



DevX on Demand Online Seminars Showcase

What are On-Demand Online Seminars?

DevX on Demand is the most convenient way for software developers to attend an event. It's also an effective way to generate leads to get your product into the hands of developers or to attract attendees for upcoming events. With DevX on Demand events, the Online Seminars are hosted on your Web site and DevX drives traffic to your prerecorded event.

The Benefits for Your Company

- ~ Guaranteed success, DevX guarantees to meet specific marketing objectives.
- ~ Have your showcase running within a continuous, persistent highly targeted environment within DevX.
- ~ Presence within the DevX navigation system.
- ~ Contextual and editorial promotions. Inclusion in appropriate DevX newsletters including editorial updates and special targeted internal lists. You'll also receive other linking throughout DevX which may include sponsor links, vendor news, featured partner highlights, event listing, skills building, and more.
- ~ Turnkey marketing component, no special creative required.
- ~ Option to have DevX email out surveys to our readers for qualifying leads prior to your events.
- ~ Option to interact with the DevX audience by setting up newsletter registrations and polling on your Online Seminar Showcase page.
- ~ Low cost of Entry, programs begin at \$5,000 per month.

What is required from you?

- ~ Links to 4 different archived web seminars on your web site.
- ~ Links to technical articles, product sheets, specs, trial downloads, White Papers, etc.

Program Guarantee and Pricing

- ~ \$5,000 per month program. DevX will guarantee minimum of 1,000 page views over the course of one month. The minimum program length is one month.
- ~ \$7,500 per month program. DevX will guarantee 1,000 visits back to your site over the course a month. The minimum program length is one month.
- ~ Or a **Cost per Acquisition program**. \$15 per email registration captured before online seminar access is granted. Email registration data will be collected on DevX site and delivered to vendor. The minimum program length is 2 months and the minimum number of registrations is 550 per month. * DevX cannot guarantee registration that occurs on the vendor site.

For a proposal or more details, contact your DevX [Sales Representative](#)