



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, and
- 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 1) Webinar Announcements 2) General News Announcements and Membership Solicitations 3) The <i>Network Quarterly</i> newsletter 4) Front page of www.webnetwork.org 5) <i>Benefits Insider</i> monthly newsletter 6) Dues and Membership announcements	<ul style="list-style-type: none"> • Chapter Sponsorships in five locations, and • a 5-person Corporate Membership for individual use in any of our Chapters
Gold- \$5,000	Gold Advertising Package: 207,000 total exposures per year 1) General News Announcements and Membership Solicitations 2) The <i>Network Quarterly</i> newsletter 3) Front page of www.webnetwork.org 4) <i>Benefits Insider</i> monthly newsletter 5) Dues and Membership announcements	<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 1) The <i>Network Quarterly</i> newsletter 2) Front page of www.webnetwork.org 3) <i>Benefits Insider</i> monthly newsletter 4) Dues and Membership announcements	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 600 and 800 a year and is growing. 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 16,000 benefits professionals and our LinkedIn group has over 4,500 members. 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

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| <ul style="list-style-type: none"> • Atlanta • Baltimore • Chicagoland • Dallas • Greater Cincinnati • Greater Carolinas | <ul style="list-style-type: none"> • Houston • New York • Northeast Ohio • St. Louis • WEB National |
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Select one of the sponsorship options and you will have your services listed as follows:

1. On our website: www.WEBnetwork.org
 - Averages about 2,000 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 19,000, depending on membership size.
 - *The Network* is a quarterly newsletter to both members and nonmembers. Annual exposure exceeds 64,000 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 16,000 contacts estimate 24 (8 webinars with 3 promotions each) times a year	24	16,000	384,000	Platinum Only
Linked logo to general news announcements and membership solicitations sent to 16,000 contacts 6 times a year.	6	16,000	96,000	Platinum & Gold
Linked logo to the <i>Network Quarterly</i> sent to 15,000 contacts 4 times a year.	4	15,000	60,000	Platinum, Gold & Silver
Linked logo to the Front page of www.webnetwork.org (2,000 site visits a month)	12	2,000	24,000	Platinum, Gold & Silver
Linked logo to the new bi-monthly <i>Benefits Insider</i> sent to nearly 900 members 24 times a year.	24	900	21,600	Platinum, Gold & Silver
Linked logo to dues and membership announcements sent to nearly 900 members 6 times a year.	6	900	5,400	Platinum, Gold & Silver

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