

SPONSORSHIP

MENU



PR Daily

Health Care
Communication News

Ragan Communications offers content, conference and virtual event sponsorship opportunities.

EVENT SPONSORSHIP

Below are specific sponsorship opportunities that give an organization a platform to elevate its brand, present its services and share thought leadership. Opportunities and pricing for each event are subject to availability.

BONUS BREAKFAST OR LUNCH SESSION

- Conduct a presentation (with or without a client) to provide thought leadership, while generating leads.
- Ragan will email invitations to registered conference attendees.
- Complimentary breakfast or lunch spread will be specially prepared for bonus session attendees.
- Ragan will send the sponsor the final list of breakfast or lunch attendees, with contact information.

SPEAKING SESSION ON THE MAIN AGENDA

- Reserve a full session to provide expertise to attendees. (A client co-presenter is recommended).
- Topic is selected in collaboration with the event producer (ideal for a case study).

LIGHTNING TALK

- Conduct a 10-minute session in front of the entire audience (general session, or specific track).
- Topics vary by event and your expertise; share a success story, mini-case study, or top trends or tips.
- These sessions create brand interest, spark networking chats, and drive traffic to your exhibitor booth.

NETWORKING RECEPTION

- Host an engaging social soiree; welcome attendees, employ networking exercises, or just mingle.
- Ragan can provide full contact information for those attendees who opt in to the reception.

NETWORKING DINNER

- **SMALL:** A restaurant gathering (regular menu) for eight to 10 people, inviting select attendees when possible. Ragan handles invitations/reservations. The sponsor sends representatives to the dinner.
- **LARGE:** A private dining room for up to 20 people, with select attendees when possible. Ragan handles invitations/reservations and food/beverages. The sponsor sends representatives to the dinner.
- Ragan can provide full contact information of attendees who sign up for the dinner.

EXHIBITOR BOOTH

- A covered table to use as an exhibitor booth, accessing available power
- 18” x 24” poster with the sponsor logo on an easel provided by Ragan
- Attendee “Passport Cards” for increased traffic to the booth
- Full contact information of attendees who fill out the passport card

GENERAL EVENT SPONSOR BENEFITS (included with all above event opportunities)

- Logo placement on the event landing page, on all on-site posters, and in the program
- One page of marketing collateral (8.5” x 11”) in the attendee folder
- Mention of the sponsor in opening remarks on both the preconference day(s) and main conference day(s)
- Two (2) complimentary registrations for participation in the full conference

SESSION SEAT-DROP (add on to any speaking session)

- We set your marketing piece at each attendee’s place. Add a raffle tear-away for lead generation.

POST-EVENT EMAIL TO ATTENDEES (add on to any sponsorship above)

- Ragan will email attendees offers and exclusive content from sponsors within days after the event.
- This is an opportunity to provide downloadable content for additional lead generation.

SPONSORED CONTENT

Share expertise through practical content, or showcase exemplary work with a case study and takeaways. Ragan will work with the sponsor on content that resonates with the Ragan audience and generates leads.

The following content is created and distributed by Ragan for lead generation:

TIP SHEET

- This three- to five-page checklist offers quick, workable takeaways for readers—and culls new leads.

PRACTICAL GUIDE

- Readers seeking a detailed “how to” approach get examples from their peers. You get new leads.
- Average length is five to eight designed pages, full of practical tips and takeaways.

WHITE PAPER

- A white paper (15–20 designed pages) provides in-depth case studies, expert research about trends (generally based on survey results) and examples of industry best practices.

SINGLE ARTICLE or 3-ARTICLE SERIES

- An article (about 800 words) or series delivers thorough reporting on key topics to readers of our sites.
- Articles include an inline text ad for a tip sheet or practical guide for lead generation.

MINI WHITE PAPER

- Extend the life of an article series and turn it into a new downloadable piece ready for lead generation.
- It includes a table of contents, introduction and summary, and will be sent out per the sponsorship agreement.

SURVEY (Full survey or short pop-up)

- For the full survey, Ragan will create and distribute a survey (up to 20 questions) for the sponsor to discover challenges and trends, and to gather product- or audience-specific information for future use.
- Ragan will host a planning call to discuss topics/questions, turnaround times and distribution details.
- For the pop-up, Ragan will create a mini-survey (up to four questions) that will pop up on our websites.

CONTENT PRODUCTION & DISTRIBUTION PROCESS

- Ragan will host an editorial planning call to discuss topics and editing/design turnaround timelines.
- The sponsor may provide prepared sources for inclusion in the content.
- Ragan will work with the sponsor to create a landing page for readers to submit contact information.
- The standard distribution time for content is one month, long-term programs are also available, and leads are sent weekly.

The following information is for content created by the sponsor and distributed by Ragan:

CONTENT DISTRIBUTION

- Ragan will distribute content in the following formats:
 - With a summary article to online readers of one or more of our publications:
 - Ragan.com: (200,000+ page views/month)
 - PRDaily.com: (300,000+ page views/month)
 - HealthCareCommunications.com: (19,000+ page views/month)
 - In our daily featured articles emails:
 - Ragan Daily Headlines: (~ 15,000 subscribers)
 - PR Daily News: (~ 21,000 subscribers)
 - Health Care Communication News: (~ 4,000 subscribers)
 - As an inline text ad in related stories on our site(s)
 - Through social media:
 - Twitter: Mark Ragan and Ragan Comms: (~ 89,000 followers), PR Daily: (~ 110,000 followers)
 - Facebook: Ragan Comms: (~ 9,000 followers), PR Daily: (~ 102,000 followers)
- Ragan will send new leads to the sponsor weekly.
- **For content created by the sponsor:**
 - Ragan's editorial team must approve all content before it runs on our sites.
 - Ragan will review copy before contract to suggest edits needed before content runs.
 - Minor copy edits are \$250/hour. Major copy edits or rewrites are subject to custom pricing.
 - Ragan will send new leads weekly.

CUBE AD

- 300 x 250 cube ad to run on our site(s)
 - PRDaily.com (~ 22,000 impressions/month)
 - Ragan.com (~ 9,000 impressions/month)
 - HealthCareCommunications.com (~ 2,000 impressions/month)

EMAIL PROMOTION / EBLAST

- Ragan will send an email on behalf of the sponsor to one or more of Ragan's email lists, including:
 - Internal communications: 45,000–70,000
 - Public relations: 40,000–90,000
 - Marketing: Approximately 35,000
 - Health care communications: 8,900–20,000

VIRTUAL EVENTS

Webinars and virtual summits give sponsors the opportunity to offer expertise and generate leads without travel expense.

- The session should be educational, filled with practical tips, advice and business examples.
- Product demonstration or sales pitch can be included as a bonus session afterward.
- The sponsor is branded on the event landing page and receives the list of attendees as leads.

WEBINAR SESSION

- A 60-minute webinar, offered free of charge to attendees to maximize participation.

VIRTUAL SUMMIT SESSION

- A 30- to 45-minute session as one segment of a paid virtual event.

AWARD PROGRAM SPONSORSHIP

Ragan and PR Daily award programs offer branding and marketing opportunities for your organization.

- Award sponsorships highlight your brand presence across Ragan or PR Daily channels in these ways:
 - Logo and one-sentence description in all marketing emails that promote the award program (Emails sent to our list of 45,000+ subscribers)
 - Logo (w/ backlink) and short paragraph description on the landing page of the award program
 - Logo included on the awards cube ad to rotate on Ragan websites
 - Dedicated follow-up email sent to participants (this varies by program) introducing sponsor
- Ragan's team of judges will judge all entrants according to our standardized criteria; sponsorship does not play a role in selecting a winner of an award.
- Ragan will provide marketing copy for sponsor to use to market to their own client base or partners.

SPONSORSHIP PRICING*

EVENTS

- BREAKFAST SESSION (w/leads): **\$9k – \$15k**
- SPEAKING SESSION: **\$6k – \$8k**
- LIGHTNING TALK: **\$5k – \$7k**
- NETWORKING LUNCH: **\$9k – \$15k**
- NETWORKING RECEPTION (w/ leads): **\$8k – \$18k**
- NETWORKING DINNER (w/ leads) (SMALL): **\$5k/table + meals**
- NETWORKING DINNER (w/ leads) (LARGE): **\$16k – \$18k includes food and beverage**
- EXHIBITOR BOOTH (w/leads): **\$6k – \$8k**
- SEAT-DROP (ADD-ON): **\$3.5k**
- POST-EVENT EMAIL (ADD-ON): **\$2.5k**

VIRTUAL EVENTS

- WEBINAR: **\$6k - \$8k**
- VIRTUAL SUMMIT SESSION: **\$3k – \$5k**

CONTENT

- CONTENT DISTRIBUTION: **\$3k – \$5k/mo.**
- TIP SHEET: **\$8k – \$9k**
- SURVEY: **\$18k – \$25k**
- PRACTICAL GUIDE: **\$15k – \$20k**
- WHITE PAPER: **\$22k – \$35k**
- MINI WHITE PAPER: **\$5k – \$7k**
- SINGLE ARTICLE: **\$4k – \$6k**
- 3-ARTICLE SERIES: **\$10k – \$15k**
- CUBE AD: **\$1.5k – \$2.5k/month**
- EMAIL PROMOTION: **\$4k – \$8k ea.**

AWARDS

- PROGRAM SPONSOR: **\$5k – \$9k**

**All price ranges for events are based on audience size and availability for conferences. Prices for content range based on website placement, readership numbers and the volume of work for the individual client.*

For more information about Ragan Sponsorship:

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