

## Sponsor Frequently Asked Questions (FAQ)

### **What is content sponsorship?**

RTP content sponsorships are comprehensive marketing programs founded on the principles of permission-based marketing, the concept that prospects willingly give you their contact information and permission to communicate with them in exchange for providing material that interests them. Our publishing model is a win-win situation in which you gain access to your target market, and your market gets access to high-quality, free IT information from the industry's top authors.

Never before has such a powerful, comprehensive, and efficient marketing program been available to technology companies. When you compare RTP sponsorship with similarly priced marketing initiatives, such as extensive print advertising campaigns and industry tradeshow exhibitions, our sponsorship program is clearly superior. Unlike these initiatives, from which you might expect to generate a few hundred qualified leads, our publications average thousands of qualified leads per title—and there is no booth space to manage, travel costs, or advertising design expenses.

Realtimepublishers' publications—including eBooks, videos, articles, whitepapers, and other deliverables—are high-quality IT publications that would normally cost at least \$40 to \$80 if purchased from a store, but are available to readers for free on the sponsor's site and/or Realtimepublishers' Content Central IT site. Your sponsorship of a publication is exclusive to your company, and one of your primary benefits is receiving thousands of qualified sales leads as subscribers register to download the book. Please note that unlike some "giveaway" programs, the free nature of our publications does not diminish their quality or the perception of value from registrants. In fact, registrants receive publications that are of equivalent or higher quality than standard printed publications—a fact and reputation that have been solidified through dozens of high-quality RTP publications delivered since 1999. To ensure this level of quality, Realtimepublishers works with top-notch authors and editors with extensive publishing and technical experience.

### **What is "real-time publishing"?**

Real-time publishing is the method of publishing chapters/volumes as soon as they are completed so that readers have immediate access to the most up-to-date information. This method of publication allows readers to be on top of hot technology issues as they are evolving, rather than having to wait until the entire book has been completed. In general, chapters are published approximately one month apart until the book is completely published. The IT market has responded tremendously to Realtimepublishers' real-time model. Read the latest feedback at <http://www.realtimepublishers.com/testimonials.asp>.

### **What type of resources will the sponsor's staff need to provide?**

Realtimepublishers' content sponsorships are nearly turn-key marketing programs and will take very little time and management by your staff. We perform all the production, editing, and database management (via Content Central), which relieves you of the enormous amount of work required to produce a quality publication. However, although RTP provides a significant number of logistic and marketing resources with each program, we also encourage sponsors to take additional steps to market their programs internally to various departments and externally to customers, prospects, and partners/resellers, as history has proven doing so only further augments a sponsor's success with the program.

### **How many total registrants do Realtimepublishers' publications usually generate?**

The total number of subscribers per publication will vary depending on factors such as the total potential market for the topic worldwide, how specific or broad a particular title is in scope (narrower scope can mean fewer subscribers/leads but a higher level of lead qualification per subscriber), and the marketing activities the sponsor undertakes directly to promote the publication. Thus, subscriber numbers for our publications during the licensing period varies from 4000 to 40,000, with the average somewhere in between.

## What are some of the benefits from RTP's sponsored publication marketing programs?

The following list provides just a few of the benefits of RTP content sponsorship:

1. Acquire a large quantity of highly qualified, targeted sales leads
2. Establish industry thought leadership
3. Obtain market research data useful for sales, marketing, and product development
4. Establish a community of readers interested in your space
5. Provide highly valuable content to your audience
6. Create a call to action for existing marketing campaigns
7. Offer a market differentiator from your competition
8. Gain a value-add tool for your pipeline and/or channel of distribution
9. Provide an educational tool for your employees
10. Create content that can be leveraged in other marketing campaigns (such as Webinars and professional speaking engagements)
11. Make efficient use of existing, internal marketing resources and acquire additional marketing reach through Realtimepublishers' marketing efforts

## What is included in the sponsorship marketing/promotion program?

A unique aspect of this program compared with other marketing programs is that we deliver not only the content but also the audience by driving readers to your eBook. Realtimepublishers markets each new title to our current audience of nearly 200,000 readers via our newsletter and other direct email promotions to our audience (examples of past issues of our newsletter may be viewed at <http://www.realtimepublishers.com/newsletter.asp>).

We also promote your publication to the appropriate audience through PR activities and placements in various industry trade publications and Web sites. Finally, each author brings with them an established audience and following of readers, which gives you additional market exposure.

## What is an estimate of the sponsorship program pricing for your various series of publications?

Series Name	Publication Type	Cost per Chapter/Vol	Size Range (# Chaps/Vols)
The Definitive Guide™	eBook	\$11K	6 to 12
The Tips and Tricks Guide™	eBook	\$10.5K	6 to unlimited
The ExamPrep Guide™	eBook	\$12K	4 to 12
The Shortcut Guide™	eBook	\$12K	3 to 5
The Video Guide™	Video	\$15K	Sets of 3 (3, 6, 9, and so on)

For all of our publication series, the publishing license is 2 years.

## What is the ROI for the eBook marketing program?

Our sponsors have seen tremendous ROI on the program, and the vast majority of them sign on to do additional projects. Take a closer look at ROI in our case studies at [http://www.realtimepublishers.com/case\\_studies.asp](http://www.realtimepublishers.com/case_studies.asp).

## More Questions?

Please do not hesitate to ask us any questions regarding this opportunity. We can be contacted at [info@realtimepublishers.com](mailto:info@realtimepublishers.com) or by calling 707-539-5280.

**For more information about sponsorship and available titles  
visit [www.realtimepublishers.com](http://www.realtimepublishers.com).**