
























# 1to1 Media Icons - for Web Site & Newsletter Usage

|   |   |   |   |
|---|---|---|---|
|  |  |  |  |
| Interact  | Attend  | Read  | Listen  |

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|   |   |   |   |   |  |   |   |   |   |
|---|---|---|---|---|--|---|---|---|---|
|  |  |  |  |  |  |  |  |  |  |
| Forward to Friend   | Profile   | Blog  | Downloads   | Event   | Podcast  | Videocast   | Web Exclusive   | Attend  | White Paper   |

|   |   |   |
|---|---|---|
| align   | broaden reach and distribution  | generate leads  |
|  |  |  |
|  |  |  |

|   |   |  |
|---|---|--|
| align   | broaden reach & distribution  | generate leads   |
|  |  |  |



Onsite



data captured



data captured



best practice



stop



dead end



quick hit



ItoI recommendation



product



product



product



product



product



product



product



product



disconnect



data captured



data linked



third party action



application pop up



web pop up



web site



email



telephone



event



in person



tv ad



radio ad



focus group



text message



instant message



collateral



fax



direct mail



mass media



kiosk



finding



magazines



data base



product



product



web default



gap



3rd party web



3rd party web



3rd party web



3rd party web



print ads



application



Digital River



Parago



IVR