Partnering with COMMON

Our vendor partners are an integral part of the COMMON community. They not only support COMMON in a variety of ways, but provide solutions to the users and members of this community for their company's success. Our partners continue to be leaders in innovation and experts in delivering content, helping our members advance their careers. COMMON offers our business partners a plateform to an interested and engaged audience. Whether our partners engage the community in expo at the annual conferences that are attended by over 1,600 people every year, or are reaching out through our dedicated email blasts and digital advertising to our 13,750 subscribers, partnering with COMMON is a great way to reach your audience.

Thank you for your interest in COMMON. We look forward to partnering with you!

Ways to Partner

Conferences
There are dozens of ways to reach conference attendees - expo booths, event sponsorship, program ads, and sponsored sessions. Each conference partnership is custom crafted with the help of our Conference and Expo Manager, Wynn Burke. Please contact him at **wburke@common.org** to learn more about conference sponsorship and expo opportunities.

Web Education
Host an hour long webcast with COMMON to not only reach our members but to also to obtain the list of registrants as sales leads. COMMON will assist with marketing, host the webcast, and handle registration.

Cost - $3,000

For more information about education partnership opportunities and details, please contact COMMON's Education Manager, Ian Cartwright at **icartwright@common.org**.

Advertising & Marketing

Sponsored Email Blast
Send your message out to COMMON's full subscriber list. Create the message to match your branding, send us your HTML file, and we'll send it out on your behalf to approximately 31,500 inboxes.
Cost - $3,500

COMMON Knowledge - Newsletter Ad
Place an ad in COMMON's twice-monthly newsletter and get your name and information out to the full subscription list for 6 months. Multiple ad spots and design styles are available.

Box Banner Website Ad
The COMMON website is the hub of the communities activities. Be present with ads throughout the site that, on average, have over 15,750 pageviews each month.
600 x 200 - $3,500 for six months

Eye on the i - COMMON Magazine Ad
Filled with articles written by industry experts, the Eye on the i provides another great way to get your name and message out to the COMMON community.

Inside Cover (8.5" x 11") - $1,000
Full-page Ad Cost (8.5" x 11") - $800
Half-page Ad Cost (8.5" x 5.5") - $500

For more information about advertising and marketing opportunities, please contact COMMON's Marketing Coordinator, LeAnn Taylor at **ltaylor@common.org**