



HEADLINER SERIES

Dedicated Headliner Online E-Supplement \$8,500

The Open Jaw Headliner is the online equivalent of a sponsored print insert. It delivers broad visibility and in-depth product education.

Coop Marketing: A Headliner supplement is ideal for featuring one or more coop partners.

Open Jaw designs, writes and produces the content for the dedicated supplement which includes:

- **5 Key Headings:** The online supplement focuses on 5 key selling points (or headlines). Each headline links to more content.
- **3 Feature Articles:** Content for these is based on telephone interviews and supplied background material.
- **Video:** Filmed interview with company representative.
- **Interactive Quiz, Game and Prize:** Open Jaw will create a quiz module to promote education. Client receives database of entries.
- **Beauty Shots:** Top right headers serve as an image gallery.
- **Skin:** The design includes a themed skin or background image.
- **News:** A compilation of news articles and press releases will populate the 'news' area.
- **Banner Ads:** The issue is populated with client or coop banner ads and offers.
- **Dedicated Newsletter:** A dedicated newsletter driving traffic to the supplement is delivered to the Open Jaw database of 20,000 readers twice.

The supplement will also be featured in banner ads on the Open Jaw website and in the daily News Brief for 2 weeks.

View past issues in the [library](#)

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