

## CONTINUING EDUCATION CENTER

ENGINEERING + MECHANICAL SYSTEMS

### CONTINUING EDUCATION

Generate high-quality leads through CEU sponsorships

Continuing education (CE) courses allow professionals to earn PDHs and CEUs to maintain their license or credential. CE courses allow sponsors to showcase their knowledge and expertise on industry-related topics while generating high-quality leads.

### CUSTOM 60-MINUTE WEBINAR

Engage with our active audience of industry professionals and get immediate results with a custom-created or client-supplied CE webinar. Offering CEUs to webinar attendees draws more people to your webinar and keeps them engaged longer. **RATE: \$11,350**

### ARTICLE

Work with one of our knowledgeable and professional writers to develop a custom 5,700-word article course.

- Full article and quiz appear online for 1 year
- Increase visibility and include a lead-in of your article in print

Online-only **RATE: \$9,000**

Online + 1pg lead-in **RATE: \$10,500**

Online + 2pg lead-in **RATE: \$12,500**

### Ready-to-Roll Article:

Client-provided, 5,700-word article course + quiz **RATE: \$7,500**

### MULTIMEDIA

This self-paced interactive course incorporates videos, animations, and graphics making this course visually appealing to the learner. Includes creation of new silent or audio multimedia course.

**Silent RATE: \$11,500 | Audio RATE: \$13,500**

**Ready-to-Roll Multimedia:** Client-provided, 60-minute PowerPoint course + quiz, with or without audio

**Silent RATE: \$7,500 | Audio RATE: \$8,500**

### WANT PRINT EXPOSURE?

Include a 1-page lead-in in the print issue of *POB* for **\$3,000**

### All CE COURSES INCLUDE:

- 12-month hosting on the CE Center
- Exposure in print CE advertisement during month of release
- One dedicated eBlast promotion
- Additional print and digital promotions



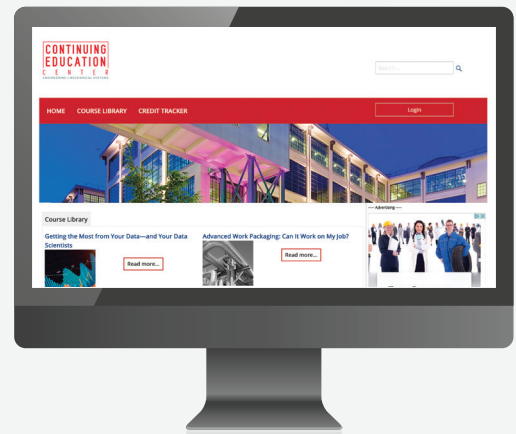
Courses may also qualify for continuing education through the NYSED and FBPE.

Please note that all rates reflect net pricing.

\*Media Owner's Data, Reader Preference Profile Study, June 2019

\*\*Media Owner's Data, March 2020

**ce.pobonline.com**



### Why Continuing Education?

Position yourself as a thought leader and reach new customers.

**85%** of *POB*'s audience is interested in or required to obtain CEUs.\*

### Engineering + Mechanical Systems CE Center

- 3,300+ registered users\*\*
- 3,900+ tests taken annually\*\*
- 8,200+ page views per month\*\*

**As a CE sponsor, you will gain full access to qualified leads, available to you 24/7.**

**HAVE AN EXISTING CEU? EXPAND YOUR REACH AND LET US HOST AND PROMOTE IT.**

### Contact Us Today:

POBOnline.com/contactus

**Sarah Harding | Publisher**

P: 216-280-4467

hardings@bnpmedia.com

**Danny Gomez | Business Dev. Mgr.**

P: 248-220-0664

gomezd@bnpmedia.com



**www.POBOnline.com**