

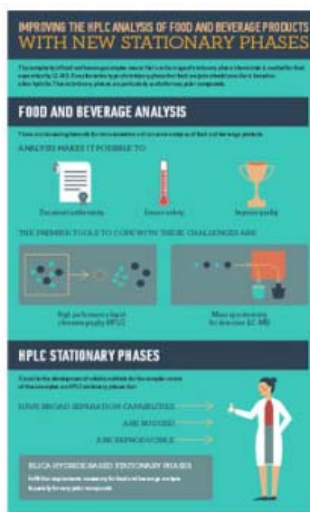
Using a past webinar or relevant content to create an informative, eye-catching infographic.

What it does:

- Positions you as a thought-leader within your industry
- Using past content from a webinar or other content telling a story
- Generates registrants and leads
- Amplifies your message and your company's story

What you receive:

- Developing of infographics with your approvals



CAST+ Drive Your Message marketing and promotion:

- E-marketing: all digital creative, including the HTML email blast and online banners will be provided to client company to incorporate into their ongoing marketing efforts.
- Promotions over a 3 month period

January-March: Thermo Fisher committed to two infographics on a webinar that they sponsored in 2014. See metrics below.

Metrics: Dietary Supplement Infographic
 944 downloaded the infographic
 293 clicked on on-demand webinar

Metrics: Food & Beverage Infographic
 2,161 downloaded the infographic
 305 clicked on on-demand webinar

Thermo Fisher Pricing

\$10,950 per infographic (includes design)