

**Show! Don't tell.**  
Professional video  
production and targeted  
distribution on  
EurActiv.com

## Video production

### EVENT VIDEO

Amplify the impact of your conferences and seminars; our video team attends your event and conducts dynamic interviews

#### Package includes:

- Highlights clip of the event, key passages of debate & speeches
- Up to seven energetic & newsworthy interviews conducted by our EU affairs specialists
- Delivery within two business days
- First video can be delivered on the same day

### ADVOCACY VIDEO

Frame your message to EU legislators, advocate your cause, show who you are and what you stand for

#### Package includes:

- Preparation meeting
- Writing of script
- One filming day
- Three editing days
- Two reviews

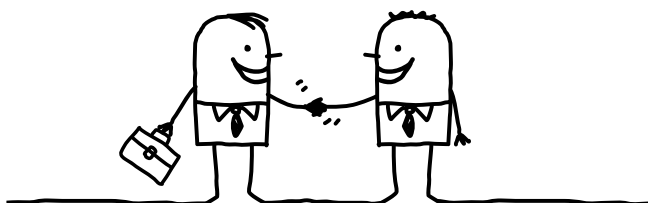


## Video distribution

- Two weeks on EurActiv.com's homepage (as promoted video)
- Six months in one EurActiv.com policy section
- Six months on EurActiv.com/video



## Production & Distribution



= 9 500 €

= 5 000 €  
for EURACTOR members\*

\*Contact us for more info on EurActor membership

# Video distribution

- Promote your video on EurActiv.com
- Reach the right audience
- Over 190 000 unique readers per month on EurActiv.com (source: Google Analytics 2011)
- Over 4% CTR in 2011
- Two weeks on the homepage of EurActiv.com
- Six months in one EurActiv.com policy section
- Six months on www.euractiv.com/video
- Maximum four videos at any time on the homepage

The screenshot shows the EurActiv.com website. At the top, there's a navigation bar with language options (EN, FR), a search bar, and a date (THURSDAY 10 JANUARY 2012). Below this is a main navigation menu with categories like NEWS, SPECIAL REPORTS, LINKS DOSSIERS, INTERVIEWS, OPINIONS, BLOGS, and VIDEOS. A sidebar on the left lists various policy sections such as Agriculture & Food, Climate & Environment, and Energy Efficiency. The main content area features a news article titled "EU: A 30% CO2 cut would be cheaper than we thought" with a video player. To the right, there's a "VIDEOS" section with a "Promoted" video titled "Integrating e-vehicles into modern infrastructures".

**Distribution only = 5 000 €\***

\*More attractive conditions available for EurActiv members

## Contact us for more information

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