

Promotion Opportunities with I.C.E.

I.C.E. offers Sustaining and Affiliate members the opportunity to showcase your company and expertise year-round through the *Credentialing Insights* online journal and our I.C.E. Academy online offerings.

Credentialing Insights Sponsorship Opportunities

Credentialing Insights (credentialinginsights.org) is the official online journal of I.C.E. The site serves as a front door to the association, welcoming both members and the public to learn about I.C.E. and credentialing best practices.

Credentialing Insights features **thought leadership** driven by the I.C.E. community, highlighting credentialing best practices, legal issues, case studies and more. In a member survey, **90%** of respondents said they read *Credentialing Insights* at least once a month, with **35%** reading weekly.

Monthly Newsletter

- 45.7% avg. monthly open rate
- 4.1% avg. monthly click rate

Online Journal Access

- 2.1K avg. monthly page views
- 1K average monthly visitors across the entire site
- Nearly 300 dedicated views on the homepage, monthly

Website Banner Ad: Premium Placement	Website Banner Ad: Secondary Placement	Sponsored Content	Newsletter Ad
\$1,000 per banner ad	\$750 per banner ad	\$2,000 per article	\$1,000 per newsletter ad
Feature your organization across the entire <i>Credentialing Insights</i> website.	Feature your organization on the <i>Credentialing Insights</i> homepage , monthly.	Author an article showcasing your content expertise. Content will be shared via social media and monthly newsletter.	Feature your organization in the <i>Credentialing Insights</i> monthly newsletter, distributed to 8,000 recipients (members and non-members).

**Metrics shared five business days post-campaign for banner ads and one month after content distribution for sponsored content.*

I.C.E. Education Sponsorship

I.C.E. webinars reach over 550 unique credentialing professionals a year, with over half serving in decision-making roles. Over 200 I.C.E. members attend our events when offered for free. I.C.E. promotes our offerings to over 7,000 credentialing professionals (3,000 members and 4,000 non-members).

I.C.E. Live Event Advertisement	I.C.E. Webinar Sponsorship	Webinar Content Sponsorship
\$2,000 per opportunity	\$2,500 per webinar	Cost per webinar: <ul style="list-style-type: none"> • \$5,000: free for members • \$7,500: free for all
Promote your organization with an ad and a pre-recorded video on the live events webpage for four months. Three opportunities annually.	Sponsor an I.C.E. webinar and provide free access to I.C.E. members. You will attend to introduce your organization. Four opportunities annually.	Provide industry expertise and training to I.C.E. members and other professionals. Four opportunities annually.

Contact I.C.E. to Learn More: Katie Scott, Associate Executive Director - kscott@credentialingexcellence.org

***Credentialing Insights* Sponsorship Frequently Asked Questions**

How often is *Credentialing Insights* content shared?

Content is published two to three times a month, typically on Thursdays. Frequency and timing are subject to change.

I'm interested in sponsored content for *Credentialing Insights*. What does this entail and what file formats are accepted?

Sponsored content on *Credentialing Insights* is a great way to showcase your company's thought leadership. Content should be educational in nature, to keep readers engaged, but may lightly promote your company's products and services. Best practice is to avoid publishing content that reads as a sales pitch. Editorial guidelines will be provided to guide your writing.

I.C.E. staff reviews sponsored content for style and against these editorial guidelines, typically within two weeks of receiving content. Advertisers will receive a draft with any suggested edits tracked via Word and have an opportunity to review prior to publishing.

Beyond the *Credentialing Insights* website, where will my sponsored content appear?

All content published on *Credentialing Insights* is shared via I.C.E. social media channels and the next available *Credentialing Insights* newsletter.

What is the *Credentialing Insights* newsletter and when is it distributed?

The *Credentialing Insights* newsletter is sent the last Thursday of each month, recapping the latest stories from the online publication. Send dates may adjust around holiday periods.

When are banner ads displayed on the I.C.E. and *Credentialing Insights* websites?

Banner ads are displayed the first of the month through the end of the month, unless specified otherwise. Stats are shared with the advertiser five business days after the deployment period ends.

What other information do I need?

Detailed information and logistics (e.g., banner ad sizing) will be provided in your letter of agreement.

Educational Webinar Sponsorship Frequently Asked Questions

How often is the live events page promoted?

I.C.E. promotes our live events page in weekly communications to our full contact list 1-2 times a week. Promotion is provided at the bottom of each eblast.

I'm interested in the live events page promotion. What does this entail and what file formats are accepted?

A banner ad will appear at the top of the live events page that will link to your company's website for the agreed-upon four-month period. If you elect to add a promotional video, this will be included at the bottom of the live events page. Information and logistics (e.g., banner ad sizing, video linking and recording options) will be provided in your letter of agreement.

How often are I.C.E. webinars promoted?

I.C.E. sends approximately three eblasts per live webinar to our full contact list, plus one promotion on LinkedIn. Visibility will run for the duration of the webinars, including in the I.C.E. archive of on-demand content.

I'm interested in sponsoring a webinar. What does this entail?

I.C.E.'s Education Committee identifies trending topics and invites speakers to present webinar topics. Educational sessions that align to the ICE-CCP content areas will also qualify for recertification credit for the ICE-CCP.

Sponsorship will provide I.C.E. members with free access to the live 60-minute webinar. Attendees will also have the option to opt-in to receive one follow-up email promotion from the sponsor.

Sponsorship opportunities are on a first-come, first-serve basis. The sponsor will have the opportunity to select the webinar from the planned offerings. A representative for your company will attend the webinar and provide a short introduction (1-2 minutes) and end the webinar by thanking the speaker and sharing closing remarks.

I'm interested in developing and hosting a webinar. What does this entail?

I.C.E. webinars are a great way to showcase your company's thought leadership. I.C.E. webinars are scheduled for 60 minutes, which includes content and Q&A time. Webinars will not go over 60 minutes but could end early depending on the natural flow of the event.

Content should be educational in nature, to keep readers engaged, but may lightly promote your company's products and services. Best practice is to avoid presenting content that reads as a sales pitch. Presenters will be provided guidance to support the development of your content and presentation. I.C.E. staff reviews content to these guidelines, typically within two weeks of receiving it. Sponsors will receive a draft with any edits and recommendations for updates to ensure the webinar is educational in nature and focuses on thought leadership. Sponsor understands that I.C.E. reserves the right to decline any presentation or topic that competes with an I.C.E. offering.

Additionally, if your content aligns to an ICE-CCP content area, credit will be provided to live attendees for recertification credit.

The cost to offer the live webinar for free to only I.C.E. members is \$5,000. The cost to offer the live webinar for free to the full contact list is \$7,050. Attendees will be offered the opportunity to opt-in to receive 1 communication from the sponsor.