

Penton's

# Welding

M A G A Z I N E

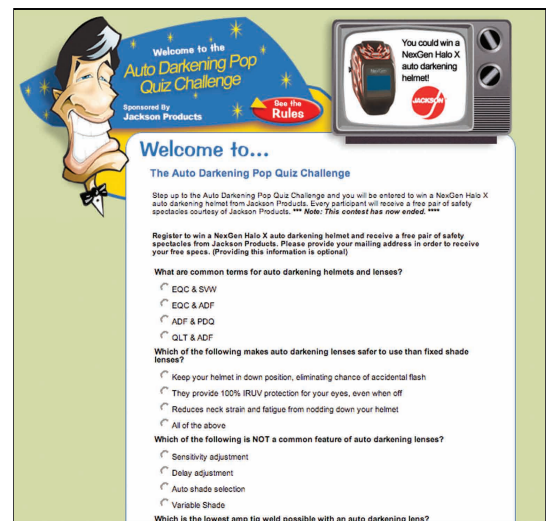
## Pop Quiz Challenge

A customized eMedia program, **Pop Quiz Challenge** is a great way to engage readers, raise brand awareness for your company and products and build a high-quality prospect database.

"Pop Quiz" is a multiple-choice test that invites visitors to **WeldingMag.com** to test their knowledge and expertise on a specific topic using a tough set of five questions. Participants vie for bragging rights and the opportunity to win prizes. The **Welding Magazine** and **GWD** editorial team works with you to develop compelling topics and challenging questions that pre-qualify participants as valid prospects for your products.

Participants are required to register and provide specific demographic information. At the close of each Pop Quiz, sponsors receive a detailed report that includes contact information, quiz results and demographic data from all registrants.

- Duration of a Pop Quiz is typically one week, but can be extended to a maximum of four weeks.
- Five questions are supplied by the sponsor. Our editorial team works to ensure the topic and questions are a good fit for the audience.
- Each Pop Quiz is promoted online, in **WeldingMag.com** e-newsletters as timing permits, and in print.
- Sponsor's logo appears on **WeldingMag.com** for duration.
- Each Pop Quiz is archived on **WeldingMag.com** for 12 months.
- All registration and demographic information is passed to client.
- Prizes and giveaways are supplied by the sponsor.



While the total registration can't be guaranteed, Pop Quiz sponsors in other markets typically receive more than 200 registrants in a weeklong promotion. **Welding Magazine** and **Gases & Welding Distributor** will promote Pop Quiz to the largest possible audience.

### Rates, Gross

|            |         |
|------------|---------|
| Week One   | \$2,414 |
| Week Two   | \$3,002 |
| Week Three | \$3,590 |
| Week Four  | \$4,179 |

Maintain Week One rates with a multi-week program by running one week on/one week off.

For more information on "Pop Quiz" and other online media opportunities, contact your **Welding Magazine** Regional Representative or contact:

Christian Webb, e-media Marketing & Sales  
216.931.9501  
christian.webb@penton.com

### Client Pop Quiz Examples

<http://popquiz.weldingdesign.com/jackson/>