

LICENSETV // LICENSETV RATE CARD

LicenseTV: A new information source from the licensing industry's thought leader, *License Global*.

Use our LicenseTV platform to reach and promote your presence through video **YEAR-ROUND**.

Sponsored Episode

- Share your long-form content (up to 3 minutes) in the form of a sponsored episode of LicenseTV
- Distributed every day for one week as the Episode of the Week in our daily e-news, sent to over 95,000 executives worldwide every morning
- Feature as lead episode on *License Global's* video portal (www.licensemag.com/licensetv) and streamed on our Vimeo and YouTube channels

Cost: 1-minute – \$3,500 | 2-minutes – \$4,200 | 3-minutes – \$4,800

Monthly Sponsorship

- Align your company with the thought leaders of licensing by sponsoring LicenseTV for one month
- "Brought to you by" messaging featured every day for the full month alongside the LicenseTV Episode of the Week in *License Global Today*, sent to over 95,000 executives worldwide every morning
- Messaging can include a company logo, one URL and a message up to 25 words
- Sponsorship will also be featured prominently on the *License Global* video portal (www.licensemag.com/licensetv) for the full month

Cost: 15-second spot – \$995 | monthly sponsorship – \$2,850

SHOW PERIOD (LICENSING EXPO AND BRAND LICENSING EUROPE)

Title Sponsorship

- Inclusion on all *License Global* LicenseTV promotional materials leading up to event
- Promotional emails to *License Global's* readership of 95,000+
- On-site signage at Licensing Expo and Brand Licensing Europe
- Website and social media promotions
- Coverage in *License Global* magazine
- A call-out as a presenting sponsor at the start and finish of each episode, guaranteed to run at least 10 times per hour
- One 30-second commercial to air at least four times per hour
- Top-of-episode mention in every episode streamed online throughout event period and lead-up

Cost: \$8,000

Sponsored Content Segment

Showcase your long-form content and shape the conversation around your brand

- Screen content that runs up to 3-minutes, presented as a stand-alone segment
- One long-form content guaranteed to run at least two times per hour, from 8 a.m. to 5 p.m. each day of show on screens throughout the show floor
- An individual episode aired on LicenseTV on-demand online platform
- Promotional support that touches *License Global's* readership of 95,000+

Cost: 1-minute – \$3,500 | 2-minutes – \$4,200 | 3-minutes – \$4,800

Commercial Spot

Use LicenseTV's platform and reach to promote your presence and initiatives at the trade event

- One commercial to air four times per hour, from 8 a.m. to 5 p.m. each day of show on screens throughout the show floor
- On-air commercial aired at the beginning of at least two episodes of LicenseTV's on-demand online platform

Cost: 15-second spot – \$1,250 | 30-second spot – \$2,100

TO DISCUSS BOOKING AN AD, PLEASE CONTACT:

Group Publisher

STEVEN EKSTRACT

+1 212-600-2858 | steven.ekstract@ubm.com