

Looking to learn more about your market? Interested in generating qualified leads? Combine brand exposure, valuable market knowledge and qualified lead generation by sponsoring an **SC research survey**

How can sponsoring an SC research survey help your company?

SC has come up with a method for suppliers to question the market place on a chosen topic and in turn, gather opinions and feedback from the results. SC will create the research survey and promote participation through the SC website www.scmagazine.com/uk and database.

In discussion with SC Magazine's editor, Paul Fisher, the sponsor will provide 6 to 8 questions on the chosen topic, along with an incentive prize of value £200 minimum to encourage participation.

What are the benefits?

- Brand Exposure - 1 month logo coverage throughout all promotional material
- Market Knowledge - a full report detailing the results of the survey
- Lead Generation - a list of the survey participants provided post survey
- Excellent Value - when compared to other research opportunities

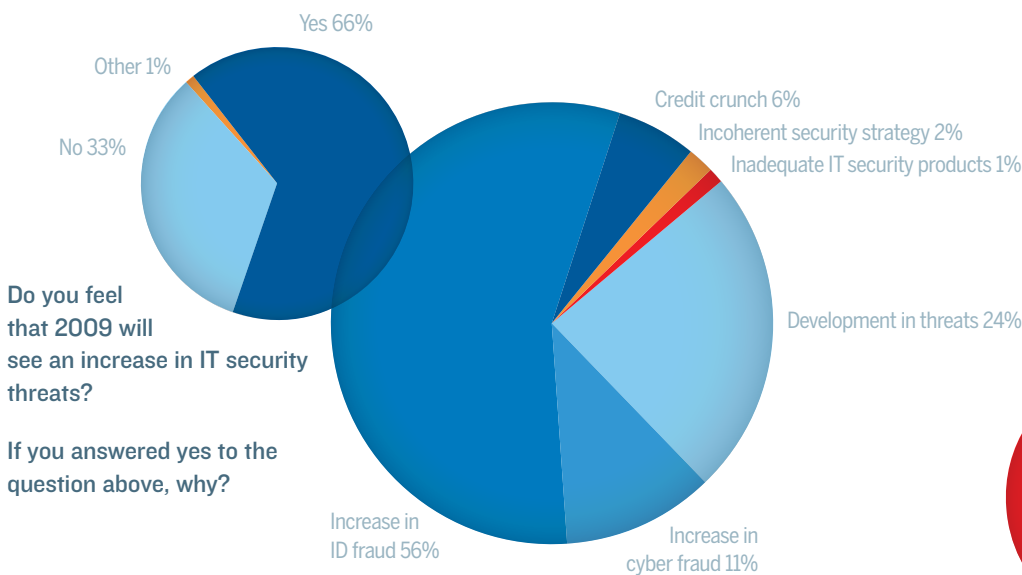
How is the survey promoted?

- Custom-made button on the home page of the SC website, www.scmagazine.com/uk 1 month (Value: £2,100)
- Text links on the SC website, 1 month (Value: £575)
- Text links on the SC daily newswire, 1 month (Value: £3,760)
- Exclusive e-Blast to be sent twice to full SC database (approx 14,700) (Value: £7,920)
- Leaderboard, MPU & Skyscrapers on the SC website & SC newswire taking available inventory (Value approx: £5,415)

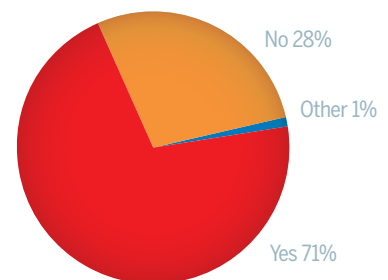
Total Cost = £6,300 + VAT
– includes all marketing, results and all lead data

Total value of promotional activity: £19,770

For more information about sponsoring an SC research survey, please contact your SC Account Manager or call us on 020 8267 8075



Do you feel your CEO – and other areas of management that have a say over budget – understand the importance of an adequate spend on IT security?



Source: SC Magazine/Blue Cube survey of 467 UK IT managers, conducted between December 2008 and February 2009