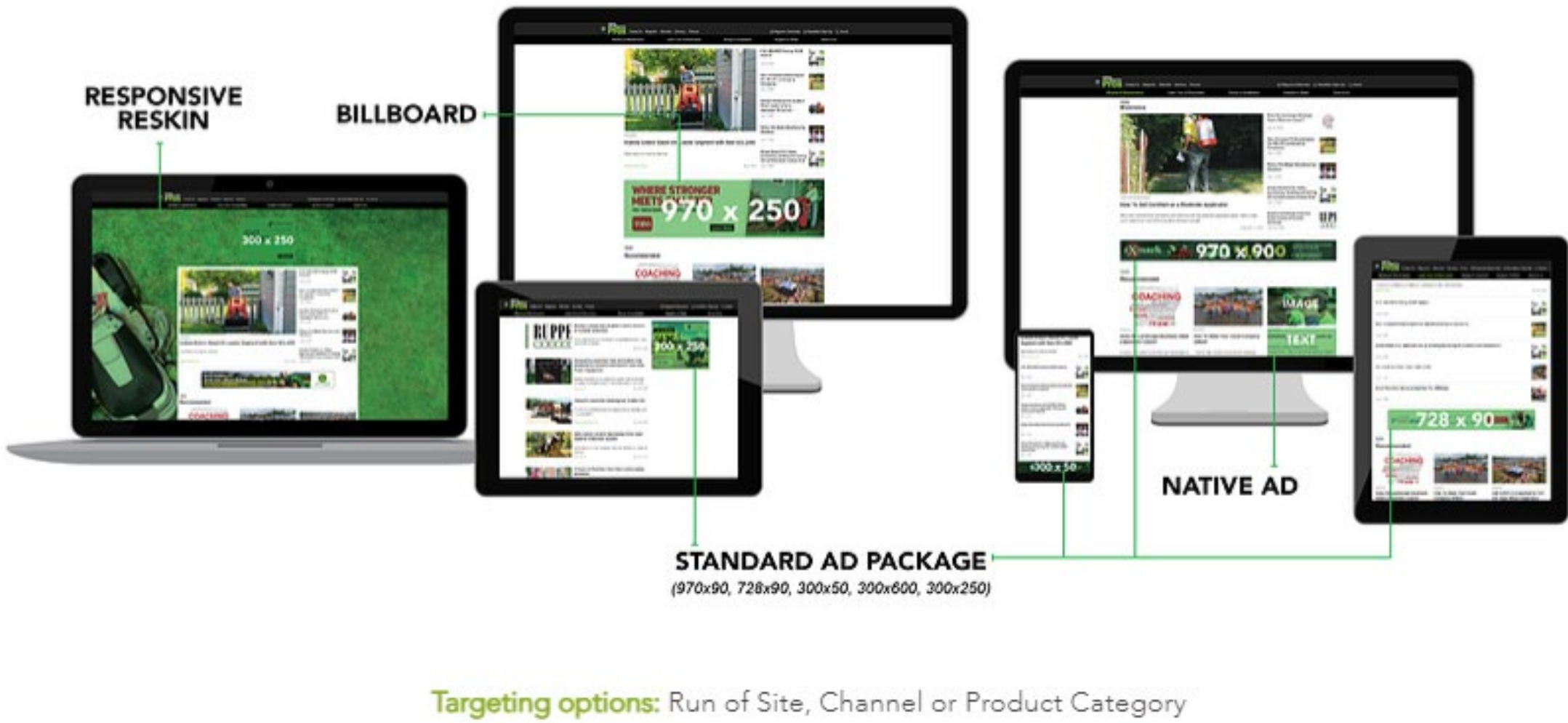


1:01 AVERAGE SESSION DURATION

ENHANCED ONLINE DISPLAY



Our audiences behave like everyone else; they visit dozens of websites every day and consume content that interests them. That is why it is important to reach them as often as possible to ensure your brand's message sticks. Our new and improved online display program targets our audiences onsite using Google Active View impressions and offsite with Google DV360 seamlessly. This approach elevates your brand's recall and ad Click-Through-Rate.



ENHANCED ONLINE DISPLAY UNITS:

- | | |
|------------|------------|
| 1. 970x250 | 5. 320x50 |
| 2. 970x90 | 6. 300x250 |
| 3. 728x90 | 7. 300x600 |
| 4. 300x50 | 8. 160x600 |

HIGH IMPACT DISPLAY OPTIONS:

- 1. Retargeting of our audience off site available
- 2. 1658x1058 / 300x250 responsive site skin ([Example Here](#))
- 3. Homepage or section takeovers - based on availability
- 4. High impact campaigns are served onsite only

NATIVE CONTENT UNITS

Seamlessly place your message within our on-site editorial content using our native ad platform. These native ad placements are designed to match the look, feel and function of our site's most valuable content, without looking like a traditional ad.

Native ad units rotate within our editorial content in **two different ad sizes and locations**.

1. The larger native ad will always appear on the right-hand side as the page loads
2. The smaller native ad will appear under the "related" column on an article's landing page

Recommended



Editor's Choice

2022 Editor's Choice Awards: Efficient And Proficient

A look at Green Industry Pros' 2022 Editor's Choice Award winners.

Sarah Webb

August 24, 2022



Mowing & Maintenance

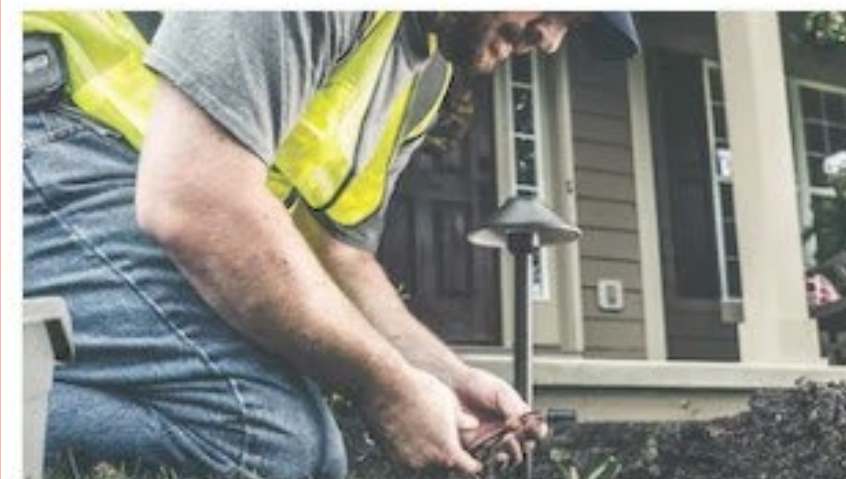
Equip Exposition Announces New Hours, Programming for 2022 Show

Equip Exposition, the green industry's largest trade show, has announced expanded event hours and new attendee experiences for 2022.

Outdoor Power Equipment Institute
(OPEI)

August 16, 2022

Native Display Ad



Sponsored

Increase Their Property Value. Increase Your Profits.

A property that has professionally installed lighting is both attractive and valuable. Learn how you can add lighting installation services to you...

September 1, 2022

BENEFITS

- Target your ad based on channel category
- Appears anywhere that targeted channel content does across the website
- Addresses inherent limitations with traditional ads such as ad block and ad fraud
- Ad click-through links to your website or to designated Sponsored Content assets
- Receive on average, 8,000-10,000 impressions per month
- Tracks the success of your campaign through real-time reporting platform
- Full control over your creative throughout the entire campaign

VIDEO PROMOTION

Harness this opportunity to align your video with relevant industry content...

Your customers are watching more videos than ever before! Whether it's a short video ad or a teaser for a longer segment, you can amplify the value of your video assets by targeting segments of our audience.

- **Pre-Roll Video:** Feature your promo video prior to our content videos. Pre-roll assets are featured on our websites and targets our audience on social media and the digital ad network.
- **In-Content Video Ads:** Place your video within our content pages. Target your video ad run-of-site or run-of-channel.
- **Featured Video:** Host and promote your company video on our industry leading sites for increased exposure and SEO value.
- **Connected TV:** Broadcast your commercial to those who are accessing content through their SmartTV and streaming apps. Connecting with our first-party data, we will serve your ad to those in your target audience.



PRODUCT LAUNCH SIMULCAST SERVICES

In a crowded social media space, how do you gain attention and grab market share for new and innovative solutions...

A simulcast is a simu-live video broadcast, meaning it appears live to the viewer on their preferred social media platform but is actually pre-recorded by the creator.

You provide a video under 10 minutes – or we create one for you! Videos can be formally produced or informal, selfie-style captured on a mobile phone. Both types work! We then “livestream” the recording using simulcast technology that ensures it appears on multiple social platforms at once.

TURNKEY PROMOTIONS:

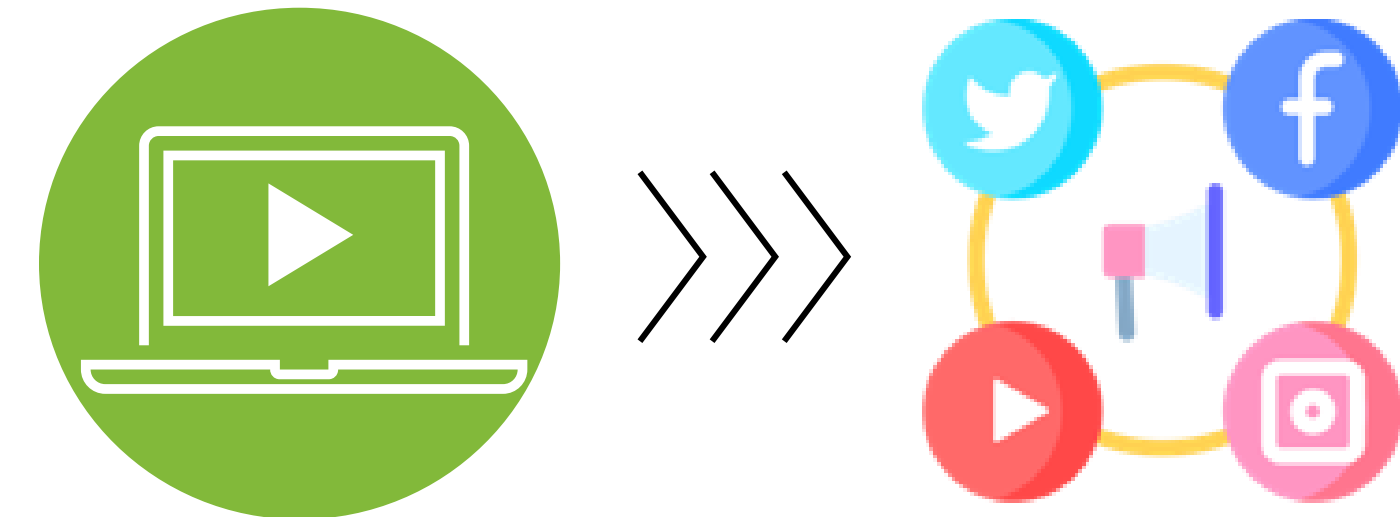
- Paid and Organic Social Posts
- Native & Native Retargeting
- Online Display
- Dedicated email
- Behavioral email
- Pre-event calendar, email and social notifications
- Sponsored Content position in corresponding newsletter

**Saturate the market with your message.
High-impact impressions are waiting for you!**



Don't have a video? No worries, utilize our team of multi-media experts who will produce a high-quality video that can be distributed to your target audience.

[CLICK HERE >>](#)



- ✓ **GOOD VALUE PACKAGE** SCORES YOU AN EST. 30K IMPRESSIONS
- ✓ **BEST VALUE PACKAGE** SCORES YOU AN EST. 70K IMPRESSIONS

AUDIENCE EXTENSION – SOCIAL MEDIA

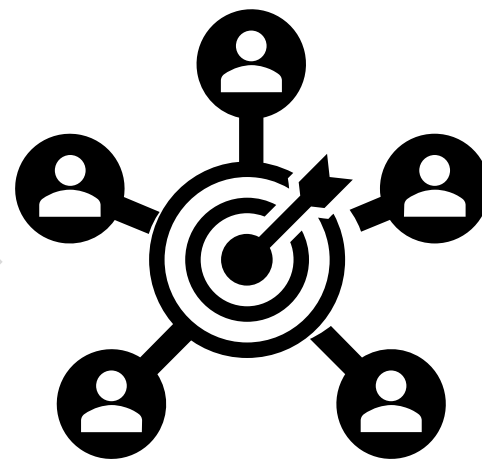
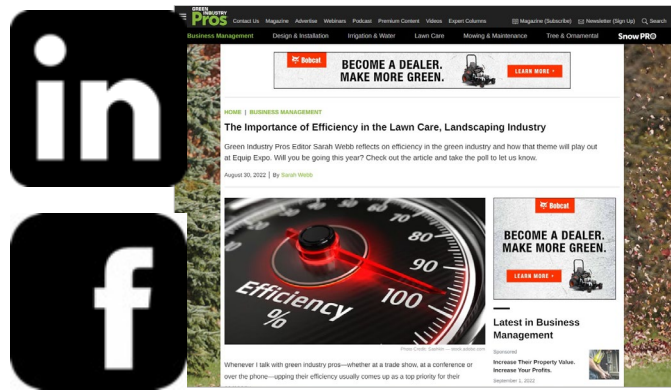
Extend your reach beyond advertising on our core websites with targeted advertising across social platforms such as Facebook, Instagram and LinkedIn. Using our proprietary 1st party subscriber data and behavioral data from our websites, we can target those same users with sponsored posts as they browse their feeds.

BENEFITS

- Sponsored posts are data-targeted to the segment most relevant to your campaign
- One size fits all posts that can be repurposed on multiple platforms
- Ads display for users within main user feeds, right rail and within mobile apps
- Detailed performance metrics are available for all social campaigns

FAST FACTS

- **We offer a variety of social ad unit sizes and types that reach users in-feed, side-bar and within stories.**
- On average, social extension ad campaigns receive higher click-through rates than on-site banner ads.
- About 75% of Facebook users and 60% of Instagram users visit those social platforms at least once a day.



ACBM 1st party data
for our subscribers

Used to promote your content or
other assets on social platforms

To the exact segment you
wish to target

GREEN INDUSTRY Pros **GRASS ROOTS** PODCAST

Podcasts offer a unique experience to provide valuable, in-depth information and create a deeper relationship with our subscribers. With smartphones being the primary source of engagement, it's easy for people to listen on morning commutes, during exercise and even while on the jobsite!

We offer a few ways you can connect with your target audience via on-demand podcasts:

SPONSOR AN EDITORIAL PODCAST

- Sponsorship recognition by the host at the start and the end of the podcast as well as in the podcast description
- Up to a 30-second mid-roll ad spot read by the host

NOTE: Through ACBM's EXTEND Connected Content, a comprehensive custom content marketing service, our partners can work with our department to create a **Sponsored Podcast Mini-Series** or a **Sponsored Podcast Series**.

[CLICK HERE >>](#)



In the **Grass Roots** podcast, we dive deep into the trends, business strategies, products and personalities in the green industry.

[LISTEN HERE](#)

WEBINARS & SEMINARS

Utilize one of two content strategies to deliver thought leadership advantage while driving leads...

WEBINARS:

- ✓ **Client driven** topic and presentation—not a sales pitch, but a chance to highlight your subject matter experts
- ✓ Delivered **live, on-demand or both** – your choice
- ✓ Turnkey marketing, promotion, execution, analytics
- ✓ **Your experts** create topic, description and presentation
- ✓ 100 lead minimum

SEMINARS:

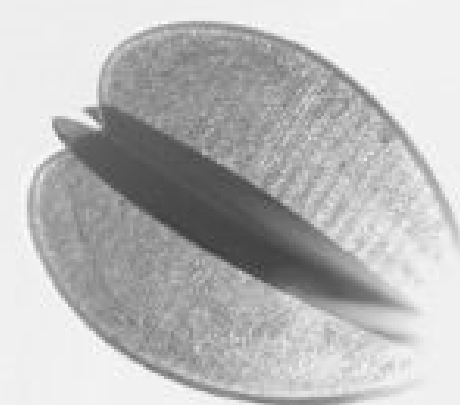
- ✓ **Editorially driven** topic and presentation—work with us to customize from a list of hot topics in the industry and we will provide the speakers
- ✓ Delivered **live and on-demand**
- ✓ Turnkey marketing, promotion, execution, analytics
- ✓ **Our experts** create topic, description and presentation
- ✓ 100 lead minimum



ENTENTION

.....Data Insights.....

ENTENTION Data Insights is an integrated first-party audience database with unparalleled segmentation capabilities. Clients benefit from comprehensive segmentation using single data points or any combination of behavioral data, contextual data, and conventional B2B demographics, firmographics, and contact data to pinpoint engaged targeted audiences.



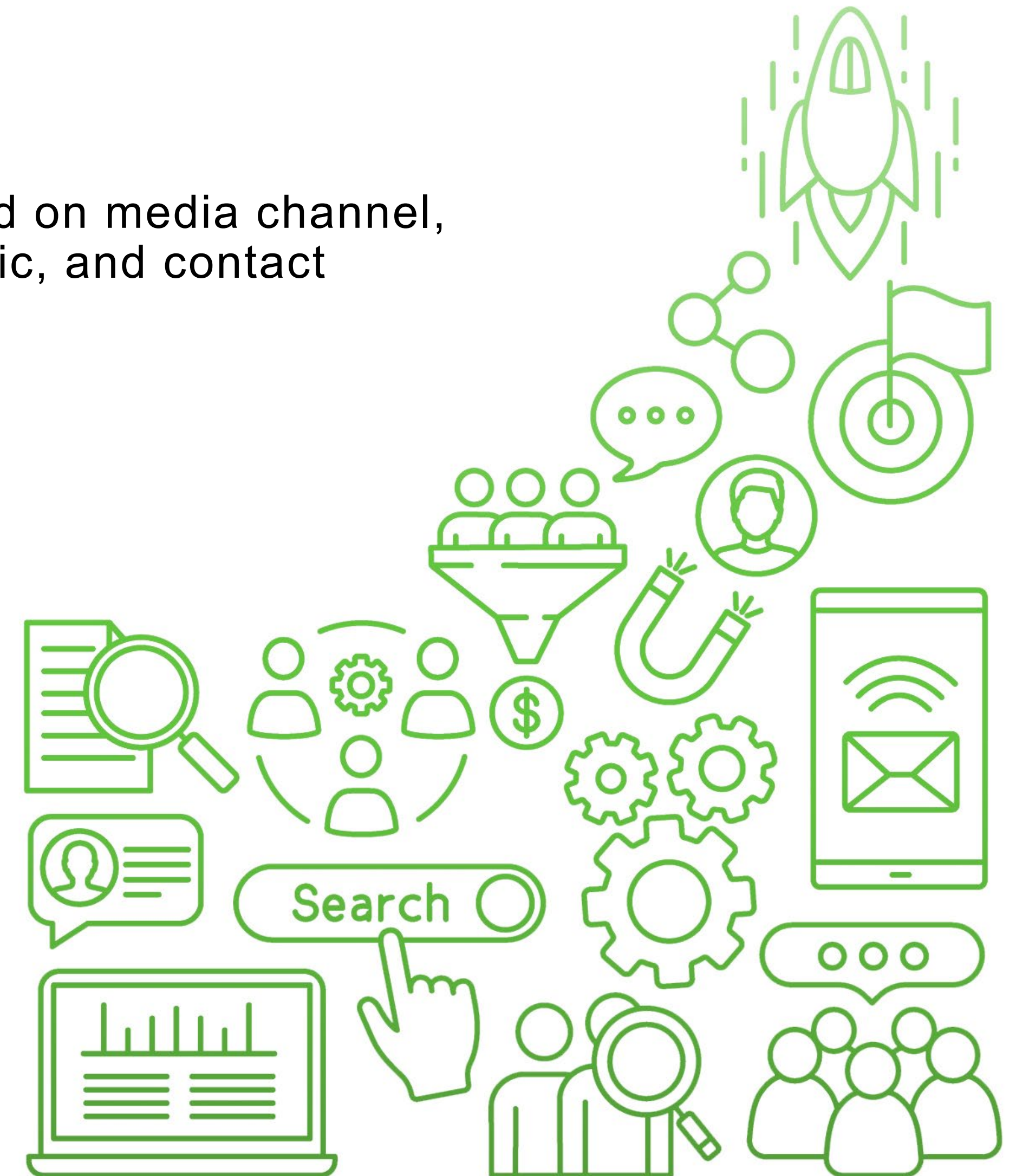
ENTENTION DATA INSIGHTS

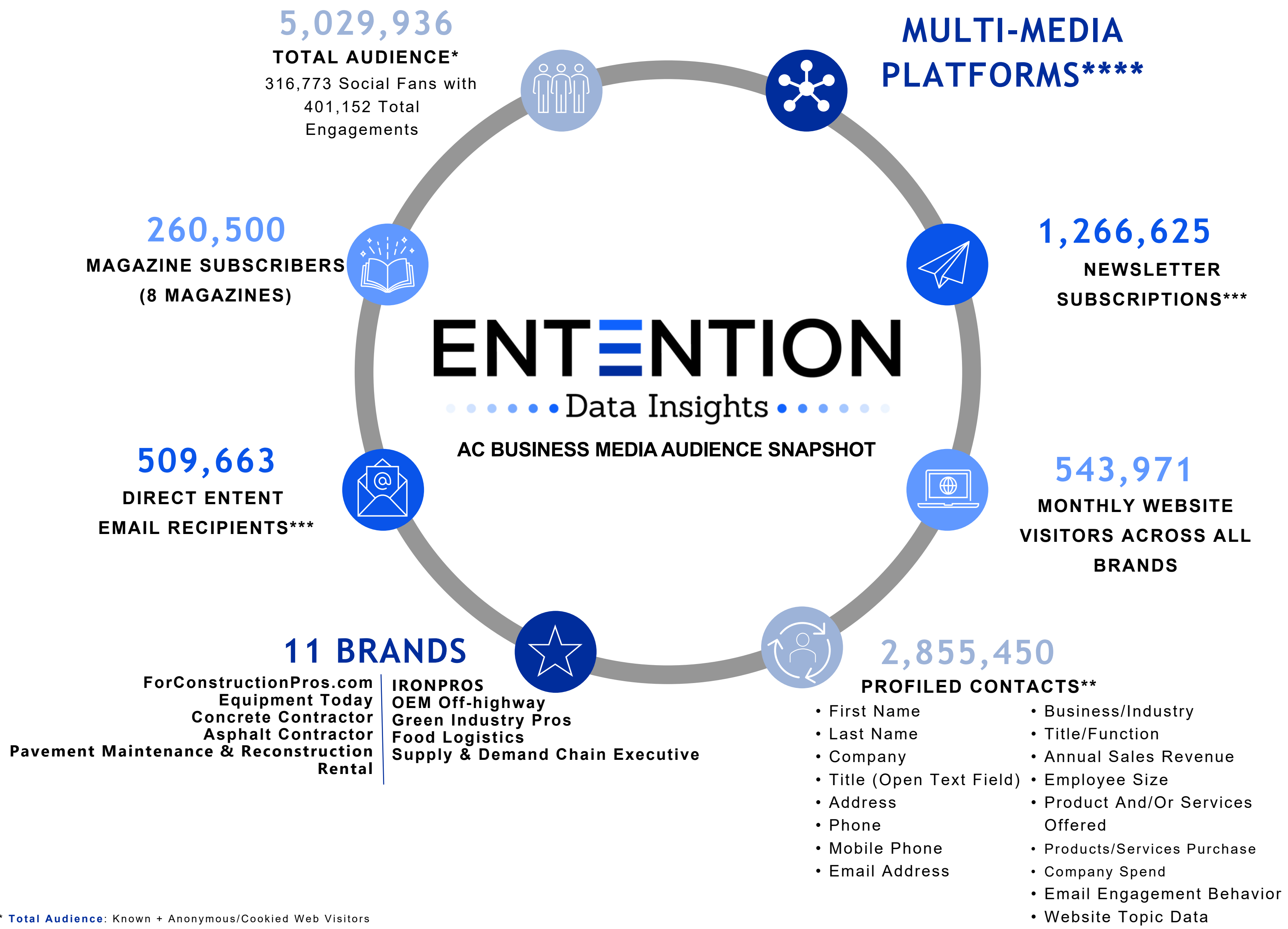
Drive Demand and Market Growth Faster Than Ever Before....

ENTENTION DATA INSIGHTS – Segments audiences in real-time based on media channel, behavior, topic interest, and conventional B2B demographic, firmographic, and contact information — making lead retrieval and retention effortless.

With **ENTENTION**, we can help you:

- Understand the size and scope of your potential target markets
- Create new pathways to potential customers with customized products
- Direct your marketing messages to a highly targeted audience
- Drive qualified website traffic
- Conduct proprietary research for product development involving highly engaged audiences
- Focus your sales efforts on high quality leads





SEGMENT AUDIENCES IN REAL TIME BASED ON:

- Media Channel
- Web Behavior
- Topic Interest
- Cohort/Affinity Groups
- B2B Demographic/Contact Information
- & More!

* **Total Audience:** Known + Anonymous/Cookied Web Visitors

** **Profiled Contacts:** Includes Any Combination Of Contact, Demographic, Digital Behavior And/Or Contextual Data

*** **Email Recipients & Newsletter Subscriptions:** Total Audience Of Subscribers Who Are Engaged Across All AC Business Media Brands

**** **Media Platforms:** Magazines, Newsletters, Direct ENTENT Email Campaigns, Webinars, Websites, Videos, Podcasts, Events (DHI, WISC Forum, IGNITE), High Value Assets (Whitepapers, Reports, infographics)



DIRECT ENTENT

DIRECT ENTENT, a sophisticated email marketing program that includes consultative services, detailed analytics, and a white glove treatment approach, is designed to help clients interact with their target audience by driving targeted marketing messages directly to a client's inbox.

DIRECTENTENT

The fuel for all content syndication,
lead generation, brand awareness,
and thought leadership initiatives

PRODUCT OFFERINGS

DEDICATED EMAIL



Leverage our database, by reaching your target audience with a one-time dedicated email that sends the right people, the right message at the right time.

THE PROSPECT JOURNEY



Using our ENTENTION database, **grow your lead funnel** by selecting the perfect audience and nurturing those pre-qualified prospects.

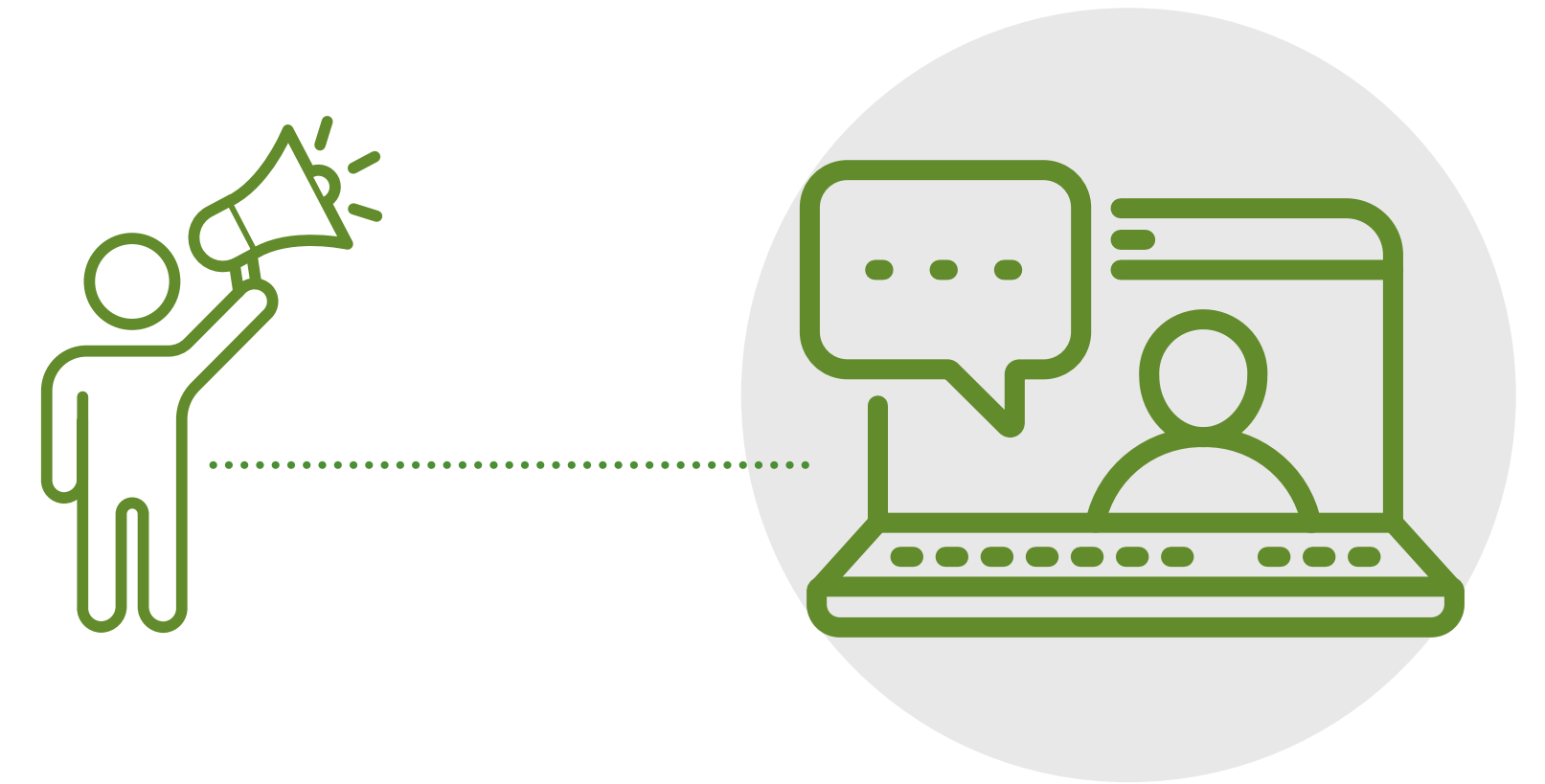
THE LEAD JOURNEY



Nurture your established leads that were a result of an ACBM lead generation campaign, by sending a 3x email journey to promote engagement.

DIRECT ENTENT

TIPS FOR A SUCCESSFUL ENTENT PROGRAM



- **Multiple Entry Email Messaging.** Include several distinct types of “call to actions” in your messaging, you never know what your audience’s current needs are, give them options — drive web traffic and engagement.
- **Stay Away from One-and-Done Email Deployments.** Even for brand awareness, you should always use a 3x frequency for the best results. Use different subject lines and re-deploy to the non-opens. Use a different subject line and switch up the creative for everyone who opened but did not click the “call to action.”
- **Promote the Benefits of Your Product.** Try and connect your product to an industry problem, what solution/benefit does your product bring to the table.
- **Keep the Email Interesting and to the Point.** People skim through emails, unless it is from family or friends. They like to scan to let the email tell them a quick story before they click further.
- **Refresh All Your Used (Overused) Emails,** even if they have worked for you in the past and you absolutely love them. If you have been recycling an old email, chances are there will be people within ENTENTION that have already seen that message and design. Note: our team can help you refresh your message and design!
- **A/B Champion Test Your Emails.** It is not the old A/B split test, this is different. You can glean vital information from using smaller panel testing — wait a couple of hours and deploy the winning subject line or design to the full target audience.



LEAD GENERATION: SUMMARY OF OFFERINGS

	ENTENT Engage	Catalyst	Content Marketing	Webinars & Seminars	MQL Video
Lead Type	MQLs & BANT leads	MQLs & SQLs	MQLs Only • SQLs Only • Both	MQLs & SQLs	MQLs Only
Lead Quantity	Varies by subscription	No Set Minimum	Lead Goal Specified	Webinar: 100 Lead Guarantee Seminar: No Set Minimum	No Set Minimum
Promotion	Tactics may include email marketing, online display, newsletter, social, video, custom online content and syndication partners	Specific package guaranteed and scaled by tier	No specific package is guaranteed. Promotions are executed in support of campaign and aimed at achieving lead goals	No specific package is guaranteed. Promotions are executed in support of campaign and aimed at achieving lead goals	Specific package guaranteed and scaled by tier
Content	High Value Content Assets	Product Giveaway Incentive	High Value Content Assets	Educational, trending or emerging topical content	Video
Timing	Three Six Twelve-Month subscriptions	2 Weeks	30 – 90 cycles are typical but can vary based on campaign	6 Weeks Surrounding Event 12 Month On-Demand	1 Month

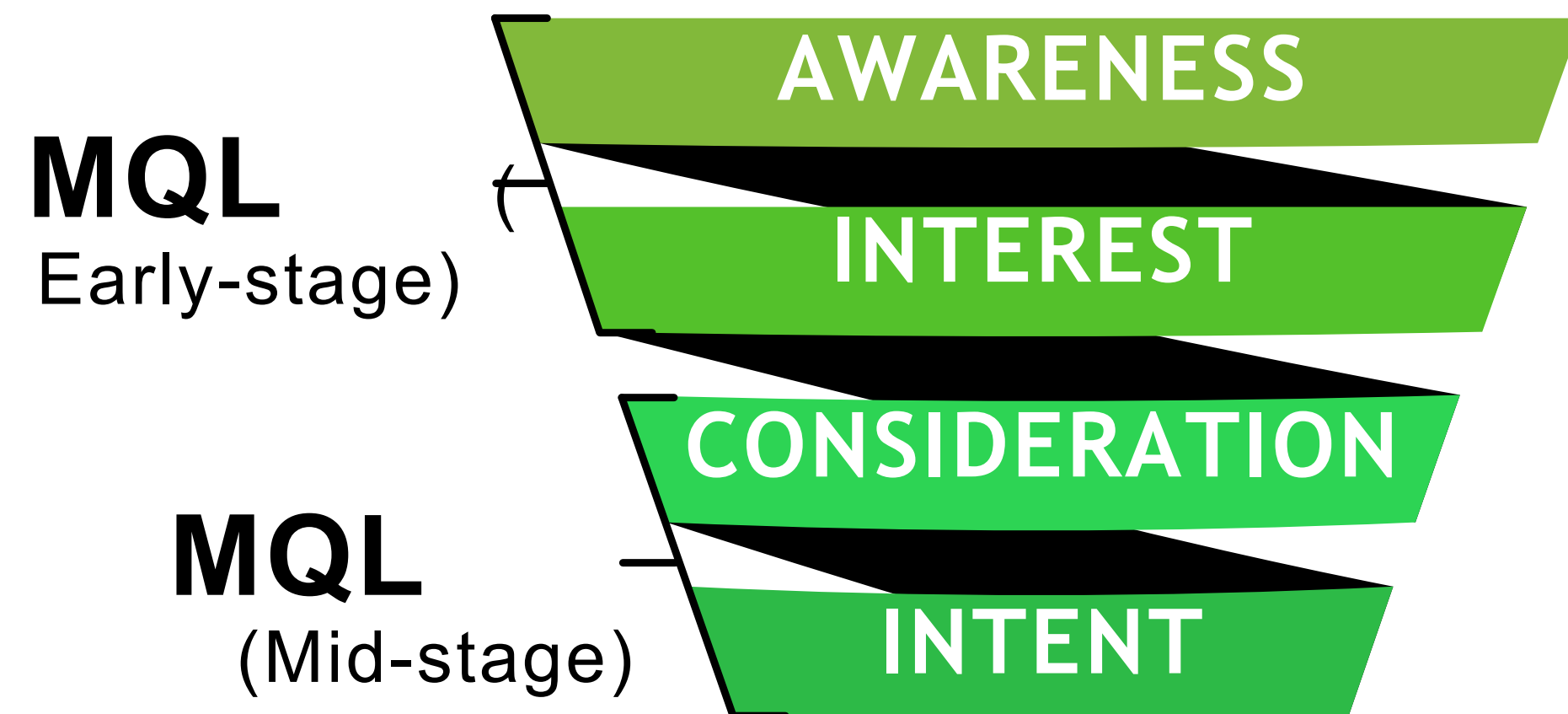


GIP ENTENT ENGAGE

GIP ENTENT Engage is a subscription-based demand-gen product that drives a mixture of MQL and BANT leads into your sales funnel – providing a mixture of prospects to nurture and prospects who are in market and actively considering new products and services.



SUBSCRIPTION BASED LEAD GENERATION THAT PROVIDES A MIXTURE OF BANT AND EARLY- TO MID-STAGE MQLS THAT FIT YOUR TARGETING PARAMETERS...



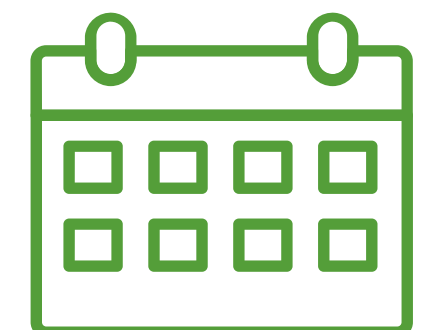
Budget



Authority



Need



Timeline

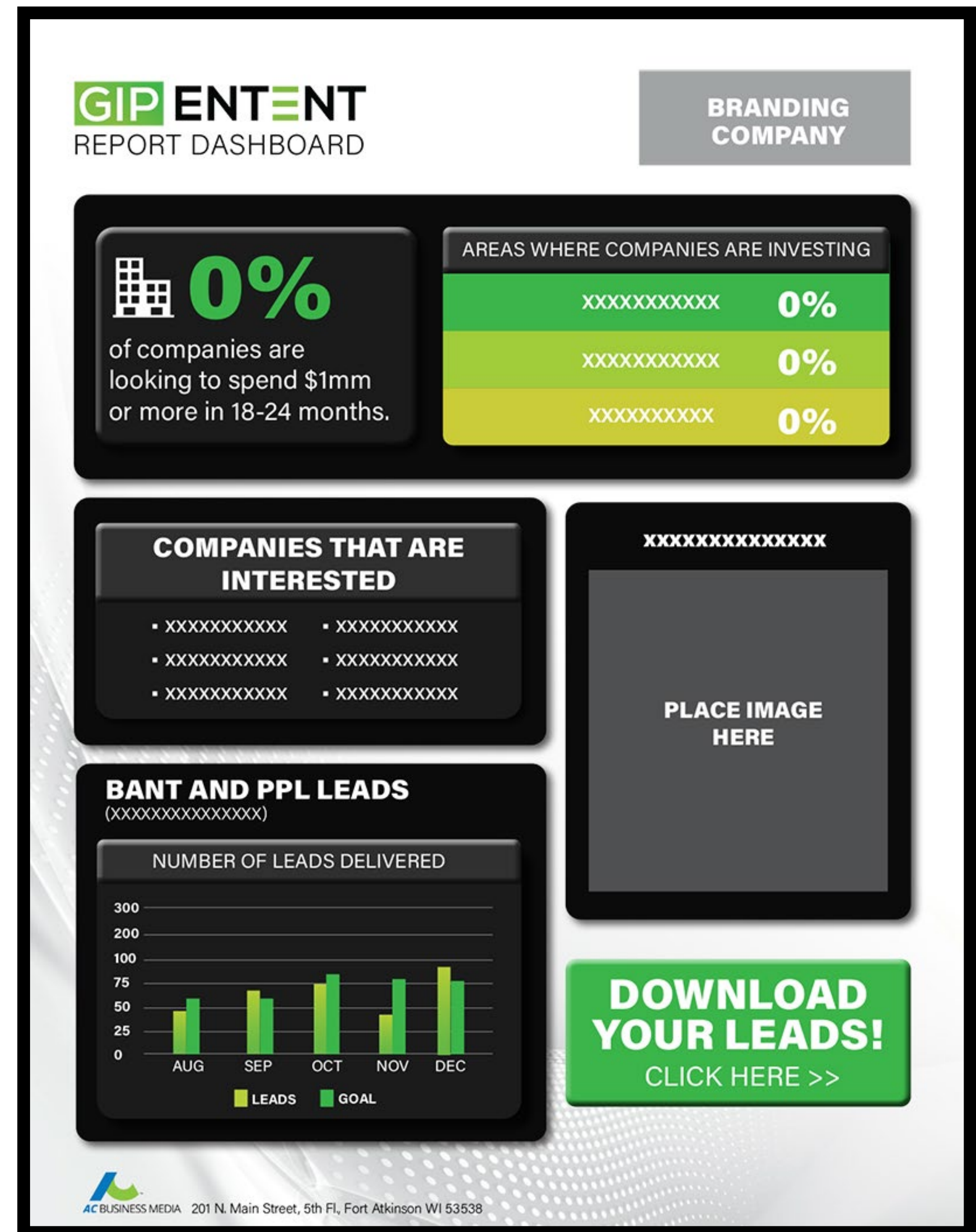
Early to mid-stage MQLs collected via content syndication of your asset. Leads will fit the defined prospect audience (Business & Industry, Title, etc.). Account based marketing (ABM) and target account list (TAL) targeting is available.

BANT leads are collected from users that download our gated organic content on topics relevant to your product(s). Users opting into content assets answer questions that establish budgets, authority to purchase, specify product needs, and set timelines for intent to purchase – all in a permission-based environment.



Rich reporting that provides deep insights on:

- The key companies that are currently in market
- What type of products our subscribers are currently in market for
- Insight into how much these firms are looking to spend



CATALYST

Drive volume engagement through a turnkey, permission-based contest environment.

CATALYST is a full-service, incentive-based lead program that drives engagement through contest and sweepstakes offers that direct audiences towards action.



CATALYST

THE POWER OF INCENTIVE-BASED MARKETING...

Everyone enjoys a chance to win – and contest enabled marketing campaigns still do an outstanding job of driving participation and contact permission.

The challenge? Sweepstakes and contests can be hard to implement, wrapped with legality, and inefficient if not targeting ideal prospects that translate to sales.

CATALYST provides a solution for industry focused giveaways. Your participation benefits from a turnkey environment – one where we handle all contest, legal, and structural arrangements for a sweepstakes or offering. An ideal solution to:

- Launch new products
- Drive fast-paced demand and product interest
- Increase direct sales
- Communicate differentiation
- Build your internal marketing database
- Conduct market research
- Setup demonstrations by appointment
- Remember - participants can easily share offers to industry colleagues, creating peer-to-peer viral marketing by email & social channels

www.husqvarna.com/

Win a prize from Husqvarna!

One lucky winner will receive a 520LST Professional String Trimmer and a new RapidReplace™ Trimmer Head and five separate winners will each receive one new RapidReplace™ Trimmer Head



Complete all fields to be entered to win a prize from Husqvarna!

First Name

Last Name

Company

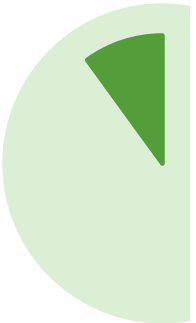
Title

Email

☒ By entering this sweepstakes, you agree to receive emails from Husqvarna

[Get Started](#)

CATALYST



Target Audience

Using your ideal prospect's demographic criteria we select the perfect audience from our database to optimize our campaign and targeting



Promotions

We use a combination of tried-and-true promotional products to attract prospects to your industry incentive.
Email, Online Display, Social, Native



The Landing Page

Prospects that engage with our campaign promotions are driven to a landing page where demographic and poll data is collected



Winner(s)

Upon the close of the campaign, winner or winners are randomly selected on your behalf.
Winner is contacted and affidavit provided/collected



Completion

Winner(s) and all participating prospect demographic information is provided for continued marketing benefit

CATALYST

AS A PARTNER, YOU WILL BENEFIT FROM THE FOLLOWING PROMOTIONAL IMPACT:

Contest Development:

- Landing & Registration Pages
- Full Program Promotional Strategy
- Program Analytics
- All Captured Lead Data
- National Rules And Regulations Documentation

CATALYST **ENTRY** Promotional Package:

- Email marketing to 20,000 subscribers
- 20,000 Social Impressions
- 50,000 Run Of Site Impressions

CATALYST **ENHANCED** Promotional Package:

- Email marketing to 30,000 subscribers
- 50,000 Social Impressions
- 100,000 Run Of Site Impressions
- 100,000 Audience Extension Impressions

Catalyst Program Options:

Entry: \$7,500/net
Enhanced: \$10,500/net



EXTEND

Connected Content

CONTENT MARKETING SERVICES

Improve brand engagement by attracting prospects through high value, consumable media. Your brand benefits from positioning as an industry thought leader, and subject matter expert (SME) to your targeted demography of ideal buyers.

CONTENT MARKETING

EXTEND YOUR BUDGET, TEAM, AUDIENCE AND SUCCESS RATE...

EXTEND
Connected Content

Position yourself as an industry expert while educating a target audience about an industry topic. Our team of writers, editors, and designers have years of experience in your industry. Fill your blog with SEO-friendly content, produce memorable custom publications or arm your sales team with the case studies they need to go to market.

EFFECTIVE CONTENT MARKETING CAN:

- Provide Direct Value to Clients and Prospects
- Offer Content, Data and Insights in Exchange for Engagement
- **Attract Quick Interest** with Variable Media Types

- Case Study
- Presentation
- Webinar
- Newsletter
- Industry Research

- Comparison Guide
- Large Infographic
- Checklist
- Whitepaper
- E-book

- Spec Guide
- Long Format Video
- Online Courses
- Tutorials



VIDEO PRODUCTION SERVICES

YOUR CUSTOMERS ARE WATCHING MORE VIDEOS THAN EVER BEFORE...

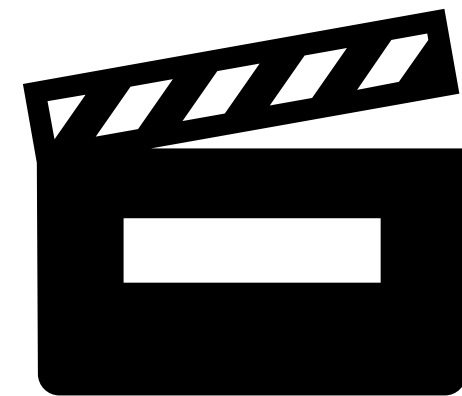
Wield the power of AC Business Media's Content Marketing Services team and produce a high-quality video that can be distributed to your target audience.

VIDEO PRODUCTION:

No video, no problem! By partnering with our multi-media experts, our videos can be used to grow your social media following, amp up your website, draw crowds to your tradeshow booth and power cross-platform commercials.

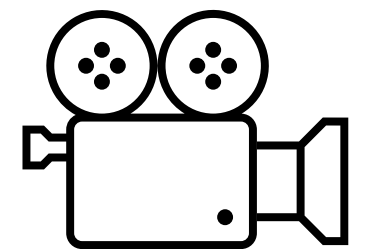
WE HANDLE:

- Story Boarding
- Script Production
- Video Direction
- On-Site Crew
- Post-Production
- Video Editing



Note: We can do it full service or a-la-carte to meet your unique needs!

TRADESHOW VIDEO PRODUCTION:



Bring our crew to your booth for a product walkaround with your subject matter expert or engage in an interview with a member of our editorial team.

WE CAN:

- Create a video to showcase what you are currently exhibiting
- Produce a video that can be used for years to come
- & MORE!

Note: Only applicable to tradeshow that ACBM is attending.

AND



With smartphones being the primary source of engagement, it's easy for people to listen on morning commutes, during exercise or whenever is most convenient!

1. Sponsored Podcast Mini-Series – 3-4 Episodes

- An educational, thought leadership and non-commercial podcast mini-series— hosted in partnership with an *ACBM* editor
- Published every other week for two months, monthly or quarterly
- Recorded as a discussion with your subject matter expert (SME)
- Placement of a 30-second ad at the end of the podcast
- Edited by our team and submitted for your approval prior to publishing
- Cross-promoted via social media, newsletters and websites
- Edited podcasts are typically up to 10 minutes in length
- Posted in Grass Roots podcast library

2. Sponsored Podcast Series – 6-12 Episodes

- A 6-12-part educational podcast series hosted in partnership with an *ACBM* editor — positioning your company as a thought leader
- Published every other week for three months, every other month or monthly
- Recorded as a discussion with your subject matter expert (SME)
- Placement of a 30-second ad at the end of the podcast
- Edited by our team and submitted for your approval prior to publishing
- Cross-promoted via social media, newsletters, websites and two emails to 30,000 subscribers of your choice
- Edited podcasts are typically up to 30 minutes in length
- Posted in Grass Roots podcast library

EXTEND
Connected Content



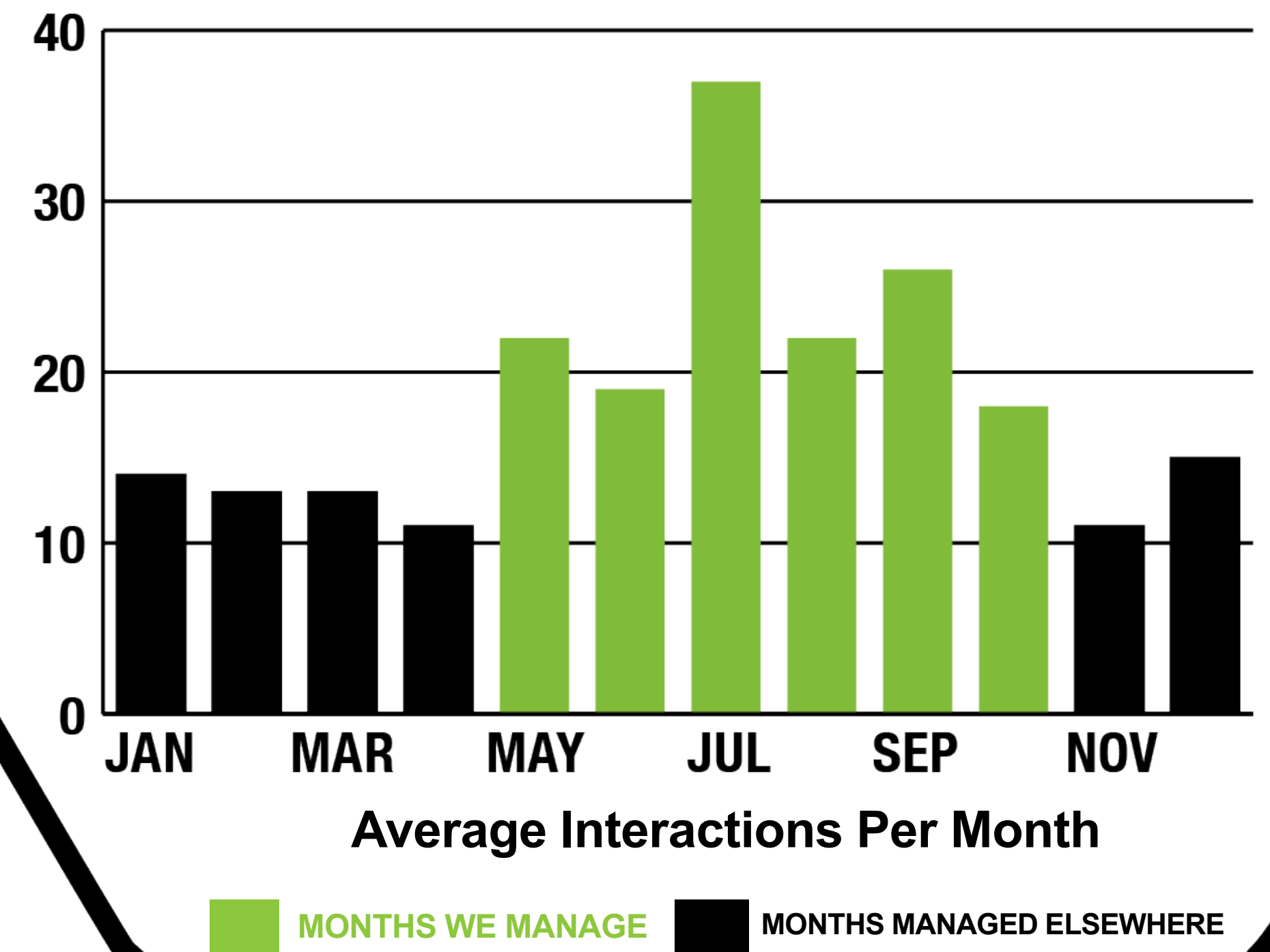
[LISTEN HERE](#)

The Grass Roots podcast takes a dive deep into the trends, business strategies, products and personalities in the green industry.

SOCIAL MEDIA MANAGEMENT

Maximize your return of investment (ROI) with low cost, high impact marketing, and create a community, build authority and project authenticity for your brand **ALL IN ONE PLACE**.

Our team of proven experts in social media management know how to speak directly to your target customers because they are the same people who read our publications.



WE CAN HELP YOU:

- Devise a Strategy
- Publish Content
- Engage
- Create Impressive Content
- Boost Posts
- Analyze



MQL VIDEO

Fuel your lead funnel FAST by converting existing video and webinar content into marketing qualified lead (MQL) generators.

MQL Video is an easy way to capture audience leads that consume video content in the moment it happens, all powered by the GreenIndustryPros.com digital engine.



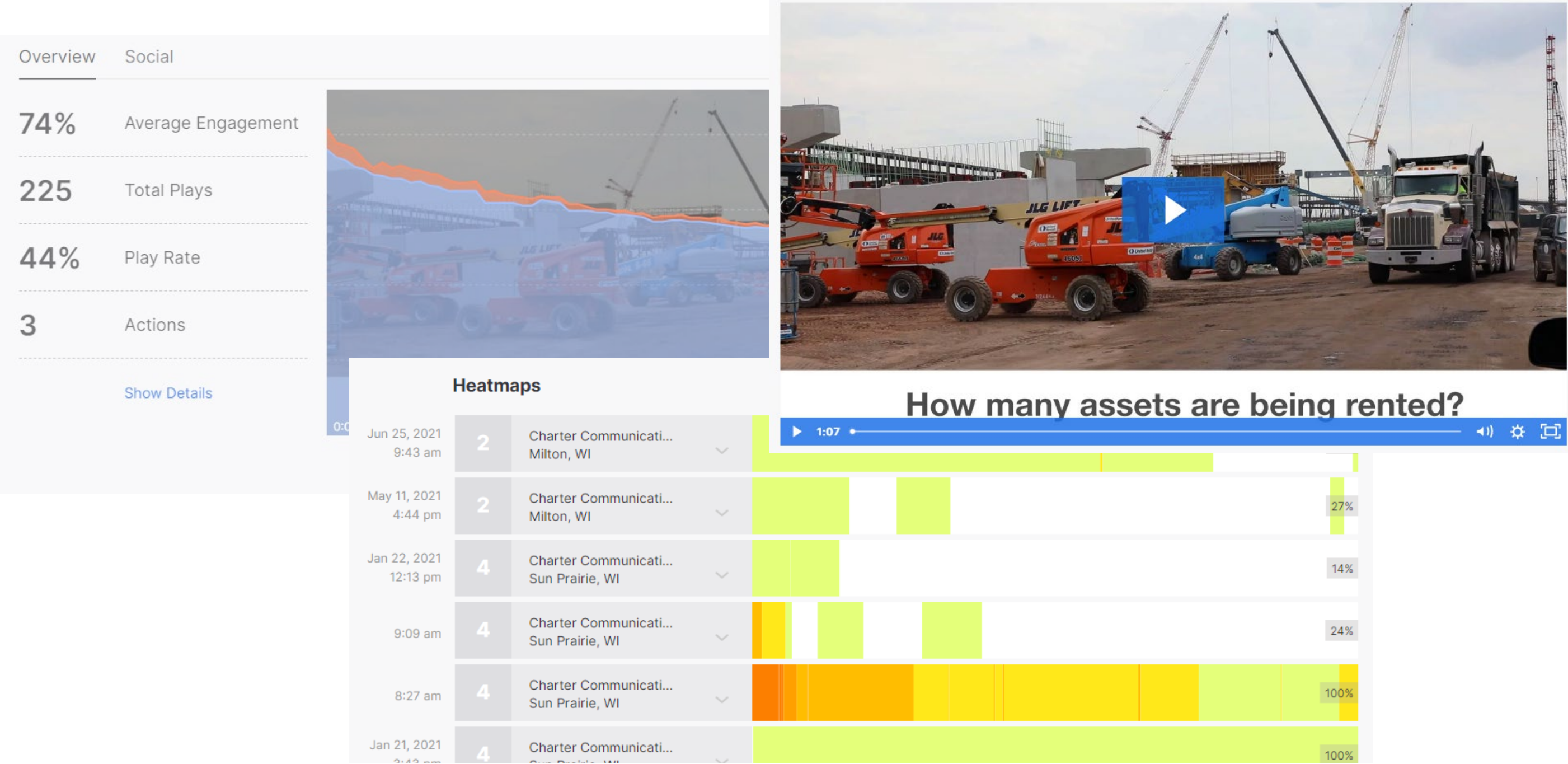
MQL VIDEO

ON DEMAND VIDEOS THAT FUEL THE TOP OF YOUR LEAD FUNNEL – FAST!

MQL VIDEO creates a quick gate to your current video product and packages it for rapid fire distribution across the GreenIndustryPros.com digital ecosystem.

Users access your video or webinar content after completing a brief, “Click Play” lead input that includes name, email address & company.

Full video analytics, play engagement, and lead info are easily available throughout your campaign.



MQL VIDEO

AS A PARTICIPANT, YOU WILL BENEFIT FROM:

- High volume, gated engagement for early identification of future sales prospects.
- Using available video technology, we convert and repurpose your video content and webinar investments into active lead generators.
- Best in class lead generators include:
 - Webinar
 - Interviews
 - How-to
 - Product Walk Around
- We will append lead data with any available firmographic information (including sales volume, company size, annual revenue...and more!)

