

# IPi

Intellectual Property Intelligence

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# Intellectual Property Intelligence

from Nielsen

IPi – whether through our e-newsletter, Website, or e-postcards – is your way to target the largest list of **highly engaged retail executives** in the market

## Why I Pi?

I Pi provides information from Nielsen's most trusted brands – including *Brandweek*, *Mediaweek*, *The Hollywood Reporter*, *Billboard*, *Convenience Store News*, *Progressive Grocer*, and more – **to 250,000+ Retail and Licensing Executives.**

- Harnesses the power of **multiple Nielsen assets and lists.**
- I Pi draws retailers – large and small – and the licensing community as **the one-stop source for data and research on consumers.**
- I Pi's opt-in subscribers include the audience you want to reach – **senior-level decision-makers inside diverse industries**, across the country and around the world.

## I Pi Bi-weekly E-newsletter

### Advertising Options:

- Leader-Board (728x90)
- Medium Square (300x250)
- Anchor Position (728x90)
- Advertorials

- I Pi's e-newsletter click-through rate is 3.6%, **10 times above the industry average.**
- I Pi offers a 250,000+ monthly opt-out subscriber list, with **an opt-out rate of less than 1%.**



# I Pi Website

**Sponsorship Opportunities:**  
**Website Banners**

728x90(x2)  
300x250 Run of Site /  
20% (SOV)

Website coming **May 2009**  
to [www.NieslenIPi.com](http://www.NieslenIPi.com)

- Proprietary **Nielsen Research White papers**
- Screening Room
- **Searchable database** of licensees, licensors, licensing agents, and others affiliated with the business
- **Calendar of Events** (including movie and TV release dates)
- I Pi eNewsletter archives
- GetConnected – **social networking**



### IPI Micro-site

**Sponsorship Opportunities:  
Micro-Site**

Data portal listing on [www.NielsenIPi.com](http://www.NielsenIPi.com).

Can be updated/changed as often as needed.

- An **enhanced listing** on the IPI Website searchable database
- Your own **B-to-B Micro-site**, including:
  - Links to your existing Website
  - Detailed Property or Product information
  - Company and contact information



## I Pi E-postcards

E-postcards are **co-branded with I Pi** to get the audience's attention, and educate decision-makers about your products or services.

- E-Postcards: select **5,000 targeted opt-in recipients** by:
  - Geography
  - Industry
  - Company size
  - Job function
- “E-mail a Colleague” function **increases your reach**



# Nielsen PreView Research/White Papers

Nielsen PreView links, models, and analyzes various Nielsen informational assets to **provide insight and direction.**

- Access some of the world's leading experts and **largest global data sources**: measuring consumers' movie, music, TV, Internet and book preferences, as well as product and lifestyle behavior.
- Establish thought leadership, **generate sales leads** and educate retailers and the licensing community.

## White Paper and Brochure Channels on NielsenIPI.com

A new channel on IPI's Website to host and promote your company's white papers and digitized brochures to the **largest audience of highly engaged retail executives** in the market.

- White paper channel is promoted on e-newsletters, homepage, and **dedicated e-mail outreach**.
- Channel searchable through keyword and category.
- Generate qualified leads through white paper/brochure online form that gives you extended exposure at no cost: **only pay per lead**.

**EDITORIAL CALENDAR 2009**  
**Intellectual Property Intelligence (IPi) e-newsletter**

ISSUE DATES:

January 20	May 5 May 19	<b>September 8</b> September 22
February 10 February 24	<b>June 2</b> June 16 June 30	October 6 <b>October 20</b>
<b>March 3</b> March 10 March 24	July 14 July 28	November 3 November 17
<b>April 7</b> April 21	August 11 August 25	December 1 December 15 December 29