

PRINTACTION

VIDEO PROMOTIONS THAT WORK

1. Video Hosting on PrintAction.com

Each month, more than 9,000 visitors come to **PrintAction.com** for the latest industry news, products, insights, and yes, videos. It is a great platform for companies to share their existing corporate and/or product videos to the industry decision makers who visit our website on a regular basis.

Cost: \$350 for 6 months
(\$250 for each additional video per 6-month period)



2. Video Connects

Share your video with the print industry through PrintAction Connects, a monthly broadcast that is sent to our opt-in subscriber list of 8,000 CASL-compliant names. Your Video Connects includes a headline, 50-75 words of text and a big box ad (300x250). With this broadcast you receive full reporting including open rates, click through rates, and a lead generation report. Also includes video hosting on **PrintAction.com** for 6 months.

Cost: \$950
(\$600 for each additional Video Connects)



3. Video eBlast

Exclusive video eBlast sent to 8,000+ opt-in PrintAction subscribers. Includes 6 months hosting on **PrintAction.com**, and full reporting including open rates, click through rates, and a lead generation report.

Cost: \$2,800



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