



How to be a WEB Sponsor at the National and Chapter Level-

Be a WEB sponsor and reach the benefits professionals who use your services. WEB is a not-for-profit organization with Chapters located across the country. While the Chapters sponsor local membership events and programs, National WEB functions as the administrative center for membership, promotion and educational support.

WEB National:

- Maintains the www.webnetwork.org website
- Manages membership accounts
- Distributes newsletters and other educational materials,
- Conducts national webinars
- Oversees LinkedIn discussion groups and other WEB social media

Sponsorship Options

Level	National Sponsorship Benefits	Local Chapter Benefits
Platinum- \$10,000	Platinum Advertising Package: 591,000 total exposures per year <ol style="list-style-type: none"> 1) Webinar Announcements 2) General News Announcements and Membership Solicitations 3) Front page of www.webnetwork.org 4) <i>Benefits Insider</i> monthly newsletter 5) Dues and Membership announcements 6) The <i>Network Quarterly</i> newsletter 	<ul style="list-style-type: none"> • Chapter Sponsorships in five locations, and • a 10-person Corporate Membership for individual use in any of our Chapters
Gold- \$5,000	Gold Advertising Package: 207,000 total exposures per year <ol style="list-style-type: none"> 1) General News Announcements and Membership Solicitations 2) Front page of www.webnetwork.org 3) <i>Benefits Insider</i> monthly newsletter 4) Dues and Membership announcements 5) The <i>Network Quarterly</i> newsletter 	<ul style="list-style-type: none"> • Chapter Sponsorships in two locations, and • a 5-person Corporate Membership for individual use in any of our Chapters
Silver- \$2,500	Silver Advertising Package: 111,000 total exposures per year <ol style="list-style-type: none"> 1) Front page of www.webnetwork.org 2) <i>Benefits Insider</i> monthly newsletter 3) Dues and Membership announcements 4) The <i>Network Quarterly</i> newsletter 	Not Applicable

For More Information: Email Marc Chappell at marc.chappell@webnetwork.com or call 888-795-6862.

Reach Benefits Professionals

WEB's membership in the U.S. ranges between 500 and 600 a year. Our membership includes benefits professionals from:

- Multinational, large, medium and small corporations
- Federal, state and local governments , For- and not-for-profit associations
- Consulting firms, law firms, benefit plan administrators and other service providers

Our email database has over 16,500 benefits professionals. Our members include HR and benefits generalists, specialists, administrators, managers, directors and vice presidents of Human Resources, Benefits and Compensation, defined benefits, defined contributions and retirement plans, health and welfare, health care and insurance plans.

Sponsorship Exposure: WEB Chapters

- | | |
|---|--|
| <ul style="list-style-type: none"> • Atlanta • Dallas • Greater Cincinnati | <ul style="list-style-type: none"> • New York • Northeast Ohio • WEB National |
|---|--|

Select one of the sponsorship options and you will have your services listed as follows:

1. On our website: www.webnetwork.org
 - Averages about 1,500 visits a month, half of which are unique.
 - Your logo with a live link to your website prominently listed on our home page
 - A description of your services and a live link to your website on our sponsorship page.
2. Your logo with a live link to your website prominently displayed in our email publications, sent to benefits professionals:
 - *Benefits Insider* is a monthly technical newsletter for members only. Annual exposure is to more than 10,000, depending on membership size.
 - *The Network* is a quarterly newsletter to both members and nonmembers. Annual exposure exceeds 66,000 and our list continues to grow.
3. Your logo on our six annual webinars and on the two or three email invitations and reminders sent to our entire mailing list to promote the webinars.

Brand Exposure for Sponsors:	Instances	Contacts	Exposures	Sponsorship Level
Linked logo to Webinar announcements sent to 16,500 contacts estimate 24 (6 webinars with 4 promotions each) times a year	24	16,500	396,000	Platinum Only
Linked logo to general news announcements and membership solicitations sent to 16,500 contacts 6 times a year.	6	16,500	99,000	Platinum & Gold
Linked logo to the <i>Network Quarterly</i> sent to 16,500 contacts 4 times a year.	4	16,500	66,000	Platinum, Gold & Silver
Linked logo to the Front page of www.webnetwork.org (2,000 site visits a month)	12	1,500	18,000	Platinum, Gold & Silver
Linked logo to the bi-monthly <i>Benefits Insider</i> sent to nearly 400 members 24 times a year.	24	400	9,600	Platinum, Gold & Silver
Linked logo to dues and membership announcements sent to nearly 600 members 6 times a year.	6	400	2,400	Platinum, Gold & Silver

For More Information: Email Marc Chappell at marc.chappell@webnetwork.com or call 888-795-6862.