

Pop Quiz

Brought to by:



Interact with readers and raise brand awareness through the customized Pop Quiz, while taking advantage of this high lead-generator

The Pop Quiz is promoted online and via email

- Pop Quiz is a multiple-choice test where the audience answers five questions for an opportunity to win a prize.
- Visitors are required to register and provide demographics (name, email, company and job title) to participate. Sponsors receive the registration database.
- Duration of the Pop Quiz is typically two weeks.
- 5 questions are supplied by sponsor.
- As the sponsor, you supply a prize to encourage participation.
- Your Pop Quiz will be promoted in the weekly eNewsletter and on the home page.

Results

Registration varies based on the topic and the prize you select, but a typical Pop Quiz can receive 75-300 registrants in a week.

Rate: \$2,500 net/2 weeks

For more information contact your local sales representative.

Example of eNewsletter Promotion

Test your knowledge: Take C&H Distributors Pop Quiz

Take a chance to win a Eurotech Executive Mid-Back Chair by answering 5 Quiz Questions. All we need is your contact details - it's as easy as that! Below is a sneak peek at Question 1.

Question 1 Which gauge of steel shelving would have the highest weight capacity?

- a. 22-gauge
- b. 20-gauge
- c. 18-gauge
- d. 14-gauge

Click [HERE](#) to take the full Pop Quiz and be entered to win a Eurotech Executive Mid-Back Chair

Example Promotions



Pop Quiz is offered on these publications websites:

