Ragan Communications Sponsorship
Your connection to communicators

For more information, please contact:
Kristin Farmer, director of sales & strategic partnerships
KristinF@ragan.com • 312.960.4405 • www.ragan.com/sponsorship
Ragan Event Sponsorship

Join us to speak, network, boost your brand and build your business at one of our many events hosted by amazing companies, including Microsoft, Facebook, LinkedIn, Disney, Coca-Cola and more.

WHO YOU’LL MEET
We attract roughly 2,500 attendees to our events each year. The most common attendee titles include:

- Director of Communications
- Director of Marketing
- Senior Communications Specialist
- Corporate Communications Manager
- Executive Communications Manager
- Internal Communications Manager
- Public Relations Manager
- Marketing Manager
- Public Affairs Specialist
- Communications Consultant
- Speechwriter
- Social Media Manager

Our attendees come from a diverse range of industries including:

- Retail
- Healthcare
- CPG
- Aerospace
- Computer hardware and software
- Marketing
- Government agencies
- Communications
- Telecommunications
- IT services
- Nonprofit
- Education

Join us for one of our many event opportunities:

SPEAKING SESSIONS
Share thought leadership in a main agenda session.

EXHIBITOR BOOTH
Demonstrate your product or service in our high-traffic break area and generate leads with the Ragan Booth Passport Card.

WORKSHOPS
Lead an in-depth two-hour interactive workshop and build lasting relationships with future clients.

BONUS BREAKFAST PRESENTATION
We’ll invite conference attendees to your own private breakfast presentation. These RSVPs are direct leads for you.

LIGHTNING TALK
Give a 10-minute talk to share a success story, a mini-case study or a list of tips for a topic area.

NETWORKING LUNCH OR RECEPTION
Network with attendees over lunch or at the end of the conference day.

TRACK SPONSOR AND EMCEE
Be the master of ceremonies in front of your target audience: Introduce speakers and field questions.

NETWORKING DINNER
We'll coordinate targeted dinner group(s) for you to dine, network and build leads.

BRANDED MOBILE CHARGING STATION
Add this to your booth, or as a standalone opportunity. Sponsor a charging station in our high-traffic areas.

NETWORKING SPONSORSHIP
This gives you full access to the event with the added benefit of on-site branding.
Ragan can help you write and distribute great content to reach your target audience and generate new leads for your business.

**WHO YOU’LL REACH**

Our readership is comprised of many VPs, directors and managers of the following business areas:

- Corporate Communications
- Public Relations
- Employee/Internal Communications
- Social Media
- Marketing and Sales Communications
- Digital Communications

### Daily Headline Email Subscribers

- PR Daily: 28,000+
- Ragan’s Internal Communications: 22,000+
- Health Care Communications: 5,000+

### Targeted Email List Subscribers

- Internal Communications: 61,000+
- Public Relations: 21,000+
- Health Care Communications: 4,000+

### Monthly Web Visitors

- PR Daily: 215,000+
- Ragan Communications: 115,000+
- Health Care Communications: 20,000+

### Geographic Reach by Site

- **Ragan Communications**
  - US/Canada: 89%
  - Europe: 11%

- **PR Daily**
  - US/Canada: 81%
  - Europe: 19%

- **Health Care Communications**
  - US/Canada: 91%
  - Europe: 9%
Here's a look at some of our sponsored content opportunities:

**Tip Sheet**
Generate leads and give your target audience quick takeaways in a one- to three-page designed content piece.

**Practical Guide**
Create a five- to eight-page guide full of practical tips, how-to advice and interviews from industry experts to generate leads.

**Research and Surveys**
Get information about your target audience for your product development, content strategy or other marketing goals. We'll create and distribute a pop-up or in-depth survey for information on the industry.

**Articles**
Tell your story and generate leads. Let us write an article or series of articles to connect you to our readers and push your downloadable content for lead generation.

**Mini White Paper**
We can make your article series into a 10-15 page content download providing you with an evergreen piece to continue the life and lead generation of your articles.

**White Paper**
Opt for a more comprehensive 15-20 page piece. You'll receive a lasting, research-driven download to boost lead generation.

**Email Blasts**
Send a dedicated marketing email around your brand and product portfolio to one of our subscription lists.

**Distribution**
Send us your existing content piece. We'll review, edit and distribute it to build new leads from our communicator audience.

**Awards**
By sponsoring one of our award programs, your organization will be featured in promotional emails and materials. You can even create your own award category!

**Cube Ads**
Ragan offers ad placement on both the home page and article pages for all our websites to increase brand awareness.

**Webinars**
Present your expertise and generate leads in a 60-minute webinar—all without leaving your office.

**Virtual Conferences**
Present a 45-minute session at one of our half-day virtual summits, and you'll generate leads without any travel time.

Ragan Communications looks forward to working with you. Please let us know how we can help you exceed your business goals.

For more information, please contact: Kristin Farmer, director of sales & strategic partnerships

KristinF@ragan.com  •  312.960.4405  •  www.ragan.com/sponsorship