



Scip

2020 Digital Advertising Opportunities

www.scip.org

Advertise with SCIP in 2020

SCIP KPI

Formerly known as the Solution Provider Directory, SCIP KPI (or Key Provider Index) is THE resource for both SCIP members and the public to identify services, technologies, and solutions to support them. We've made several improvements including; updated and more flexible service categories, ability to add more robust information about your firm, and simplified pricing.

HOW THE KPI IS ORGANIZED

- **Market & Customer Insights** (e.g. Win/Loss, Event Intelligence, Voice of the Customer, Customer Experience, New Product Develop & Go-To-Market, Market Research/Segmentation/Sizing/Landscapes, Trend Analysis)
- **Competitive Insights** (e.g. Competitor Analysis/Monitoring/Reporting, CI Process/Strategy Consulting, Battlecards & Competitor Profiles, Early Warning, Counterintelligence, etc.)
- **Strategic Planning** (e.g. Scenario Planning, War Gaming, Strategy Development, Business Model Transformation, Pricing)
- **Technology & Software** (Market Intelligence, Competitive Intelligence, etc.)
- **Training, Education & Implementation Support**

HOW THE KPI IS PROMOTED

- Quarterly to 1,500+ SCIP members via newsletter
- Promoted as key part of new member onboarding process
- Quarterly promotion to 28k+ members of SCIP's LinkedIn group
- Publicly available (6,500 weekly page views across SCIP.org, top traffic from North America, India, UK, EU and China).

Information about your firm	Basic \$1,250/year	Premium \$1,950/year
Company Name & Logo (PNG preferred)	✓	✓
Company description (150 words or less, plus 2 sentence short version)	✓	✓
Call to Action link to Website	✓	✓
Sales Contact Name/Title/Email/Phone	✓	✓
NEW - Pick Up to 5 Service Category Pages	✓	✓
NEW - "Request RFP" (links to your "Contact Us" form)		✓
NEW - Headshot/quote from Senior Leader at your firm		✓
NEW - List up to 10 Key Products & Services (+ 1 sentence/bullet point per service)		✓
NEW - List up to 10 Key Markets/Customer Segments		✓
NEW - Include Embedded Video or Graphic		✓
NEW - Include 2 PDF White Papers (hosted on SCIP website at www.scip.org)		✓

More Digital Advertising Opportunities



Website Advertising

\$750 per ad per quarter

- ✓ Web ads will be featured on each Topic Page on the SCIP website at www.scip.org.
- ✓ Sponsors are limited to one ad per listing per quarter, at a cost of \$750 per quarter.
- ✓ Available Topic Pages include Event/Trade Show Intelligence, CI/MI Basics, Market Intelligence, Win/Loss & Sales Intelligence, Strategy & Strategic Frameworks, and more.

Key Topics



Competitive Intelligence

[LEARN MORE](#)



Ethical Intelligence

[LEARN MORE](#)



Functional Strategy & ROI

[LEARN MORE](#)



Leadership & Communications

[LEARN MORE](#)



Webinar Sponsorship

\$2,500 each

- ✓ Host a live webinar that SCIP will help promote to their database.
- ✓ Webinars will be recorded and archived on SCIP's website at www.scip.org for one year.



White Papers

CO-DEVELOPED WHITE PAPER WITH SCIP

\$5,000 each

- ✓ Work with SCIP to co-develop a white paper in an area of your expertise.
- ✓ SCIP will promote and distribute the co-developed white paper to our membership database as well as all social media channels. We encourage our white paper sponsors to share with their networks as well.
- ✓ Co-developed white papers will be featured on SCIP's website at www.scip.org and on the appropriate Topic Page(s).

PRE-WRITTEN WHITE PAPER

\$1,250 each

- ✓ SCIP will promote and distribute to our database a white paper already written by the sponsor. The white paper content must focus on insights and sharing best practices, not a sales brochure.
- ✓ Pre-written white papers will be featured on SCIP's website at www.scip.org and on the appropriate Topic Page(s).

SCIP 2020 Digital Ad Opportunities Application

Contact Information

A completed application with payment MUST be received before space assignments can be made.

Name (the contact person to receive materials): _____

Organization (as it will be listed): _____

Address: _____

City: _____ State: _____ Zip: _____

Email: _____

Phone: _____ Fax: _____

Select your digital advertising opportunity:

SCIP KPI

Premium (\$1,950)

Basic (\$1,250)

Select up to 5 categories that describe your firm's work:

Market & Customer Insights

Competitive Insights

Strategic Planning

Technology & Software

Training, Education & Implementation Support

WEBSITE ADS

Quarter 1 (\$750)

Quarter 2 (\$750)

Quarter 3 (\$750)

Quarter 4 (\$750)

Select the topic page you want your ad to be displayed:

Analytical & Strategic Frameworks

Competitive Intelligence

Customer Intelligence

Ethical Intelligence

Event Intelligence

Functional Strategy & ROI

Improving Decision Quality

Leadership & Communications

Primary & Secondary Research

Social & Web Intelligence

Technology & Tools

Win/Loss & Sales Intelligence

WEBINARS

Webinar Sponsor (\$2,500)

Please write in the upcoming webinar you wish to promote by visiting www.scip.org/events or contact CMackey@scip.org to inquire about future webinars.

WHITE PAPERS

Co-Developed White Paper with SCIP (\$5,000)

Pre-Written White Paper (\$1,250)

TOTAL: \$ _____

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Payment Information

If paying via credit card, all information in this section MUST be completed.

Check (made payable to SCIP) Visa MasterCard AmEx

Credit Card Number: _____ Security Code: _____

Exp. Date: _____ Cardholder Phone: _____

Cardholder Signature: _____ Date: _____

Credit Card Billing Address: Same as Above _____

Credit Card Billing City/State/Zip: _____

I have read and grant SCIP consent to use my data as outlined in the data privacy policy at scip.org/Privacy_Statement.aspx.

PCI Compliance - SCIP may only accept this form via fax or mail. Emails with this completed form attached will not be accepted.

For questions, please contact SCIP at:

CMackey@scip.org, (703) 259-8479

BlakeF@ewald.com, (651) 288-3423

Please mail or fax this form with payment to:

Strategic and Competitive Intelligence Professionals

Attn: Accounting

7550 IH 10 West, Suite 400, San Antonio, TX 78229