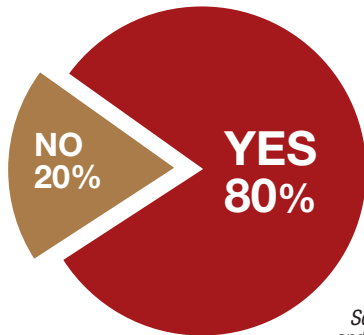


# Welding Theater

Online video has become a powerful communication tool, and now **WeldingTheater.com** gives you the opportunity to demonstrate your products and feature your company's capabilities to potential buyers around the world easily and affordably, 24/7.

## STRONG VIDEO AD RESPONSIVENESS

Have Viewed an Online Video



Sources: b2b Media Business and www.online-publishers.org

## Marketing Budget Changes by Tactic

|   | Decrease | No Change | Increase |
|---|----------|-----------|----------|
| Online Video, Podcasts, or Rich Media   | 4%       | 40%       | 56%      |
| Search Marketing                        | 4%       | 41%       | 55%      |
| Other Web 2.0 Media                     | 3%       | 45%       | 52%      |
| Webinars                                | 3%       | 46%       | 51%      |
| Executive Breakfasts, Seminars & Events | 8%       | 46%       | 46%      |
| Public Relations                        | 6%       | 52%       | 42%      |
| Blogs                                   | 7%       | 52%       | 41%      |
| Email                                   | 8%       | 51%       | 41%      |
| Online Display Ads                      | 14%      | 45%       | 41%      |
| Inside Sales                            | 12%      | 51%       | 37%      |
| Sponsorships                            | 18%      | 54%       | 28%      |
| Tradeshows                              | 22%      | 51%       | 27%      |
| TV Advertising                          | 25%      | 51%       | 24%      |
| Outdoor Media                           | 18%      | 58%       | 23%      |
| Print Advertising                       | 27%      | 50%       | 23%      |
| Direct Mail                             | 22%      | 56%       | 23%      |
| Radio                                   | 22%      | 57%       | 21%      |

Source: Forrester Research / MarketingProfs

Base = varies by tactic

**For more information, contact your Regional Sales Manager.**

**For Video Submissions**  
**Bill McLean**  
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 312-350-0070



## Welding Theater

Your video is hosted on our dedicated video servers to guarantee the best viewing experience. Plus, your video is promoted monthly in our print and other online resources to assure maximum exposure. You'll also receive monthly traffic and video view reports.

First Video \$1,495/annually; Additional Videos \$495 each/annually.

Options to enhance your videos' exposure

**Feature Video** is the top and most dominant spot on **WeldingTheater.com**, and includes your video ad on **WeldingMag.com**.  
 \$250/week (Max. 2 weeks non-consecutive).

### New Product feature

Includes Hot Product sponsorship in the *Welding Magazine* newsletter, the Insider, and dominant positioning on **WeldingTheater.com** home page.  
 \$175/week.

### Product Category feature

Listed under a Product Category of your choice, your video is prominently positioned on the home page of **WeldingTheater.com**.  
 \$125/week (Max. 2 weeks).

### Channel feature

Control your own customized channel that includes unlimited video uploads, specialized promotion and unique visibility on the site.  
 Contact for pricing: daniel.pels@penton.com.

## VIDEO TRENDS

### Online Viewership has EXPLODED!

11 billion videos viewed online in April 2008

Some facts: In April 2008

- Nearly 135 million watched on average 82 videos per viewer.
- 71% viewed online video.
- Average online video viewer watched 228 minutes of video.
- Average online video duration was 2.8 minutes.