



DYNAMIC

GRAPHICS



Webcasts

The *Dynamic Graphics* magazine Webcast series is a live on-line extension of the printed magazine, using experts in the subject matter to produce Webcasts for graphic design professionals that allow in-depth exploration and question & answer sessions. This program launched in 2007 and was big hit with our audience and sponsors. In fact, our most successful Webcast had over 2,500 graphic design professionals registered with over 1,000 live participants. So far we've gathered over 5,400 unique registrations during just 9 months of promotion. The overwhelming success of our premiere year has us ramping up for a bigger and better 2008 series. We hope you will be part of it!

Benefits of Webcast Sponsorship

Attendee leads

- Qualified prospect leads from captive audience interested in the topic and willing to buy products to facilitate
- Highly profiled lead collection includes name, company name, phone, email, job function and option to include demographic information of your choice
- Extended on-demand Webcast access and lead generation activities

Promotion & Branding

- Identify your brand with vital products and services
- Custom branding integrated into Webcast pages on www.dynamicgraphics.com with your company logo and link. Branding included on information page and registration pages
- Banners and text ads on graphics.com network of 290,000 unique visitors, promotion on *Dynamic Graphics* magazine newsletters and opt-in announcements (100,000+ emails)
- Sponsor logo in Webcast ad in *Dynamic Graphics* magazine with circulation of 30,000
- Sponsor logo on beginning and ending presentation slides
- Sponsor intro slide with up to 3 minutes in introduction
- Sponsor identified by moderator at beginning and close of presentation



Pricing

Lock in your 2008 Webcast sponsorship at the 2007 pricing, if contracted before January 31, 2008!

2008 Sponsorship Rate: \$6,500

2007 Lock-in Rate: \$5,000

Hurry, 2007 pricing offer expires January 31, 2008!

Sponsors are guaranteed at least 500 leads per event. Leads list provided 24 hours after event with on-demand attendee lists sent as warranted.

Custom Webcast Opportunity

Talk to us about a custom webcast with topic and program of your choice. You'll have the opportunity to provide a Webcast speaker and material as topic expert for our audience.

2008 Webcast Schedule

Web Design Trends for '08

February 12, 2008, 1pm CST

Nate Smith, Vacuum Design

The web is growing towards maturity and becoming a huge gong show, all at the same time. It has become such a wide medium that there are trends large and small—some for you, some for me, even some for our parents. In this talk, we'll take a look at some of the more interesting trends—some widespread, some obscure.

A Type Design Process

April 15, 2008, 1pm CST

Mark Jamra, TypeCulture

Since the advent of the personal computer, typefaces—or “fonts”—have moved increasingly into the public consciousness and more people than ever before are making some of the typographic decisions which designers have made for decades. A look into one type designer's process reveals not only the optical and strategic considerations that go into the design of type, but also provides graphic designers and type users with

2008 Webcast Schedule *continued*

a “behind-the-scenes” tour which can inform their own design process.

Going Solo: How to Start (and Keep)

Your Own Design Business

June 17, 2008, 1pm CDT

Stefan G. Bucher, 344 Design

You're ready: It's time to go out on your own! Be your own boss! Operate your own firm! Get inspired (and avoid a few pitfalls) with our advice on how to start your own design business. From office supplies and office spaces to software and hardware, from legal options and insurance, to keeping yourself motivated, we'll show you what it takes to launch and grow your business.

Launching an identity

August 12, 2008, 1pm CDT

Bill Gardner, Gardner Design

The designer as critic is emerging—evident in the many blogs and podcasts. Schools are creating programs for design criticism. So how do you know when an identity will work? In this webcast, we'll provide you with the pitfalls to avoid and the resources to make your logo launch a success.

Evolving Color Concepts: An Update on Consumer Response

October 21, 2008, 1pm CST

Leatrice Eiseman

In addition to creating attractive, evocative, readable and appealing messages, color in the marketplace must convey a mood that helps to persuade the public at large to become

consumers- to induce them to respond in a positive way to the intended message. Join Leatrice Eiseman, color consultant to many industries, executive director of the Pantone Color Institute and director of the Eiseman Center for Color Information and Training as she shares her insights based on current color word association studies that are part of the research for her newest book, *Color: Messages and Meanings*.

The UpSide of In-House

December 16, 2008, 1pm CST

Glenn John Arnowitz, InSource

In-house design departments are finally starting to get some respect because companies are now recognizing the benefits of having a strong internal creative team and are leveraging those talents for profit, growth and success. And because design touches every department in a corporation, designers work on a wider variety of projects and have interactions with a broader range of people than anyone else in their company. Join Glenn John Arnowitz as he discusses the UpSide of working in an in-house design department and how to:

- build, grow and sustain your department
- stay motivated and inspired
- build successful client relationships
- create an effective workflow
- avoid burn-out and isolation
- staff your department
- justify your existence

and identify where your team could be most effective.

Act Now! To schedule sponsorships, contact...

Company names beginning with the letters A-L or with numbers/symbols:

Robyn Johnson, Associate Publisher, Advertising Sales

Dynamic Graphics magazine and *STEP inside design*, Graphics.com Network

phone: 212.389.2011 • fax: 646.619.4806

rjohnson@jupitermedia.com

Company names beginning with the letters M-Z can contact:

Marilyn Reed, Associate Publisher, Advertising Sales

Dynamic Graphics magazine and *STEP inside design*, Graphics.com Network

phone: 518.793.8167 • fax: 360.235.2599

reed@dgusa.com

dynamicgraphics™
GROUP

© 2007 Dynamic Graphics Group