

[THE PEOPLE](#)

[THE BUSINESS](#)

[THE THOUGHT LEADERS](#)

[THE PROGRAMMING](#)

[ABOUT US](#)

Knowledge

Connections

Diversity

2023

B2B Content Marketing, Research, and Educational Programs





MediaVillage
KnowledgeExchange

REACH AND INFLUENCE YOUR TARGET CLIENTS AT THE SITES WHERE THEY WORK, LEARN AND CONNECT
CONTENT DISTRIBUTION PARTNERS



 MediaVillage
KnowledgeExchange

We build and manage your dedicated content marketing and online learning site

- Your dedicated SaaS CMS “InSites” content marketing, education and thought leadership site developed and maintained by MediaVillage at the KnowledgeExchange
- Unique branded ‘InSites.com’ URL pointing to your Knowledge Exchange site
- AvrioB2B self-publishing for publication, distribution, promotion of your thought leadership, press releases, personnel announcements, repurposed content, sales presentations and research reports
- MediaVillage Editor Ed Martin oversees an expert team of content creators
- Your content optimized for search at www.MeetingPrep.com

ANNUAL LICENSE RETAINER: \$36,000

Includes Knowledge Exchange dedicated content platform and URL, self-publishing license, MeetingPrep.com optimization

Educational materials, thought leadership, editorial content and video interviews separately available – minimum \$3,000 monthly

 MediaVillage
The Myers Report**Prepare your teams with knowledge**

- Annual syndicated survey on State of Advertising Supported Media Business
- Annual perceptions research on agency and brand perceptions of your organization
- Annual State of Advertising Supported Media Workplace and Workforce
- Two custom Quick Pulse Industry Surveys (200 respondents)
- Regularly published industry reports targeting client categories
- Industry-leading detailed economic data and revenue forecasts
- Detailed content performance metrics

SYNDICATED + CUSTOM RESEARCH FEE: \$36,000**Support the Leading Education Foundation Serving the Ad Supported Media Community**

- Custom survey of your organization's State of the Workforce and Workplace
- Custom event/webinar/panel presence opportunities
- Content Studio DEI leadership recognition and video interviews with your team members
- Access to AdvancingDiversity.org Talent Resume Portal for talent acquisition
- Annual Advancing Diversity Hall of Honors event presence and sponsorship recognition

UNDERWRITING SUPPORT: \$2,500 - \$12,000 501C3 charitable contribution

MediaVillage KnowledgeExchange

MEDIAVILLAGE KNOWLEDGE EXCHANGE ADVERTISING REACHES AND ENGAGES DECISION INFLUENCERS

- Target brand marketers, agency teams and media professionals with display ads at their company and trade association B2B sites, targeted e-mail content, and thought leadership
- Advertise in relevant content focused on your target audiences' professional interests and personal passions
- Target industry professionals with display ad presence in thought leadership content, executive interviews and online learning materials that educate, inspire and inform
- Reach, educate and inform students, career centers and job seekers
- Event panel participation (live and virtual) and brand presence at CES, Cannes, SxSW, Davos, category specific webinars and major industry events
- Detailed performance metrics included

[SEE](#)

REQUEST A TRADE ADVERTISING PROPOSAL



2023-24 ALL INCLUSIVE INTEGRATED CORPORATE MEMBERSHIP PROGRAM

 KnowledgeExchange

 Thought Leaders
Self-Publishing Platform

 MeetingPrep.com

 Content Studio

 The Myers Report

 Knowledge & Connections
MediaVillage
Education Foundation

- Dedicated Knowledge Exchange content library, branded “InSites.com” URL, AvrioB2B self-publishing, MeetingPrep.com optimization, social media, event presence VALUE \$36,000
- The Myers Report VALUE \$36,000
- We create, publish and distribute once-monthly original educational and content marketing – text and video VALUE \$36,000
- Own the display advertising at your Knowledge Exchange site and e-mail content VALUE \$12,000
- MediaVillage Education Foundation SEEG \$12,000 tax deductible contribution

\$132,000 value - All inclusive \$90,000 annually