

From the industry-leading brand that serves the surveying and geospatial professions, *Point of Beginning (POB)* announces the Academy of Digital Learning program—a new, free educational package offering that allows industry professionals to fulfill some or all of their annual continuing education requirements within individual academies focused on specific areas of interest.

Within the new Academy of Digital Learning program, *POB* is offering an exclusive opportunity to sponsor a topic area for one year available on **ce.pobonline.com**.

## Sponsorship packages include:

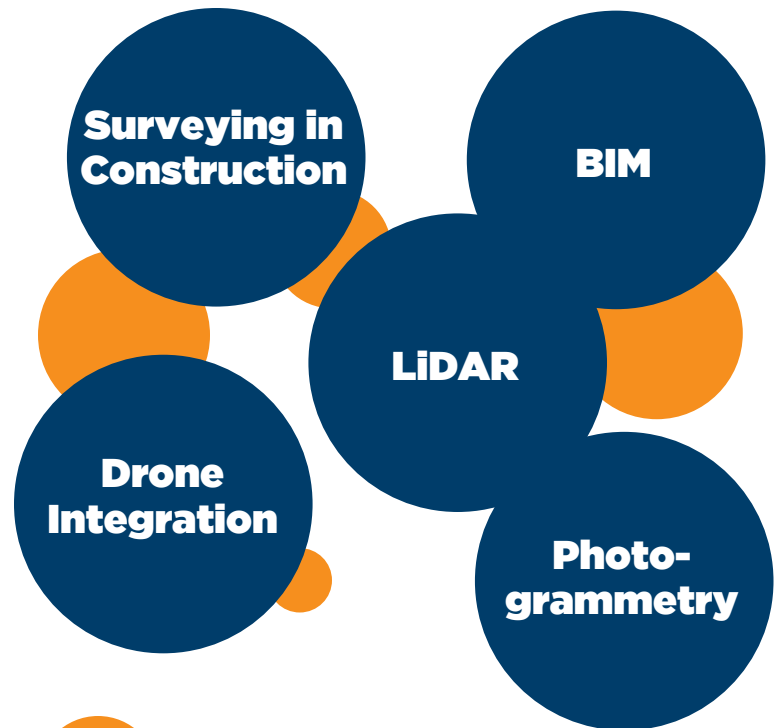
- ▶ A curated package of courses totaling 6-9 hours of continuing education
  - Qualified leads: downloadable list of digital badge earners and test-taker leads accessible 24/7 for all academy courses
  - One year exclusivity of a topic area
  - Development of a new one-credit sponsored course
    - Choice of: article or multimedia course with audio
  - Relevant editorial courses selected by the *POB* content development team, including an editorial webinar
- ▶ Multiple print and digital promotions, including:
  - 2 full-page ads in *POB* (during month of release & 6 months post-launch)
  - 4 dedicated eBlasts
  - 6 eNewsletter inclusions
  - Website promotion on pobonline.com
  - Social media promotions
- ▶ Logo and branding throughout the academy and promotions, including on the:
  - Digital badge
  - Web ads on academy pages
  - eBlasts and eNewsletters

## 12-month sponsorship

**Rate: \$25,000**

Can be billed in full upon launch or split into a 12-month payment plan (half upon launch and remainder billed over 11 months)

## Choose from these popular topics:



**85%** of *POB* readers need or are interested in obtaining CEUs\*



**AIA**  
Continuing  
Education  
Provider



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

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

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