YOUR PATH TO THE DIGITAL CONTENT PROFESSIONAL

 Readership Demographics:

EContent is read by more than 10,000 content professionals. EContent readers are executives and managers who direct the digital content strategies for their organizations. Subscribers include content executives, content managers, content creators, publishers, content marketers, and anyone who deals with digital content in order to further business objectives. They’re buyers of content and technology solutions and have the power to make purchasing decisions.

EContent magazine, EContentMag.com, and our newsletters and emails reach more than 35,000 digital content professionals who evaluate, recommend, and purchase solutions aimed at creating and managing content assets. The EContent network of products delivers specific content to the broadest range of readers in the market.

EContent Sponsorship, Advertising, Marketing, and Lead-Generation Opportunities Include:

› EContent Magazine: Read by more than 10,000 influential digital content and publishing professionals for the digital content industry.
› EContentMag.com
› EContent Sourcebook
› Electronic Industry Newsletter
› Direct Email Marketing

 Web Events
› Sponsored Content: Every month, EContent produces special sponsored content sections on specific topics of interest to our readers.
› Custom-Sponsored Research
› Lead-Generation Programs for Your White Papers and Other Content Marketing Assets
› Special Collections: These special collection ebooks combine articles that have appeared both online and in print around specific topics. Sponsored white papers or case studies, which will be included during the promotional period, serve as excellent targeted lead-gen channels.

Top 5 Countries Visiting EContentmag.com:

1. U.S.
2. India
3. U.K.
4. Australia
5. Canada

Conversations Drive Understanding › Understanding Leads to Acceptance › Acceptance Leads to Sales
The **EContent Xtra** weekly email newsletter keeps subscribers informed of changing events and trends that are driving the content industry. Twice each week, **EContent Xtra** delivers news and analysis specially tailored to those whose jobs revolve around content, acquisition, syndication, pricing, and aggregation, as well as digital content creation, management, delivery, findability, and more.

Not available in concentrated form like this anywhere else, **EContent Xtra** arrives with fresh and accurate news compiled and written by EContent's editorial team and industry thought leaders.

**Circulation:** 11,000 subscribers

**Frequency:** Tuesday/Thursday

**Audience Profile:** Digital content professionals and business managers

**Cost:** $950 à la carte

**Frequency SAVINGS:** 6X – $855 per sponsorship, 12X – $808 per sponsorship

**Social Media Programs**

Promote blogs and online content through sponsored tweets, LinkedIn posts, and more!

**Sponsor Advertising Specifications**

- 468x60 pixels web banner with URL link in email body (GIF format)
- 75-word text description and URL link in email body
- Report of emails broadcasted and click-throughs at the end of sponsored week

**Multichannel Sponsored Guest Commentary Program**

Be a thought leader in your field and promote valuable insights that can affect audience buying power. Sponsored Guest Commentaries will be promoted to our homepage at the beginning of the month, included in **EContent Xtra** newsletters, cross-referenced with specific topic center categories, and will appear at the bottom of related articles. Also, included in one printed issue of the magazine.

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**EContent DIRECT MARKETING:**

Tell our opt-in subscribers how your company can help them. Also promote content hosted on your website to help drive traffic and lead-gen efforts. Your company provides the HTML and the subject line, we handle the broadcast!

**CIRCULATION:** 9,000

**COST:** $1,900 each

Marketers have come to rely on email blast programs to drive direct response for webcasts, events, white papers, and other collateral promotions. Have an industry bulletin? Promote it through the **EContent** magazine online channels to help drive awareness and supplement your list contacts.

**PRICING IS BASED ON MONTHLY PROMOTIONS:** $3,000

**ONLINE ONLY PROGRAMS AVAILABLE:** $2,000

**Materials Required:**

Completed HTML provided by customer to **EContent** for emailing by **EContent**. Emails requiring revision or creation by **EContent** will incur an art charge of $200. Completed HTMLs due to **EContent** 2 days prior to scheduled blast. Copy for incomplete HTMLs or HTMLs requiring formatting must be submitted 1 week prior to emailing. A test will be sent for approval by sponsors prior to issuance.

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Reserve your **EContent Xtra** sponsorship. Schedule now for the entire year!

**Contact:**

LaShawn Fugate • Publisher/Advertising Sales
(859) 278-2223, ext. 104 • lashawn@infotoday.com
**ECONTENT WEBINAR FORMATS**

(continued on next page)

### Webcast Sponsorships With EContent

Now more than ever, businesses are being challenged to anticipate change and revise their strategies for greater profitability. How can you market your company’s solution to meet this challenge head-on?

Every *EContent* magazine webinar is a full-service, turnkey marketing solution that generates leads, enhances your brand, and identifies your company as a thought leader.

### Get Qualified Leads. Enjoy Guaranteed Exclusivity.

We offer a 200-lead guarantee in reaching decision makers through your sponsor-exclusive *EContent* Web Event. Leveraging the strength of the *EContent* brand and our unmatched industry experts, our broadcasts are targeted toward and attended by executives with purchasing authority from all industry sectors.

### Includes:

- Aggressive online advertising program
- *EContent* editor or senior executive to moderate the session
- Speakers can participate from their own office
- Real-time polling, Q&A, and survey
- Attendee registration, monitoring, and reporting
- Targeted telemarketing campaign based on the titles you provide
- Event archiving and online posting on the EContentMag.com website
- 24/7 on-demand viewing

Leads continue to be generated and reported on a weekly basis for an additional 90 days after the on-demand event is posted to the site.

### Turnkey Program Components

- *EContent* will produce, market, and broadcast your 1-hour Web Event.
- An online HTML invitation with your company logo and session content summary will be placed on EContentMag.com.
- The Web Event will be promoted in the *EContent* newsletters and through dedicated email blasts.
- Banners to run on EContentMag.com website
- Create customized registration fields for your standalone event
- A reminder email blast and phone call to all registrants the day prior to the event
- Follow-up email the day after (reminder for archive event and thank you)
- *EContent* will rent additional lists with selected criteria at your request (for an additional cost)
- Targeted telemarketing campaign

### REACH QUALIFIED DECISION MAKERS FROM COMPANIES SUCH AS THOSE ATTENDING IN THE PAST:

- Carefirst Blue Cross and Blue Shield
- Citi
- COUNTRY Financial
- Dunn and Bradstreet
- Fujitsu
- Hasbro
- Informatics Publishing
- John Hancock
- Kohler
- Purdue Pharma
- Sunlife Financial
- Target
- Thomson Reuters
- Weight Watchers

### Contact:

LaShawn Fugate • Publisher/Advertising Sales • (859) 278-2223, ext. 104 • lashawn@infotoday.com
ECONTENT WEBINAR FORMATS (continued from previous page)

Customized Standalone Web Event Program & Highlights

› A 1-hour event, complete with streaming audio, broadcast live over the internet
› A project manager provided for staging of content and online rehearsal services at each event
› PowerPoint slide synchronization
› Browser-based Q&A capabilities polling and survey questions
› Detailed monitoring and reporting
› Complete registration management, including final list of all registrants and participants provided the day of the event
› Event archived on EContentMag.com for 90 days, for anytime, on-demand viewing
› Master file of your event for local playback (trade shows, sales presentations, etc.)
› Event presentation (PowerPoint slides) available online postevent for viewing and downloading
› Management fee (included for program development, marketing, and execution)
› Targeted telemarketing campaign

The entire event will be created (with the assistance of the sponsor), managed, and executed by EContent. Our production personnel will assist all participants. Desktop share and video clips now included.

2017 Pricing

$10,500 single sponsor for customized Web Events. Includes 200-plus guaranteed leads.

Contact:

LaShawn Fugate • Publisher/Advertising Sales
(859) 278-2223, ext. 104 • lashawn@infotoday.com

Roundtable Web Event Program Format

Be part of the Roundtable Web Events—designed to promote and highlight up to four industry vendors discussing a common theme. Pricing is $3,500 per vendor, and leads are shared among the group. These themes coincide with editorial topics for each particular month’s issue and will be as follows:

<table>
<thead>
<tr>
<th>MONTH</th>
<th>WEBINAR ROUNDTABLE TOPICS</th>
<th>DATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>FEBRUARY</td>
<td>Challenges of Large-Scale Localization and Globalization Efforts</td>
<td>Feb. 28, 2017</td>
</tr>
<tr>
<td>APRIL</td>
<td>Under the Hood: Understanding Customer Experience Analytics</td>
<td>April 4, 2017</td>
</tr>
<tr>
<td>JUNE</td>
<td>Digital Testing Toolkits and How to Find the One for You</td>
<td>June 13, 2017</td>
</tr>
<tr>
<td>AUGUST</td>
<td>Partners and Communities – Which Ones Offer the Right Solutions for You?</td>
<td>Aug. 15, 2017</td>
</tr>
<tr>
<td>OCTOBER</td>
<td>Why DAM Is Increasingly Important to Your Content Marketing Strategies</td>
<td>Oct. 17, 2017</td>
</tr>
<tr>
<td>DECEMBER</td>
<td>How Important Is Your Digital Infrastructure to Your Revenue?</td>
<td>Dec. 5, 2017</td>
</tr>
</tbody>
</table>

10-Minute PRERECORDED Series Web Event Format

Reach the audiences behind EContent magazine with a series of five 10-minute prerecorded segments with five different speakers and five different topics promoted over a 6-week period. Audiences can learn about solutions without committing to a large block of time. Event is promoted with multiple email blasts per week. Once the entire program has been recorded, you can segment for your own promotions in either the entire 1-hour segment or cut into the 10-minute sessions to promote on your own site. PRICING IS $16,000
TAKE ADVANTAGE OF OUR TOPIC CENTER SPONSORSHIPS

Promote your company by positioning your company information alongside editorial articles through these keywords. Highlight your company, products, or services with a Solutions Directory profile that helps to brand your company throughout the year via precision targeting. Profiles are positioned alphabetically, and your company can index its solutions in one of 20 categories:

› Analytics
› Big Data
› Content Commerce
› Content Creation
› Content Delivery
› Content Distribution
› Content Management
› Content Marketing
› Content Security
› Digital Marketing
› Digital Publishing
› Media Business News, & Trends
› Mobile Content, Tablets, Apps
› Online Video
› Premium Content Services
› Privacy Issues
› Sci-Tech, Medical, Academic Publishing
› Search, SEO, & SEM
› Social Media & Communities
› Web Services

Any content that has been written about your company that is located on the EContentMag.com site will be automatically included within your profile. Help potential customers researching your company find all the information they need in one location.

Your Solutions Directory profile includes a 100-word listing with your logo and contact information and can be linked to the topic centers alongside related articles (depending on package chosen below).

<table>
<thead>
<tr>
<th>PACKAGE</th>
<th>TOPIC CENTERS</th>
<th>COST</th>
</tr>
</thead>
<tbody>
<tr>
<td>BASIC</td>
<td>0</td>
<td>$300</td>
</tr>
<tr>
<td>TIER 1</td>
<td>3</td>
<td>$750</td>
</tr>
<tr>
<td>TIER 2</td>
<td>9</td>
<td>$1,500</td>
</tr>
<tr>
<td>TIER 3</td>
<td>20</td>
<td>$3,000</td>
</tr>
</tbody>
</table>

WANT TO PLACE SPONSORED CONTENT IN SPECIAL COLLECTIONS TO SUPPORT LEAD-GEN EFFORTS?

Our downloadable special collections are designed to reach readers interested in specific topics to deliver sponsors more targeted leads. We will promote them online for 3 months, and give you lead reports each Friday.

WANT TO BE AN EXCLUSIVE SPONSOR? ASK FOR DETAILS!

1 COLLECTION (750 words): $2,950
4 COLLECTIONS (750 words each): $2,450 each
Lead-Generation Programs for White Papers (And Other Marketing Assets) at EContentMag.com

EContentMag.com is a key lead-generation solution for marketers targeting the digital media, content management, and content marketing marketplace. Resident white papers are posted on the EContent White Papers page as well as on relevant pages on EContentMag.com. EContent’s lead-generation program leverages a variety of email list assets to market your content. EContent custom-markets each white paper asset to appropriate audiences. Leads will be distributed via spreadsheet each week.

- **Contact fields** captured include full name; job title; company name; street address; city, state, or province; country; phone number; and email address.

- **The basic screening** eliminates bad entries. Screening involving company size or other parameters is available above the base per-lead rate of $50 for an additional fee.

**Materials Required**

Company logo, headline, 75 words of descriptive text, and PDF of the white paper (or URL for the webpage hosting the white paper)

Sample of companies downloading content in the past includes but not limited to:

- Beckman Coulter
- Boston Medical Center
- Car.com
- CareFusion
- Caterpillar
- Citibank
- Delta Airlines
- GE
- H&R Block
- McCain Foods
- McKesson
- The New York Times
- Panama City Toyota
- Pfizer
- Siemens
- T-Mobile
- University of Missouri
- UPS
ONLINE OPPORTUNITIES

ECONTENTMAG.COM
BANNER ADVERTISING AND SITE SPONSORSHIP

Banner Advertising and Site Sponsorship at EContentMag.com
The EContent website, EContentMag.com, receives more than 35,000 visits monthly—30,000 unique visitors. Page views have surpassed 50,000 page views per month.

EContentMag.com features high-visibility, flat-fee sponsorship opportunities, as well as standard, impression-based ad positioning.

Site Sponsorships
Site sponsorships are available on a monthly or annual basis. Monthly terms begin on the first day of the month and end on the last day of the month. Site sponsors receive a 300x100 sponsorship banner which delivers approximately 25,000-plus impressions per month. In addition, all site sponsors receive a mention on our “Site Sponsors” page along with a 100-word company description and link to your website for the duration of the sponsorship.

Site Sponsorship Pricing
$995 per month or $9,500 per year

Banner Ad Units
Banner advertising is available in multiple positions on the site. Banner ad units are available on a per-impression basis. Please see below for sizing, pricing, and specifications.

Banner Units Specifications
› 728x90 Leaderboard Banner: $55 CPM
› 300x250 Box ad: $60 CPM
› 640x480 Welcome Screen Ad: $90 CPM
› Acceptable formats: JPG, GIF, PNG, and Flash (SWF)
› File sizes may not exceed 200K.
› Acceptable Flash versions: Flash 10, Action Script 3 (and all earlier versions)

Contact:
LaShawn Fugate • Publisher/Advertising Sales
(859) 278-2223, ext. 104 • lashawn@infotoday.com
Did you know that according to the Content Marketing Institute, 93% of B2B marketers are using content marketing? This is probably because 80% of decision makers prefer content to advertising, and 61% of consumers are more likely to buy from companies that create custom content. Content marketing isn’t all about the company blog, though, and that is where native advertising and branded content come in.

A HubSpot survey found:

› 72.8% of internet users who have read sponsored content believe it has equal or greater value than nonsponsored content on the same website.

› 66% of internet users presented with sponsored articles and banner ads said they prefer clicking on sponsored articles rather than banner ads.

It’s clear customers prefer to learn about brands through content, but not every brand has the resources to create its own stellar content. This is why more brands are reaching out to publishers to create custom content for them.

These partnerships are paying off. The New York Times found, “In every category, Paid Posts created by T Brand Studio outperformed Paid Posts produced by the advertiser. Specifically, T Brand Studio-produced content generated 361% more unique visitors and 526% more time spent than advertiser-produced content.” Let our team of seasoned writers and editors help you create compelling content to reach our audience.

Pricing is $3,500 for up to 750 words of content. Includes 1 page in printed issue.

Add a Turnkey Marketing Program:
Includes the Branded Content article and promotion for 1 full month on the econtentmag.com website, inclusion into eight EContent Xtra industry newsletters, dedicated email blasts, and lead-gen campaign including contact information on those subscribers downloading the content.

Pricing is $6,000. Includes 1 page in printed issue.

THE BOTTOM LINE: Branded content works! Want to find out more about working with EContent to create custom content for our audience and your potential customers?
According to Content Marketing Institute:

Content marketing is a strategic marketing approach focused on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly-defined audience—and, ultimately, to drive profitable customer action.

If you are in need of any custom publishing services such as the creation of ebooks, printed brochures, digital infographics, and more, please contact us for additional information.

Let EContent Magazine be your custom publishing and content marketing partner!

Contact:

LaShawn Fugate • Publisher/Advertising Sales
(859) 278-2223, ext. 104 • lashawn@infotoday.com
ECONTENT MAGAZINE'S SELECTION PROGRAMS

Trendsetting Products Annual Selection List

Tools are especially important in the digital media industry. Whether you need a CMS to control your digital experience or an analytics tool to tell you how you’re doing, you require the right tools at every step of your journey. More and more, tools are helping us do everything from predicting which content will perform best to when your readers are most likely to buy an umbrella.

The tools available to us are pushing new limits. Here at EContent, we turn to our inboxes, our coverage, and our contributors to find out what those trendsetting products are for each year and publish them as part of the May issue. As a company that has been selected, you have the opportunity to educate our readers as to why your product may have been included via either a 1/4- or 1/2-page profile within the Product Showcase section. Each profile is promoted online throughout the year, giving your company added branding opportunities.

Priced at $450 or $900, respectively

EContent 100 Companies

In its 16th year, this list is EContent’s way of acknowledging the companies that made a difference in the digital industry during the past year. A panel of judges reviews nomination submissions, websites, and news coverage from the past 12 months to determine who will be included in this annual list.

If you are one of the companies that has been selected, you may promote an executive member of your team through a View From the Top profile section to position your company as a leader in the industry, discuss product offerings, etc. These profiles are promoted online throughout the year on the homepage of the EcontentMag.com website as well as on the EC100 page.

Pricings are $450 for a 1/4-page profile and $900 for a 1/2-page profile.
Unisphere Research, *EContent* magazine’s research arm, conducts ongoing proprietary and “for publication” research projects for select vendors. Using its database of subscribers and opt-in email names, Unisphere Research conducts web-based surveys on topics covering a range of content and technology issues including Big Data, content marketing, CRM, business intelligence, digital publishing trends, unstructured data, and IT priorities.

In addition to *EContent* subscribers, Unisphere Research conducts research in association with a number of other publications. Unisphere can conduct research across the following subscriber bases and lists:

- Database Trends and Application subscribers
- Customer Relationship Management (CRM) magazine subscribers
- *KMWorld* magazine subscribers
- North American libraries
- *Speech Technology* magazine
- Book publishers

Unisphere assigns an experienced analyst and/or senior editorial executive to work with survey sponsors on topic and questionnaire development. Survey questionnaires are housed at Unisphere’s survey utility on the web, and Unisphere prepares all questions in draft format, working with the survey sponsor to complete an approved questionnaire. Survey response solicitations are issued to the universe of digital content and publishing professionals until the agreed-on target response level is achieved. Response incentives include a sweepstakes drawing. Unisphere issues a basic document that reports the findings and then creates a color PDF executive summary reporting, graphing, and analyzing the key survey findings. Many studies remain completely proprietary while others are used as the basis for *EContent* and related email newsletter content, with full attribution to the survey sponsor. Results may also be used, with *EContent* approval, for press release efforts.

**Basic Deliverables Include:**

1. Survey questionnaire development
2. Survey participation solicitation from *EContent*’s database of 10,000-plus content professionals
3. Data aggregation and basic reporting
4. Authorship, editing, and formatting of the final report (25–35 pages), which is attributed to the sponsor on the front cover of the report
5. Publication in the magazine and related enewsletters when desired

The basic cost of conducting a proprietary or “for publication” study is $12,000, including the cost of an incentive.

**Program Extensions:**

- **White paper authorship:** $4,000
- **Full authored survey report for internal marketing use (lengths vary):** $6,500
- **Market research webinar content development and presentation:** $7,500
- **Custom cross-tabulations:** $300 per cross-tabulation for the first four; $50 per dataset
- **Pay-per-lead program** on EContentMag.com (contact publisher for research partner rates)
ECONTENT MAGAZINE RATES AND ADVERTISING SCHEDULE

### Four-Color Rates

<table>
<thead>
<tr>
<th>Size</th>
<th>1X</th>
<th>3X</th>
<th>6X</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 page</td>
<td>$2,020</td>
<td>$1,960</td>
<td>$1,860</td>
</tr>
<tr>
<td>2/3 page</td>
<td>$1,620</td>
<td>$1,568</td>
<td>$1,488</td>
</tr>
<tr>
<td>1/2 page</td>
<td>$1,252</td>
<td>$1,215</td>
<td>$1,153</td>
</tr>
<tr>
<td>1/3 page</td>
<td>$1,111</td>
<td>$1,078</td>
<td>$1,023</td>
</tr>
</tbody>
</table>

### Covers

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<thead>
<tr>
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<th>3X</th>
<th>6X</th>
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<tbody>
<tr>
<td>Cover 2</td>
<td>$2,323</td>
<td>$2,254</td>
<td>$2,140</td>
</tr>
<tr>
<td>Cover 3</td>
<td>$2,230</td>
<td>$2,164</td>
<td>$2,054</td>
</tr>
<tr>
<td>Cover 4</td>
<td>$2,788</td>
<td>$2,705</td>
<td>$2,568</td>
</tr>
</tbody>
</table>

10% premium position.

### Payment Terms

Terms are net 30 days from date of invoice. 1.5% interest per month will be incurred on any unpaid balance past 30 days. Invoice date is always the first day of the month of the issue date.

### Commissions

All recognized advertising agencies can earn a 15% commission on space and position. Commissions are earned by reserving space and submitting artwork on or before respective due dates. All commissions are forfeited on unpaid invoices more than 45 days past due.

### Contact:

LaShawn Fugate • Publisher/Advertising Sales
(859) 278-2223, ext. 104 • lashawn@infotoday.com

2017 Advertising Opportunities

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>SPACE RESERVATION</th>
<th>MATERIAL DUE</th>
</tr>
</thead>
<tbody>
<tr>
<td>JANUARY/</td>
<td>1/8/16</td>
<td>12/1/17</td>
</tr>
<tr>
<td>FEBRUARY</td>
<td></td>
<td></td>
</tr>
<tr>
<td>MARCH/</td>
<td>1/13/17</td>
<td>1/26/17</td>
</tr>
<tr>
<td>APRIL</td>
<td></td>
<td></td>
</tr>
<tr>
<td>MAY/JUNE</td>
<td>3/14/17</td>
<td>3/27/17</td>
</tr>
<tr>
<td>JULY/</td>
<td>5/12/17</td>
<td>5/25/17</td>
</tr>
<tr>
<td>AUGUST</td>
<td></td>
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<tr>
<td>SEPTEMBER/</td>
<td>7/13/17</td>
<td>7/26/17</td>
</tr>
<tr>
<td>OCTOBER</td>
<td></td>
<td></td>
</tr>
<tr>
<td>NOVEMBER/</td>
<td>9/13/17</td>
<td>9/25/17</td>
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<tr>
<td>DECEMBER</td>
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</tbody>
</table>

› Black-and-White advertisements: 25% discount from gross rate
› Back Cover & Inside Front Cover: Add 20%.
› Center Spread, Inside Back Cover, and other guaranteed positions: Add 10%.
› Inserts and Outserts
Contact the sales manager for specifications and rates and any additional postage.
PRODUCTION REQUIREMENTS

Ad production requirements

Please identify material by name of advertiser, publication, and issue date. **High-quality hardcopy proof for color and/or black-and-white ads must be submitted for all ad formats.**

We accept the following formats:

- Press-quality PDF files are preferred.
  - Fonts must be embedded
  - Set black to overprint
  - Convert PMS to CMYK
  - Images must be in CMYK
  - 300 dpi images only
  - Flattened transparencies
  - Bleeds and crops included

We can also accept high-resolution Macintosh format Photoshop TIFF files:

  - Photoshop TIFF files for Macintosh—Flattened layers, CMYK color, 300 dpi, page dimensions, and bleeds according to pub specs

Files submitted as RGB will be converted to CMYK. Ads containing SPOT colors will be converted to CMYK unless prior arrangements have been made. B/W ads and graphics should be saved in grayscale mode. All graphics must be at least 300 dpi resolution.

- When renaming files, make sure to keep the proper file extension (i.e., .pdf, .tif).
- For proper sizing of your ad, please refer to the publication’s rate card.
- Add 1/4” on all sides for bleed.

File submission instructions:

To upload files via the web:

- Please indicate advertiser, publication, and issue in which ad will be placed in appropriate fields.

A proof of the ad accurately representing how the ad should appear when printed MUST be submitted with the ad. Four-color ads must include an accurate color proof. This can be provided as a PDF proof, image, or hardcopy. Email digital proofs to LaShawn Fugate at lashawn@infotoday.com.

*Please identify material by name of advertiser and magazine issue.*
ECONTENT SOURCEBOOK INFORMATION

The EContent Sourcebook is a one-stop repository for everything you need to know about the industry in the coming year, including tips, tricks, and technologies from the biggest names in the digital content industry. The 2017 Sourcebook will cover trends and opportunities related to content and the digital experience. Published as part of the Jan/Feb issue.

Here's What You'll Find Inside:

- **The Digital Opportunity**: An in-depth analysis of the entire digital content ecosystem.
- **Research Highlights Article**: Unisphere Research, in partnership with our Diamond Sponsor, will conduct a major research study on the current state of digital content initiatives in the marketplace: the key challenges being evaluated and adopted along with their successes, opportunities, and technologies.
- **"State of" Articles**: A look at the major developments during the last 12 months and a look forward to the next 12 months in 10 separate articles:
  - Content Commerce
  - Mobile Content
  - Web Content Management
  - Content Marketing
  - Digital Advertising
  - Online Video
  - Social Media
  - Ebook Industry
  - Analytics
  - Big Data
- **EContent Profiles**: Highlight your company, products, or services with a Solutions Directory profile in the Sourcebook. Solutions Directory profiles are positioned alphabetically, and your company can index its solutions in one of our 10 categories as mentioned above.

What Makes This Issue a Must?

- Online Directory for the Entire Year Included
- Targeted Lead-Gen Program for Platinum Sponsors and Above for a Period of 5 Months
- Positioning Your Company Alongside Editorial Coverage on the "State of Industry" coverage

AD SPACE DEADLINE | December 8, 2016
INDUSTRY DIRECTORY AND DISPLAY AD MATERIAL DUE | December 21, 2016
MAIL DATE | January 6, 2017

Contact:

LaShawn Fugate • Publisher/Advertising Sales
(859) 278-2223, ext. 104 • lashawn@infotoday.com
ECONTENT SOURCEBOOK INFORMATION

Diamond Sponsorship:

EXCLUSIVE RESEARCH REPORT
Unisphere Research, the research division of Information Today, Inc., has produced more than 100 studies covering key issues in the information management marketplace. Sponsoring a Unisphere Research study delivers high-profile, independently validated thought leadership content for distribution via live, electronic, and print channels over the 5-month period.

Unisphere Research conducts all aspects of the survey questionnaire development, survey waves and data collection/cleansing, sweepstakes provisioning and management, and authoring/formatting/editing of the final report on a turnkey basis.

Sponsor Benefits include:
› Full input and final approval on the survey topic and questionnaire
› Opportunity to submit up to five proprietary questions, the results of which are disclosed only to the sponsor
› Graphic advertising (including links) on the first outbound survey participation wave and the final report alert wave sent to more than 11,000 EContent subscribers. (Graphic is 250x 400 pixels; 25K maximum file size.)
› Logo prominently featured on the front cover of the 35–40 page final report that is distributed to the respondents and housed on the EContent website
› Full attribution in all news coverage of the survey in the EContent email newsletters, on the EContent website, and in the EContent Sourcebook
› Use of the final report as content available through the vendor website and as the subject of press release efforts
› A Unisphere analyst will be available for interviews by interested media

› Two pages of Sponsored Content (1,400 words in the Sourcebook). Topics can be wide-ranging, but must be related to the digital content industry. Sponsors will receive the leads collected from everyone who downloads the Sourcebook PDF.
› One full-page display ad page in the Sourcebook
› One 100-word listing with logo, address, and contact information in the Sourcebook in the EContent Directory section and on the EContentMag.com website
› Profile included in online directory for entire year
› Online profile linked to specific topic centers to be included alongside related articles

Total Cost: $14,950
PRINT & ONLINE OPPORTUNITIES

ECONTENT SOURCEBOOK INFORMATION (continued from previous page)

Platinum Sponsorship:
- One page of Sponsored Content (700 words in the Sourcebook). Topics can be wide-ranging, but must be related to the digital content industry. Sponsors will receive the leads collected from everyone who downloads the Sourcebook PDF as a whole over the 5 month period.
- One full-page display ad in the Sourcebook
- One 100-word listing with logo, address, and contact information in the Sourcebook in the EContent Directory section and on the EContentMag.com website
- Profile included in online directory for entire year
- Online profile linked to specific topic centers to be included alongside related articles

Total Cost: $2,950

Gold Sponsorship*
- One full-page display ad page in the Sourcebook
- One 100-word listing with logo, address, and contact information in the Sourcebook in the EContent Directory and on the EContentMag.com website
- Profile included in online directory for entire year
- Online profile linked to specific topic centers to be included alongside related articles

Total Cost: $1,950

Silver Sponsorship*
- One 100-word listing with logo, address, and contact information in the Sourcebook in the EContent Directory section and on the EContentMag.com website

Total Cost: $400

*Does not include the 5-month lead-gen program.

Contact:
LaShawn Fugate • Publisher/Advertising Sales
(859) 278-2223, ext. 104 • lashawn@infotoday.com
Print and Electronic Lead Development Program

Your sponsored essay, white paper, or case study will be promoted online for a period of at least 60 days and included in a special online PDF in addition to the printed issue.

Generate leads for your sales force.

All requests for the PDF version housed at EContentMag.com will be driven through a registration form capturing complete contact information.

Leads will be distributed to all sponsors in this section via spreadsheet each week.

Your content marketing topics and formats can be wide-ranging:

› Third-party white papers and white paper abstracts
› Successful customer case studies
› Your company’s unique value proposition or market position
› A behind-the-scenes look at your technology solution and why it’s important

Production services are included. EContent magazine will take care of all the copy editing, layout, and design. And we will send you a PDF of the final article at no extra charge.

Sponsored Content Topics

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Brandling, Market Positioning, and Lead Gen—All in One Place

Call today and reserve your space!
LaShawn Fugate • Publisher/Advertising Sales
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Sponsorship Rates:

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# PRINT & ONLINE OPPORTUNITIES

## SOLUTIONS SHOWCASE

### EContent Solutions Showcase
Be one of the premier vendors to promote your products and services through this product showcase as well as through the online directory. The Solutions Showcase is a great way to promote your offerings to coincide with editorial content!

### Multichannel (Online & Print)
Online Directory included with your Solutions Showcase listing. Does not include any topic centers. Visit EContentMag.com/directory and choose up to three issues of the magazine to host your 1/4-page profile as well as up to three topic centers.

### Showcase Listing Rates
Three Quarter-Page Listings: $1,500 or $600 each

- Company name + logo
- Contact information
- 50-word product/service description

### Showcase Sizes
Size (WxH, inches)

- 1/4-page, vertical 3.5”x4.125”

### Contact:
LaShawn Fugate • Publisher/Advertising Sales
(859) 278-2223, ext. 104 • lashawn@infotoday.com

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**ACCESS INNOVATIONS**

Access Innovations, Inc. offers innovative information solutions including taxonomy / freeware creation, semantic enrichment, semantic integration, linked data services, and named entity de-duplication. Since 1998, we have been providing our savvy, information-driven clients with the same tools that we use in-house. Data Harmony™ software. Production hardened; we use Data Harmony daily for taxonomy / freeware creation; for machine-aided indexing, entity, metadata, and concept extraction; and autsummarization of information sources for our customers. Put our software to use in your organization to create and maintain systems that lead users to success in their quest for information.

**ACCESS INNOVATIONS**

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**ACQUIRE MEDIA**

Acquire Media serves the digital content needs of corporations, financial institutions, web sites and publishers of all of whom benefit from Acquire Media’s 25 years of aggregation and distribution experience. Major news publishers depend on Acquire Media’s Syndication Suite to manage and securely deliver their content to their target audience on time every time. Our flagship product, NewsEdge, offers information consumers premium subscription sources blended with online content and categorized by our industry-leading taxonomy. Together with distribution tools like newsletters, RSS and web integration, users find and share from one platform. With turn-key applications, customized feed delivery and enterprise solutions, NewsEdge supports today’s business realities.

**ACQUIRE MEDIA**

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**CONNOTATE**

Connotate is the market leader in web content extraction. Our combination of patented machine learning technology and real-world experience allows our customers to precisely target and extract data from hundreds or thousands of web sources, creating high-value proprietary data sets. Information service providers and other data-centric companies rely on Connote because our unmatched scalability and flexibility lets them extract web content they couldn’t access before. With Connote, customers dramatically increase their content harvesting capacity, dramatically reduce time to add new data sources, drive down their ongoing cost of content extraction, and radically reduce the complexity of their downstream operations. Connote is available as an on-premise web data extraction platform, or as a managed data service.

**CONNOTATE**

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**CRAFTER SOFTWARE**

Crafter Software enables the creation of rich and engaging websites, mobile applications, and multi-channel digital experiences. Our solutions are based on the award-winning Crafter CMS open source project, which was built from the ground up as a modern platform for creating more relevant Web experiences through targeted delivery of personalized content. Serving as the lynchpin between enterprise systems and end users, Crafter’s solutions enable marketing, sales and support teams to author and manage content while harnessing analytics and data-driven insights to deliver engaging experiences across all digital channels – the Web, mobile, social, and more.

**CRAFTER SOFTWARE**

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LaShawn Fugate • Publisher/Advertising Sales • lashawn@infotoday.com

**Editorial contact:**
Theresa Cramer • Editor • theresa.cramer@infotoday.com

*Note: This Editorial Calendar is subject to change without advance notice.
**For timely print publication, optimal news contact date is 1 month prior to ad deadline.*
A premier industry event for 15 years, the Gilbane Conference appeals to a wide variety of professionals, including enterprise marketers, technologists, content managers, and business strategists. The Technology Showcase provides attendees with a central meeting place and the ability to speak one-on-one with industry-leading exhibitors while learning more about their products and services.

We cover a wide variety of digital experience technologies including:

- Web Content Management
- Digital Marketing
- Analytics
- Multilingual
- Big Data
- Enterprise Search
- Semantics
- Collaboration
- Social Enterprise
- Mobile and Web Application Development
- Publishing

Attendees are well-informed and tech-savvy. They will be looking for the opportunity to meet face-to-face with the companies which are leading the pack. Past attending companies are diverse and well-known. See the Invitation to Exhibit & Sponsor on gilbaneconference.com or contact LaShawn Fugate to reserve your space among these companies.

Contact:

LaShawn Fugate • Publisher/Advertising Sales
(859) 278-2223, ext. 104 • lashawn@infotoday.com

* Results based on 2015 conference attendees who reported demographics.