



PUBLISHER SOLUTIONS

**Transform Your
Content Into Capital**

YGS

A CUSTOMIZED APPROACH TO PUBLISHER SOLUTIONS



Logo Licensing & Permissions to grow existing programs and generate new revenue through your powerful brands



Print, Digital, Mobile, & Video to provide smart, cutting-edge products for your customers



Custom Awards & Specialty Graphics to create a valuable showcase for customers to display



Sales Expertise to communicate the value your brand holds and provide exceptional financial results




Account Management to provide quick and effective communication between our teams



Creative Marketing & eCommerce to produce consistent and innovative tools that help sell your content



Amplify Your Content: As a publisher, you own valuable content. And if you're a content buyer, earned media means opportunity. Why not take this value to a whole new level? Our customized licensing opportunities, accolade programs, ecommerce storefronts, reprints, and other innovative revenue streams can help you turn up the volume on profits.



**“
YGS has been a terrific partner
for us. Their attention to detail,
respect for our desire to maintain
editorial integrity, prompt
responses, and hands-on partner
management have made them a
wonderful partner to work with.**

**—Sasha Zullo, VP Business Development,
CBS Interactive (CNET)**



LOGO LICENSING & PERMISSIONS

We are a licensor's first stop. Licensing ranges from logo usage on products, in-store displays, and print and digital marketing and advertising to book deals, mobile apps, intranets, microsites, textbooks, presentations, movie screens, and more. Not only are we experts in selling licensing, but we will also work with your team to build new programs from concept to launch, sharing best practices and innovative ideas along the way.



CUSTOM AWARDS & SPECIALTY GRAPHICS

To help companies promote and commemorate their achievements, we sell custom, high-quality framed reprints, plaques, and desktop and wall awards that perfectly display your logos or editorial features. And why not help you make a bold statement and engage your audiences in a big way—with a variety of large-format and specialized print deliverables? Wall, floor, and window graphics; vehicle wraps; POP displays; banners; and event signage are just a few of the ways we can help companies you have recognized promote their achievements and extend your brand.



PRINT, DIGITAL, MOBILE, & VIDEO

YGS proactively sells and markets original published content, while providing smart, cutting-edge print, digital, mobile, and video products for your customers through progressive industry technology and innovation. Our dedicated sales team studies market trends and effectively translates them into sales tactics relevant to your business and industry.

SALES EXPERTISE

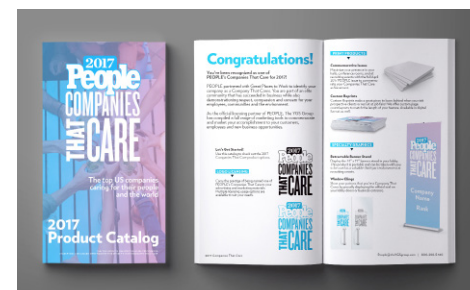
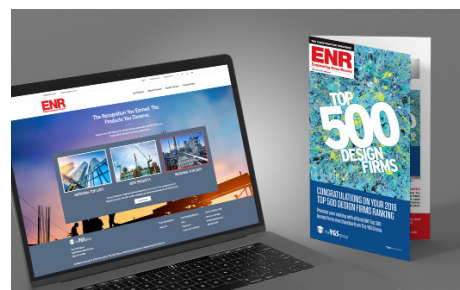
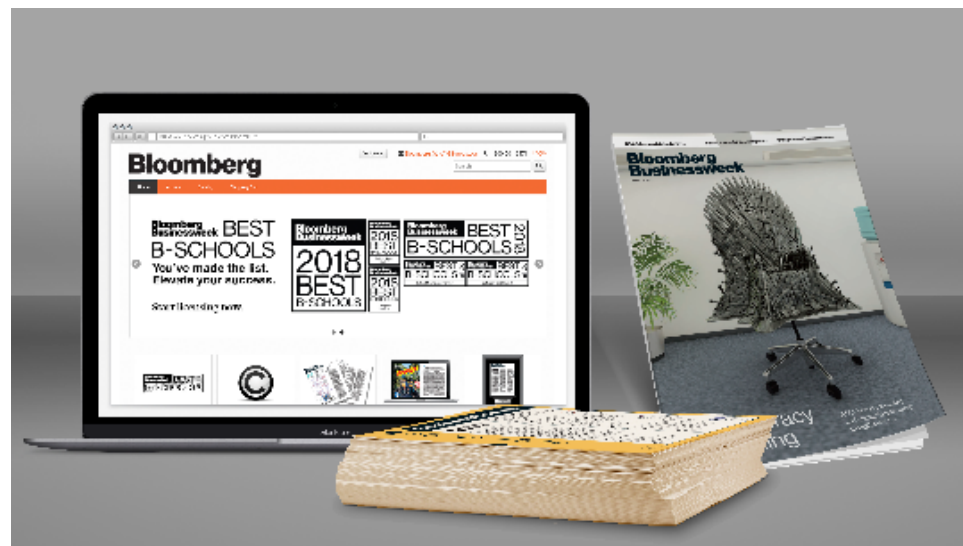
As a leader in content sales and licensing, our motivated team of sales experts reaches out to featured companies regarding your most valuable editorial. They become personal consultants, helping to match your branded products with their advertising and marketing goals. Led by one of our experienced sales professionals, our account executives are the driving force of our sales and marketing efforts. Strategic outbound sales efforts and personalized electronic communications are executed daily for our publishing partners. With our finger on the pulse of social-commerce strategy, our sales team speaks to your customers about how associating with your brand will propel them in the marketplace.

ACCOUNT MANAGEMENT

Careful management of your program directly impacts the success of content sales. YGS assigns an account manager to act as a liaison between your internal team and your team at YGS. This model allows for access to collaborative strategy sessions, instant feedback, dashboards, and reporting expertise. Your account manager has a constant pulse on your account through communication with the team and in-depth analysis. Equipped with this data, we make recommendations that will put your revenue on an upward trend.

CREATIVE MARKETING, CONTENT DEVELOPMENT, & ECOMMERCE

We develop a solid marketing strategy that starts with prompt, targeted outreach, ensuring your content is top of mind with prospective buyers. Our in-house technology solutions team is equipped to build innovative storefronts that are proven to drive sales and provide an unmatched customer experience to honorees, winners, and featured companies. Our marketing services teams help support content and accolade sales with advertisements, promotions, custom mock-ups, and sell sheets. In addition, a full team of creative thought leaders can help execute standout multichannel marketing campaigns that include email blasts, social media, and direct mail, as well as content development and custom publications.





the **YGS** group[®]

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