

# VIDEO SERVICES

## Sight, Sound and Motion Sell.

Effective marketing campaigns are increasingly including a video component. By leveraging sight, sound and motion, video can deliver a richer, more compelling story about a company or product. Video is a great communicator — for product demonstrations and client testimonials, to educate clients and employees and to report market information.

Incorporating video on your website generates more traffic to your site, by improving your search engine ranking, extends the time visitors spend & engage with your site & facilitates viral marketing.

### The Penton Advantage

Penton Marketing Services provides turn-key video production. As content experts in IT and development, we can incorporate information and messaging to solidify your position as a thought leader. Our services are full service, including editing, background graphics and voiceover to deliver your message in an engaging manner.

- VIDEO PACKAGES: Our packages range from simple videos produced from photos and video clips to on-site tradeshow advertorials.
- CUSTOM VIDEO: Our team of professionals will manage and oversee the entire project. Use our content experts to write the script and tell your story.
- DISTRIBUTION: Make sure your messaging is seen by distributing your video to our IT and developer community. Videos can be included in e-mail e-newsletters, e-books, e-zines, and e-blasts.

#### good for search

When properly optimized, video increases the chances of front page Google results by 53 times.

#### preferred by users

71% of online users watch Internet video, and the number of video streams should double by 2013.

#### video gets shared

Over 170 million online users watch video on social networking sites every month.

Contact your sales representative or Penton Marketing Services directly for more information.

# VIDEO PACKAGES

CONTENT

WEBSITES

SEO

SOCIAL MEDIA

LEAD LIFECYCLING

MOBILE

■ VIDEO

### Capabilities:

- Consultation
- Scriptwriting
- Video Capture
- Creative
- Editing
- Mp4 Output
- Graphics, titles, music

### Enhance your video efforts with these related products:

- Content
- SEO
- Social Media

All video packages include consultation with a Penton Marketing Services project manager. The project manager will work with the client to determine project scope, including outlining client goals and objectives.

**All video projects include up to two revisions within the original project scope.**

## 1-Minute Photo Montage

- Up to 1-minute video
- Artwork provided by client
  - Created from up to 20 client-supplied photos
- Post-production with graphics, titles and stock background music
- Final montage provided in multi-media format

### Common uses:

- Highlight benefits of new product or service
- Listing in an industry or publisher Video Network
- Online Advertisement

## 2-Minute Video

- Up to 2-minute video
- Artwork provided by client
  - Created from up to 20 client-supplied photos or from three client-supplied videos (less than 2 minutes each)
  - Or from a combination of the above
- Post-production with graphics, titles and stock background music
- Final video provided in ubiquitous mp4 format

### Common uses:

- Product or Service focused details and benefits
- Company/Product Promotions or Specials
- Customer Testimonials
- Video Commercial
- Video for listing in an industry or publisher Video Network

## 4-Minute Video

- Up to 4-minute video
- Artwork provided by client or imagery from stock catalog
  - Created from up to 20 client-supplied photos, three client-supplied videos (less than 2 minutes each) or from five stock catalog photos or videos
  - Or from a combination of the above
- Scriptwriting and voiceover provided by Penton
- Post-production with graphics, titles and stock background music
- Final video provided in ubiquitous mp4 format

### Common uses:

- Company Brand Promotion
- HR/Recruiting Pitch
- Company's Products or Services Benefits
- Product/service demonstration/instruction
- Customer Testimonials
- Video for listing in an industry or publisher Video Network

## Custom Video: Define your requirements

Have your own ideas, plan and format? Need filming at specific locations or conferences for 1 or more days? Call and let's discuss your needs. Call for quotation.

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## On-site Filming and Video

- Up to 10-minute video
- Video and creative supplied by Penton Marketing Services
  - Up to a full-day shoot filmed at a tradeshow or client location
  - B-roll footage created on-site or from up to three client-supplied videos (less than 2 minutes each) or from stock catalog
- Scriptwriting and voiceover provided by Penton
- Post-production with graphics, titles and stock background music
- Final video provided in ubiquitous mp4 format

### Common uses:

- Advertorial to be distributed by Publisher for extended reach
- New product or service that requires explanation or demonstration
- Corporate overview of capabilities
- Internal training/documentation