

Showcase Your Solutions with an Innovation Spotlight Video

Innovation Spotlight is a turnkey, 15-minute product solution overview designed to educate buyers in their decision-making process by highlighting real-world use cases and making complex technologies easier to understand.

With a campaign built around your video, we'll help you reach an engaged audience eager to learn about your product features and solutions. By combining a custom-built registration landing page with targeted banner promotions, Innovation Spotlight expands your reach and helps generate demand—without the complexity of producing a live webinar.

Lead Capture & Reporting

ACS Media Group creates a custom registration form and landing page designed to capture relevant prospect information. You'll receive a comprehensive lead report to help measure campaign performance and inform sales outreach.

INNOVATION SPOTLIGHT CAN:



Explain complex technologies in a visual, easy-to-understand way



Deliver an easily accessible and on-demand experience for your target audience



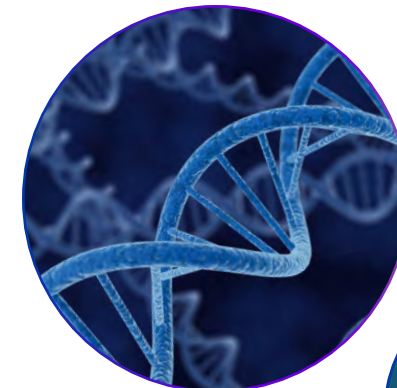
Demonstrate value quickly, without requiring a long time commitment



Engage prospects earlier in the buying journey



Educate and qualify interest before a sales follow-up



Please note: Innovation Spotlight does not include a guaranteed lead volume.

REACH AN ENGAGED SCIENTIFIC AUDIENCE

Innovation Spotlight is promoted across ACS's trusted platforms to maximize awareness and engagement

PACKAGE FEATURES AND PRICING

- 100,000 guaranteed impressions on C&EN Online, ACS Journals, and CAS Common Chemistry
- Custom email promo to webinar database
- Custom landing page & form with branded logo and Innovation Spotlight overview
- Registrant will receive a link to the on-demand MP4 video of up to 15-minute duration
- Video hosted on media player

\$5,000

