



**BPM NEXT GEN**

TOWARD DIGITAL  
TRANSFORMATION

**BPMNextGen, LLC**

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Thank you for considering a premium promotion on **BPMNextGen.com**. We welcome partnerships with companies in the Business Process Management, Intelligent Automation, Robotic Process Automation, and Digital Transformation industries.

### **Banner Ads**

Banner Ads can either be 728 x 90 horizontal ad or 90 x 160 vertical (tower) ad. Advertisers will receive weekly Click Through Rate (CTR) reports.

### **Business Directory**

Listing includes:

- Company Logo
- Company and Product Information
- Company Contact Information
- Software Screen Shots

### **The BPMNextGen.com Podcast Sponsorship**

Podcast sponsorship is equivalent to sponsoring a radio program. The podcast is not about the sponsor, but about a particular concern in BPM. There are 2 - 4 podcasts per month.

Sponsorship includes:

- Company promotion at midroll - when users are most engaged in content.
- Company logo in podcast transcript posted on website.
- Gated content in transcription. Advertiser will receive all leads generated through form during the month of sponsorship. Note, leads are not guaranteed nor qualified.

### **Sponsored Content:**

Sponsored content describes a particular problem or concern, and examines how the company went about solving that problem using their software. While the company's software is featured, it is promoted in a way that solves a problem. Please refer to BPMNextGen.com's Article Guidelines.

Sponsored Content includes:

- Company logo in article hyperlinked to company page.
- Two links in article to relevant content on company page.
- Author profile with social media and contact links.
- Promotion via email and social media.

## **Whitepaper Gated Content**

Whitepapers describe a particular problem or concern, and examine how the company went about solving that problem using their software. The whitepaper is downloaded via a form on the BPMNextGen.com website.

Whitepaper Gated Content includes:

- Company logo in article hyperlinked to company page.
- Abstract of whitepaper on website.
- Form to download whitepaper. Advertisers will receive all leads generated through the form. Note, leads are not guaranteed nor qualified.

Promotion via email and social media. Sponsor will receive all opens of emails that resulted in a website visit.

## **BPMNextGen Product Review**

A product review allows companies to have their product reviewed by one of our experts.

Product Review includes:

- One (1) Company product or service reviewed. Review will be no less than 1000 words in length.
- Screenshots of product
- Company logo and links to product.
- Promotion via email and social media. Sponsor will receive all leads generated through email opens and site page visits. Note, leads are not guaranteed nor qualified.

## **Sponsored Webinars**

Sponsored webinars allow advertisers to showcase their software or product. We encourage sponsors to always promote their product in light of a particular problem that needs to be solved.

Sponsored Webinars include:

- Produced and hosted by BPMNextGen.com staff.
- Webinars are a minimum of 30 minutes and a maximum of 60 minutes. Sponsor may include up to 5 downloadable resources, as well as links to promotions.
- All leads generated through registrations. Note, leads are neither guaranteed nor qualified.
- Promotion via email and social media. Sponsor will receive all leads generated through email opens and webinar registration page visit.

## **Sponsored Evergreen Webinars**

Sponsored Evergreen Webinars allow advertisers to showcase their software or product beyond the initial webinar. The webinar recording is used to set up an “on-demand” webinar, allowing registrants to view the recording on their time schedule. We encourage sponsors to always promote their product in light of a particular problem that needs to be solved.

Sponsored Evergreen Webinars include:

- Produced and hosted by BPMNextGen.com staff.
- Webinars are a minimum of 30 minutes and a maximum of 60 minutes. Sponsor may include up to 5 downloadable resources, as well as links to promotions.
- All leads generated through registrations. Note, leads are neither guaranteed nor qualified.
- Promotion via email and social media. Sponsor will receive all leads generated through email opens and webinar registration page visit.
- Promotion of the evergreen webinar through social media and email.
- Sponsor will receive all leads generated through the evergreen webinar for 30 days after the initial live webinar.