



WEBCAST KIT

The Advertising Research Foundation

Webcast Program

LEARN THE LATEST, LIVE, ONLINE!



About ARF Webcasts

Partner with a trusted source to reach a highly targeted audience

The ARF Webcast Program is the most cost effective and efficient way to promote your research solutions and services to a highly engaged community of advertising research professionals. These lunchtime webcasts are attended by advertisers, advertising agencies, media companies and research firms who know and respect the ARF as the leading expert on advertising research and effectiveness. They use our webcasts to learn about new research innovations, insights and findings from individuals recognized by the ARF as leading thinkers in the field. ARF webcasts are an amazing opportunity to partner with a trusted source to reach a highly targeted audience!

What you get:

- » Partnered webcast with the ARF
- » Recognition as a sponsor of the webcast
- » Full contact information for all “opt-in” attendees
- » Passes to invite clients/colleagues to attend
- » Option to record your webcast for On-Demand viewing on the ARF website and yours

The ARF webcast program is a cost-effective, efficient way for us to convey our messages directly to our target market. With the guidance of the ARF webcast staff, each webcast is easy to plan and execute ... allowing us to concentrate on the content, really drive our message home and increase our return. We have had great success with the ARF webcast program and highly recommend it to others.

Monica Cordina, Marketing Manager, Cymfony

Draw from an audience of over 8,000 Advertising professionals

ARF Webcasts are promoted via email and internet to over 8,000 professionals representing advertisers, advertising agencies, media companies and research firms. Attendees are highly interested in the topic and often seeking out solutions to their business needs. There are 1,000 seats available per webcast. Many seats are used by several viewers watching the webcast together in a conference room. Attendance is not restricted to ARF members.

Generate leads

Webcasts employ an opt-in procedure that allows attendees to release their contact information in exchange for the speaker sending them a copy of the presentation or other relevant information. The large majority of attendees (approximately 90%) do opt-in, providing webcast sponsors with the contact information for a large group of highly interested prospects. Sponsors are allowed to provide modified presentations to any attendees they see as competitors.

Webcasts Are a Cost-Effective Marketing Tool

The fees for sponsoring an ARF webcast are detailed below. Price discounts are given to webcast sponsors who are ARF member companies and who purchase more than one webcast. Webcast packages are good for a 12 month period. The ARF webcasts give you an opportunity to talk to research professionals across the country for less than \$1 per contact.

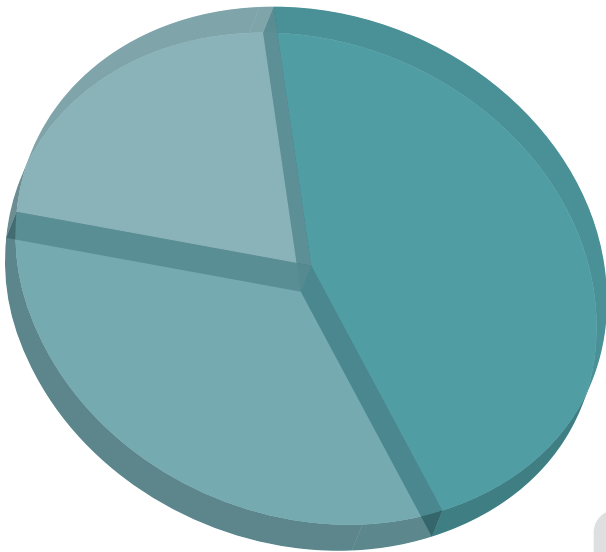
	ARF Member	Non- ARF Member
Fee per webcast	\$1,000	\$1,500
Fee for package of 2 webcasts	\$1,800 (\$900 each)	\$2,800 (\$1,400 each)
Fee for series of 4 webcasts	\$3,200 (\$800 each)	\$5,200 (\$1,300 each)
Fee for series of 6 webcasts	\$4,200 (\$700 each)	\$7,200 (\$1,200 each)

Just Some of the Attendee Companies Reached by ARF Webcasts



Reach Executives and a Diverse Audience

Audience by Professional Rank

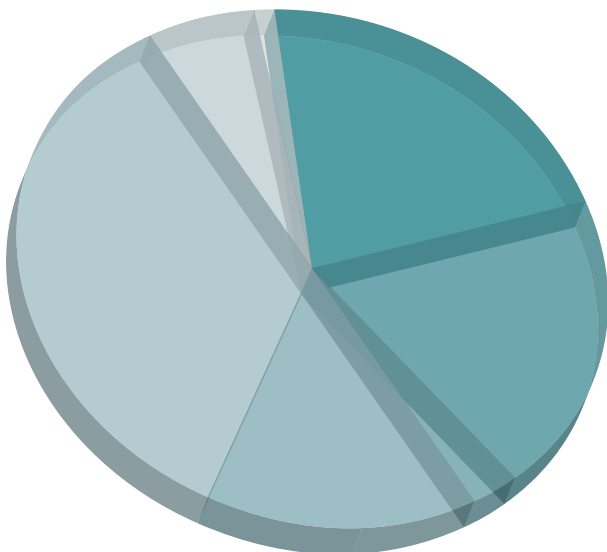


Executive	44%
Middle Management	35%
Other	21%

Ameritest has done a couple of ARF webcasts and have found each experience to be better than the last. The ARF webcast staff is always a pleasure to work with, but we have gotten smarter about how to create them and the ARF's webcast technology keeps getting better. It is a great way to increase your visibility and to reach potential new clients.

Tom Rehfeld, SVP, Sr. Research Director, Ameritest. CY Research

Attendees by Company Category



Academic	1%
Advertiser	21%
Agency	19%
Association	3%
Media	15%
Research	35%
Unknown	6%

From the beginning, the ARF Webcast program has impressed us with its ease-of-use as well as the professionalism and attention to detail of its staff. The ARF Webcast has allowed us to broadcast our message to a large group of industry professionals and has delivered concrete results.

Anne Marie Kelly, SVP Marketing & Strategic Planning, GfK MRI

Presenting is Simple

A webcast presentation is in essence the same as doing a presentation in any conference room. All you need is your PowerPoint, a computer with internet connection, and a phone. Attendees type in their questions during the presentation, and presenters generally answer all questions at their end of their talk. We ask presenters to keep their presentation “light” by minimizing Adobe Flash other graphic elements that may delay downloading speed, and it is best not to show more than two videos during your presentation. The ARF also has live video capability which can be used if the presenter has access to a webcam. Your presentation should last 45 minutes, with 15 minutes for questions.

Scheduling an ARF Webcast

Send your webcast contract to Kelly McSorley (KMcSorley@thearf.org). Webcasts are intended to be an educational experience for attendees. Your presentation should educate attendees about your research solution or service and how your solution either was or could be applied to an important marketing issue. Case studies are highly valued by attendees. Webcasts submissions are reviewed by the ARF for content, and you will receive a response within 1 day.

Webcasts occur Tuesday through Thursday from 12:00–1:00pm Eastern.

Webcast Timeline

Three weeks prior: Webcast date must be scheduled at least three weeks in advance. Upon scheduling, provide presenter name, title, company, email and phone number.

Two weeks prior: Provide a title and short description of your webcast for marketing purposes.

One week prior: A draft of your presentation for review. Presentations must be reviewed by the ARF prior to the webcast.

Two days prior: Provide your final presentation for loading to our server. If your presentation includes any video or animation, the presentation needs to be submitted three days prior to the presentation date for testing.

Day of: Log onto the presentation platform 15 minutes prior to the webcast (11:45AM Eastern) for set up and review. We'll show you how to move through your slides, play any video, and point out the chat area where attendees type in questions. It is easy to use WebEx, so training only takes about 5 minutes.

In an industry that changes on near- daily basis, and in a world populated by today's “bionic” consumers, The ARF Webcast Program is an extraordinarily effective way of disseminating thought leadership. Companies like Brand Keys have found this an effective presentation platform, and, based upon the contacts and reactions to our work, marketing and media professionals seem to appreciate the ability to laser-target and self-select issues that can make the difference for them between success and failure.

Robert Passikoff, Ph.D., Founder & President, Brand Keys, Inc.

About the ARF



**ADVERTISING
RESEARCH**
FOUNDATION

Founded in 1936 by the **Association of National Advertisers (ANA)** and the **American Association of Advertising Agencies (4 A's)**, the **Advertising Research Foundation (ARF)** is a nonprofit association which is today the pre-eminent professional organization in the field of advertising, marketing and media research. The principal mission of the ARF is to improve the practice of advertising, marketing and media research in pursuit of more effective marketing and advertising communications.

The ARF's membership represents more than 400 advertisers, advertising agencies, research firms, media companies, educational institutions and international organizations, ranging from Fortune 500 companies to nimble start-ups. The ARF is an open forum where the best and brightest from every avenue of advertising can gather to exchange ideas and research strategies. Together, we challenge conventional maxims, take on the latest issues and discover new insights to benefit us all. This collaboration yields something invaluable: knowledge that empowers our members to have a true impact on their marketing programs and their organizations.

ARF Senior Leadership



Dr. Todd Powers
Chief Research Officer



Dr. Bill Cook
EVP, Research
& Standards



David Marans
EVP, Media



Ted McConnell
EVP, Digital



Steve Rappaport
Knowledge Solutions
Director



Bob Barocci
President & CEO



Felix Yang
Chief Operating Officer



Heather James
SVP, Chief Marketing Officer



Cassandra Bates
SVP, Marketing and
Business Development

Webcast Application Contract



Company Information

Company Name: _____
Address: _____
City: _____ State: _____ Postal Code: _____ Country: _____
Contact Person: _____
Phone: _____ Fax: _____ E-Mail: _____
Presenter: _____

Webcast Dates (Tues-Thurs Only)

First Choice: _____
Second Choice: _____
Third Choice: _____

Rates	ARF Members	Non-Members
1 Webcast	<input type="checkbox"/> \$1,000	<input type="checkbox"/> \$1,500
2 Webcasts	<input type="checkbox"/> \$1,800	<input type="checkbox"/> \$2,800
4 Webcasts	<input type="checkbox"/> \$3,200	<input type="checkbox"/> \$5,200
6 Webcasts	<input type="checkbox"/> \$4,200	<input type="checkbox"/> \$7,200

A list of ARF members is available on our website at www.TheARF.org

Payments and Terms

NON-REFUNDABLE, NON-TRANSFERABLE DEPOSIT OF 50% IS DUE FIVE BUSINESS DAYS FROM THE DATE OF THIS SIGNED AGREEMENT TO RESERVE YOUR WEBCAST = \$ _____.

Full balance is due one week prior to the date scheduled for your webcast. If the balance due is not paid **one week prior to the day of your webcast**, management reserves the right, without further notice, to release your webcast date. Only applications submitted with a deposit will be processed.

Signature

The ARF reserves the right to offer webcasts to all ARF members at no charge and to charge non ARF members a fee to attend. Each webcast presenter will be entitled to 250 free seats per webcast to invite clients and colleagues to attend at no charge. There is a maximum of 1,000 participants per webcast. It is the responsibility of both The ARF and the participating company to promote the webcast. The ARF reserves the right to review all presentations and request changes if necessary prior to the event.

We understand that this contract shall be legally binding between the ARF, and the presenting company only upon acceptance in writing by the ARF. We also understand that any change to the information in this document must be made in writing. Please see information in the right column regarding payment options.

Authorized Signature: _____ Date: _____
Name (please print): _____ Title: _____
ARF Approval: _____ Date: _____
Credit Card #: _____ Exp. Date: _____

Office Use Only

Webcast Price:
\$ _____

Payment Rec'd
\$ _____

Balance Due
\$ _____

Accepted by

Date Assigned:

Payment Options

Check
Make out to "The ARF"

Charge
We accept American Express, the Discover Card, MasterCard, and Visa.

Wire Transfer
To ARF Account
#738975366
ABA# 021000021
JP Morgan Chase Bank
386 Park Ave South
New York, NY 10016

Webcast Release Form

ARF Webcast Program

Presenter Name & Company: _____

Webcast Title: _____

Webcast Date: _____

I authorize The ARF to record and publish the information presented during my live webcast and to use it's likeness and commentary in perpetuity.

By accepting the invitation to present at an ARF webcast, it is understood that, in keeping with the ICC/ESOMAR International Code of Marketing and Social Research Practice, I have obtained permission from any original sources, clients or third parties to present their information as part of my presentation. In addition I agree to indemnify and hold forever harmless the ARF from any and all future claims, real or alleged ensuring that the ARF is not held liable for failure to obtain permission to use any information contained in my presentation.

Also, as the author, I warrant and represent that your presentation (including text, photographs, art, etc.) do not infringe on any third party copyright, trademark, service mark or any other right.

By returning a signed copy of this form, I hereby give the ARF permission to distribute my webcast recording and materials for the above educational purposes without obligation to pay royalties or other forms of compensation.

Please acknowledge your agreement with the above guidelines by returning a signed copy of this form and application contract to the ARF. Please keep a copy for your own records.

- I authorize my webcast to be recorded and published per the guidelines above
- I do not authorize my webcast to be recorded and published per the guidelines above, however I will supply all webcast attendees either a copy of my webcast presentation or a white paper.

Presenter's Name – Please print

Presenter's Signature

Sign & return to:

Date

The ARF
Attn: Kelly McSorley
432 Park Avenue South, 6th Floor
New York, NY 10016
Fax: (212) 319-5265
KMcSorley@TheARF.org

This form must be submitted along with your signed application contract in order to secure your webcast.