

# Sponsored Video

*Let the power of video tell your story!*

## The power of video

If a picture speaks a thousand words, then a video is an encyclopedia of information. Videos are transforming the way people receive and comprehend information. An entire generation of buyers has been raised relying upon video imagery. If you want your message to really stand out in a crowded field, strategically placed video is the answer.

### Features:

- Featured videos appear on the home page next to breaking news stories
- A still image of the video will appear in the newsletter linking to the message
- The RV Daily Report video page provides archives of all video messages

### Advantages:

- Videos are shared by viewers all the time
- Video is more attractive than just words
- It is easier to watch than to read a story
- Video improves click-thru rates
- Because people see a face and hear a voice, video helps create personal relationships
- Videos allow you to demonstrate products

### Cost:

- Featured video on home page = \$325 per week
- Includes newsletter blurb drawing attention to video with link to message
- Includes permanent archiving on RV Daily Report video page

For more information, contact:

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***Online advertising beats  
print media every day!***



## Sponsored video interviews

**NEW**

RV Daily Report will be taking video cameras to major industry shows in 2012 and 2013 to interview industry executives about market conditions and new products or services.

By sponsoring these video interviews, your company can capitalize on the desire of people to be "in the loop" on latest industry developments as well as new products and services.

### Options:

- 10-second ad at start of each video report
- 30-second ad can appear at the end
- 30-second ad spliced into middle of report
- Company logo placed on microphone
- Reporter introduces video reports as being "sponsored by"
- Banners placed on special video page to be created for each show
- Cost is based on the show to be covered ranges from \$1,500 to \$5,000.