

## Bring your brand to life

Woodworking Network makes distributing your videos easy and more effective. The Video Alert email is your opportunity to bring your brand to life with this interactive option.

Our designed template makes it turn-key and gives you the opportunity to take a high-quality video message and place it in the hands of more than 30,000 woodworking professionals, your customers.

### Why use video? Because video gets results.

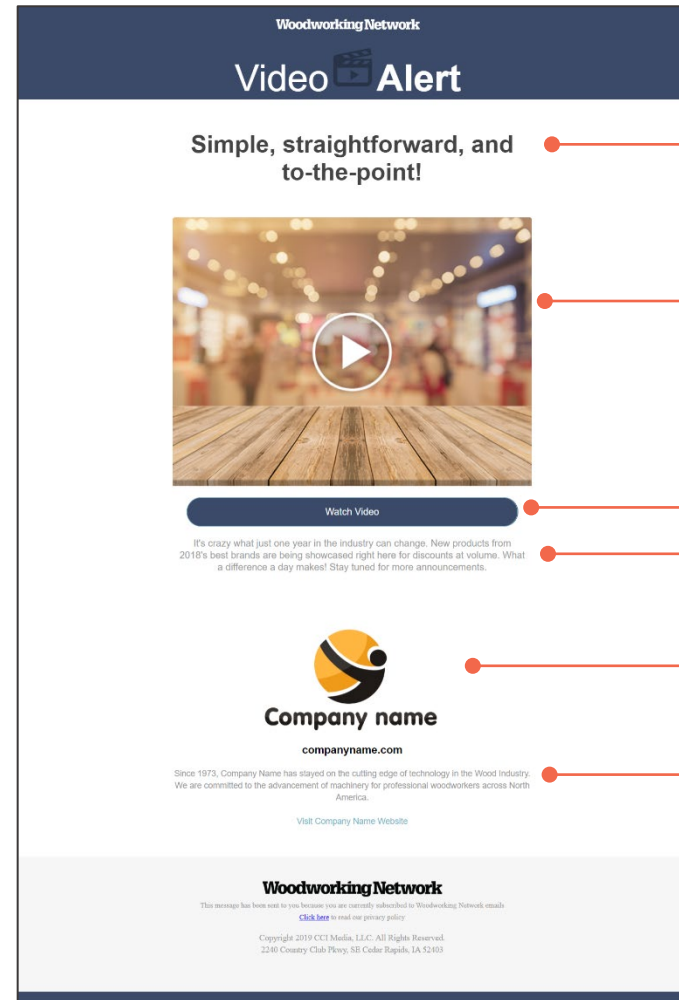
- 80% of video marketers say video directly helped increase sales\*.
- 89% of video marketers say, in general, that video gives them a good return on their investment\*.
- 95% of video marketers say video has helped increase user understanding of their product or service\*.

### What's included:

- One video alert email.
- Set-up of email in designed template by our staff.
- Delivery to 30,000+ professional woodworkers.
- Supplied analytics report of performance, including number delivered, number opened and clicks/click-thru rate.

It's simple. You provide the elements and we do the work.

**RATE:** \$4,457 each



**Headline;** 15 words or less

**High quality cover image;** consider using a frame from the actual video; 72 dpi; .jpg, .gif, .png or .tif, widescreen format (16:9 aspect ratio).

**Linking URL to video**

**Brief video description;** 75 words or less; a preview of what the audience will see

**Company logo;** 300 dpi; .jpg, .gif, .png or .tif;  
**Company website and URL**

**Brief company description;** 75 words or less

• **Subject line** for delivery of the email; 5-7 words