

FUMSI Sponsorship

High-Quality Exposures to FUMSI Professionals

If you help workers Find, Use, Manage or Share Information, FUMSI sponsorship will position your message with content that they value.

FUMSI offers you ways to target your message towards the information practitioners who are most likely to be interested in your offerings. The FUMSI website <<http://www.fumsi.com/>> organises content by practice area and sponsors are associated with one or more relevant practice areas.

- Sponsor a single practice area with relevant messages about specific products/services for that area
- Sponsor multiple practice areas, with different messages for each
- Deliver your ads along with high-quality interactions of users with content (e.g., emailing to colleagues, printing for reference, saving for reference)
- Associate your brand three times per year with practice-specific mailings and publications

"What you do, you do better than most. It is empowering for us to have your support in our efforts to move our organisations forward in the use of new technologies.

We really are at the brink of an information revolution. The pipe dreams of my student days are becoming reality - very exciting!"

Audience

FUMSI reaches a global audience of information practitioners who Find, Use, Manage and Share Information. FUMSI is promoted through other sites and publications also owned by Free Pint Limited, reaching a dedicated opt-in user base of over 100,000 users.

Sources include review of site analytics, member surveys and member database sample research:

<p>Geographic Spread United Kingdom: 51% North America: 36% Australia/New Zealand: 6% Europe: 5%; Other: 2%</p> <p>Key Industries Covered* Government/Public Sector: 30% Financial: 25% Legal: 12% Management or Other Consulting: 30% Education: 24%</p> <p>* Organisations may be included in more than one industry (e.g., financial consulting; legal agency within government)</p> <p>Influence On Business Purchases 68% percent have 'some' or 'significant' influence over business purchases. 20% are the primary decision-maker for business purchases.</p>	<p>Representative Job Titles (Short List) Business Analyst; Communications Manager; Content Management Executive; Corporate Information Officer; Customer Service Supervisor; Data Manager; Data Protection/FOI Officer; Director of Information Science; Director of Prospect Research; Director, Research & Analysis; e-Learning Technologist; e-Services Manager; Head of Information Services; Information & Knowledge Director; Information Centre Manager; IT Director; Knowledge Manager/Knowledge Executive; Knowledge Group Manager; Knowledge Services Coordinator; Librarian;</p>	<p>Manager of Information Services; Marketing Information Manager; Operations Research Analyst; Planning Analyst; Practice Director; Product Manager; Research Analyst; Resource Editor; Senior Business Intelligence Analyst; Senior Project Manager; Technical Editor; Web & New Media Officer; Web Developer; Writer;</p> <p>Time Spent Online for Work in a Typical Week 63% spent fifteen hours or more online each week for professional reasons. 41% spend more than 25 hours each week online.</p>	<p>Size of Organisations 56% work in organisations with more than 250 employees.</p> <p>Activity Online Reader survey respondents report doing the following 'frequently' or 'daily': 77% access premium (paid-for) databases; 71% access paid-subscription websites; 70% access free or ad-supported professional websites; 50% research business purchases online; 31% make a business purchase online</p> <p>Experience in the Field Average time at current job: 7.6 years; Average time with current employer: 9.5 years; Average time in information-related work: 16.1 years</p>
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Sponsor Packages

Packages offer sponsors multiple 'touches' throughout their sponsorship period, while aligning sponsor messages alongside content with which users are actively engaged.

Monthly Sponsorship

- **Sponsor Landing Page:** Detailed information in Sponsors section, organised by practice area
- **Top Banners:** Run of site, in rotation with other banners
- **Side Banners:** Run of practice area, in rotation with other area sponsors
- **'Sponsored by' Branding:** Prominent branded statement on each page of practice area, in rotation with other area sponsors
- **Monthly PDF Advert:** Full-page advert in practice area section of monthly FUMSI Magazine
- **Practice Area Supplement Advert:** Full-page advert in practice area supplement (with minimum 1 month of sponsorship every 4 months)
- **Interactive Positioning:** Sponsor advert delivered with ad-supported free uses (save, email, print) for practice area content

£595* per practice area, per month. Sponsor additional practice areas at a 30% discount.

Bonus: For a limited time, FUMSI sponsors will also enjoy run-of-network banner advertising on the FreePint and VIP websites. Sponsorships are available on a first-reserved basis and are strictly limited in number.

* Prices exclude VAT where appropriate.

Premium Sponsorship

Keep your brand and message in front of FUMSI users at all times. A Premium Sponsorship package keeps your sponsorship active, even when you don't have a specific campaign. Premium Sponsors enjoy:

- **Always-on Sponsorship Landing Page:** Remain listed in the Sponsor section at all times throughout your Premium Sponsorship period
- **Guaranteed Inclusion:** Reserved space in all practice area supplements throughout Premium Sponsorship period
- **Preferred Planning:** First choice of months for full Sponsor package
- **Discounts:** 50% discount on full Sponsor Package months and discounts on other Free Pint Limited promotional opportunities (sponsored mailings, advertising, etc.)
- **FUMSI Corporate Subscription:** Full access to all FUMSI features and content for your entire organisation throughout Premium Sponsorship period

Per month, £195* per practice area, with a six-month minimum.

Select individual months for full sponsorship during Premium Sponsorship period for an additional £297.50* (total: £492.50* where applicable for a full Sponsor month).

Request further information and a customised proposal today:

Name: _____

Organisation: _____

Email: _____

Telephone: _____

Web site: _____

Country: _____

Please indicate your interest:

- Monthly Sponsorship Premium Sponsorship
 Find Use Manage Share

Please provide any information on preferred timing for your sponsorship:

Indicate if you may also be interested in the following:

- Free Pint Limited Sponsored Mailing
 ResourceShelf Sponsored Mailing
 DocuTicker Sponsored Mailing
 VIP Advertising
 Not sure, but I'd like to know more

Do you have any other information that would be helpful for us in preparing for your initial consultation?

Please fax this form to **01784 420033** (int: +44 1784 420033) or post to the address above. Alternatively, scan and email to **support@freepint.com**. Thank you for your interest in FUMSI.