GET YOUR COMPANY IN FRONT OF THE RIGHT AUDIENCE

Readership Demographics:

EContent is read by digital content professionals across a wide range of vertical markets, including 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 27,000 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 Research, Marketing, and Lead-Generation Opportunities Include:

› EContent Magazine and EContentMag.com: Read by more than 27,000 influential digital content and publishing professionals for the digital content industry
› EContent Sourcebook
› Electronic Industry Newsletter, EContent Xtra
› Direct Email Marketing
› Web Events—both custom standalone and roundtable formats
› Custom-Sponsored Research and Surveys
› Cost Per Lead Programs

Most Users Visiting EContentMag.com Reside in These 5 Countries:

1. U.S.
2. India
3. U.K.
4. Philippines
5. Canada
The *EContent Xtra* weekly email newsletter keeps readers informed of changing events and trends that are driving the content industry today. 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.

*EContent Xtra* arrives with fresh and accurate news compiled and written by *EContent’s* editorial team and industry thought leaders.

**Circulation:** 8,000 subscribers  
**Frequency:** Tuesday/Thursday  
**Audience Profile:** Digital content professionals and business managers  
**Cost:** $950 à la carte  
**Frequency SAVINGS:**  
4 issues giving you 1/2 month exposure: $2,000  
8 issues giving you a complete month of exposure: $3,000

**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 two (2) *EContent Xtra* newsletters, cross-referenced with specific topic center categories, and will appear at the bottom of related articles.

**PRICING:** $1,500

**ECONTENT DIRECT MARKETING:**

Tell our opt-in viewers how your company can help them. 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 syndication!

**CIRCULATION:** 6,000 +  
**COST:** $1,500 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 update? Promote it through the *EContent* magazine online channels to help drive awareness and supplement your lead generation and exposure.

**MATERIALS REQUIRED:**

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 mailing.

Send complete HTML mailings along with subject line and any test email addresses directly to LaShawn Fugate.
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 and specialist on solving problems with this space.

Qualified and Exclusive Leads

Leverage the strength of the EContent brand and industry experts broadcasts are targeted toward, which are attended by executives with purchasing authority from all industry sectors.

Includes:

- Aggressive online advertising program
- EContent editor or senior executive to moderate the session
- Browser-based real-time polling, Q&A, and survey
- Attendee registration, monitoring, and reporting
- Event archiving on the EContentMag.com website for 1 full year
- 24/7 on-demand viewing
- Leads continue to be generated and reported on a weekly basis for a 30-day period once posted for on-demand viewing

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.
- MP4 file of the Web Event will be created.
- The Web Event will be promoted in the EContent newsletters, through dedicated email blasts, and via social media channels
- Banners to run on the EContentMag.com website
- Create customized registration fields for your standalone event
- A reminder email blast and phone calls to all registrants the day prior to the event
- Follow-up email the day after (reminder for archive event and thank you)
- Project manager provided for staging of content and online rehearsal services at event

Past Attendees Come From Companies Such As:

- Carefirst Blue Cross and Blue Shield
- Citi
- COUNTRY Financial
- Dun & 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)

### 2019 Pricing

$10,500 single sponsor for customized Web Events. Includes 200-plus guaranteed leads. **Note:** Whatever the event does not pull toward that number, a white paper promotion will be added to supplement the remainder of the campaign.

### 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 $3,800 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>DATE</th>
<th>WEBINAR ROUNDTABLE TOPICS</th>
</tr>
</thead>
<tbody>
<tr>
<td>JANUARY 29, 2019</td>
<td>› Thriving With Digital Transformation</td>
</tr>
<tr>
<td>APRIL 2, 2019</td>
<td>› Boosting CX With Data-Driven Personalization</td>
</tr>
<tr>
<td>JULY 30, 2019</td>
<td>› The Importance of Original Content and How to Get It</td>
</tr>
<tr>
<td>NOVEMBER 5, 2019</td>
<td>› Adding Voice to Your Brand—Successfully!</td>
</tr>
</tbody>
</table>

### Four (4) 12-Minute PRERECORDERED Series Web Event Format

Reach the audiences behind EContent magazine with a series of four 12-minute prerecorded segments with four different speakers and four different topics promoted over a 6-week period. Audiences can learn about solutions without committing to a large block of time. The Web 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 event or cut into the 12-minute sessions to promote on your own site.

**PRICING IS $16,000.** Pricing includes a 250-lead guarantee. Whatever the event does not pull toward that number, an online white paper or case study promotion will be added to make up the difference.

DON'T SEE A TOPIC YOU LIKE? JUST ASK US HOW TO CREATE A CUSTOMIZED ROUNDTABLE JUST FOR YOU!
The EContent Digital Experience 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 2019 Sourcebook will cover trends and opportunities related to content and the digital experience. It is published as part of the Winter 2019 issue.

Here's What You'll Find Inside:

- An in-depth analysis of the entire digital experience, 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 coming year in nine separate articles:
  - The State of Personalization
  - The State of Omnichannel Content
  - The State of Digital Asset Management
  - The State of Translation and Localization
  - The State of CRM
  - The State of Marketing Automation
  - The State of Social Media
  - The State of Content Analytics
  - The State of Data Management

- 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 nine categories as mentioned above. Profiles are included online throughout the year.

What Makes This Issue a Must?

- Online Directory for the entire year included
- Targeted lead-gen program for platinum sponsors and above with a lead guarantee of at least 400
- Positioning your company alongside editorial coverage on the “State of Industry” coverage
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 readers. (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 and digital experience industries 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
AUDIENCE ENGAGEMENT PROGRAMS

ECOMENT 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. This includes a lead guarantee of 400.
- 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 is included in online directory for entire year
- Online profile linked to specific topic centers to be included alongside related articles

Total Cost: $4,000

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 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: $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 lead-gen program.

Contact: LaShawn Fugate • Publisher/Advertising Sales
(859) 278-2223, ext. 104 • lashawn@infotoday.com
TAKE ADVANTAGE OF OUR ANNUAL TOPIC CENTER SPONSORSHIPS

Promote your company by positioning your corporate 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 24 categories:

Analytics
Artificial Intelligence
Big Data
Content Commerce
Content Creation
Content Delivery
Content Distribution
Content Management
Content Marketing
Content Security
Digital Asset Management
Digital Experience
Digital Marketing
Digital Publishing
Media Business, News, & Trends
Mobile Content, Tablets, Apps
Localization & Globalization
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 and 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).

Want to sponsor Topic Center categories with Leader Board and Box Ad size banners? Pricing is $800 per month for each and is exclusive to that category.

<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>
PAY-PER-LEAD

Leads-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, digital experience 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 various channels to market your content. 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.

Companies that have downloaded content in the past include but are 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

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).
LEAD GEN PROGRAMS

WHITE PAPER AND CASE STUDY SUMMARY

LEAD-GEN PROGRAM

❖ Lead Development Program
   Your sponsored essay, white paper, or case study will be promoted online for a period of at least 60 days and be included in a special online PDF promoted for download.

❖ 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 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.

❖ Sponsorship Rates:

<table>
<thead>
<tr>
<th>TYPE</th>
<th>DESCRIPTION</th>
<th>SPONSORSHIP RATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>STANDARD</td>
<td>1 page (750 words; 50 lead guarantee)</td>
<td>$2,500</td>
</tr>
<tr>
<td>SILVER</td>
<td>1 page (750 words; 100 lead guarantee)</td>
<td>$4,000</td>
</tr>
<tr>
<td>GOLD</td>
<td>1 page (750 words; 150 lead guarantee)</td>
<td>$5,500</td>
</tr>
</tbody>
</table>

❖ Sponsored Content Topics

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>SPONSORED CONTENT TOPICS</th>
</tr>
</thead>
<tbody>
<tr>
<td>WINTER 2019</td>
<td>› Are You Meeting Your Industries Language Requirements?</td>
</tr>
<tr>
<td></td>
<td>› How to Build Your Digital Experience Portfolio</td>
</tr>
<tr>
<td>SPRING 2019</td>
<td>› Using Data to Drive Digital Experience</td>
</tr>
<tr>
<td></td>
<td>› Trends in Digital Experience Agency Services</td>
</tr>
<tr>
<td></td>
<td>› Digital Experience and the Role of Voice Search</td>
</tr>
<tr>
<td>SUMMER 2019</td>
<td>› AI vs. BI and Its Impact on Your Organization</td>
</tr>
<tr>
<td></td>
<td>› Making Content Accessible for the IoT</td>
</tr>
<tr>
<td></td>
<td>› AI and Content Marketing</td>
</tr>
<tr>
<td>FALL 2019</td>
<td>› Agile Content Marketing Strategies</td>
</tr>
<tr>
<td></td>
<td>› Customer Content Management</td>
</tr>
<tr>
<td></td>
<td>› Creating Content for No Screen Environments</td>
</tr>
</tbody>
</table>

❖ Branding, Market Positioning, and Lead Gen—All in One Place
Banner Advertising and Site Sponsorship at EContentMag.com

The EContent website, EContentMag.com, receives more than 27,000 visits per month.

Banner Ad Units

Banner advertising is available in multiple positions on the site and is 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: $65 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
CONTENT CREATION PROGRAMS

REACH YOUR CUSTOMERS WITH BRANDED CONTENT

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.

Did you know when a person reads branded content their brand recall is 59% higher than it is when viewing display ads? Viewers are also 14% more likely to seek out extra content from the same brand!

- 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.

If this program is of interest, please ask for pricing and details.

琚 Add a Turnkey Marketing Program:
This 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 a lead-gen campaign including contact information on those subscribers downloading the content.

琚 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**

**EContent 100 Companies That Matter Most**

In its 18th 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 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.

**Priced at $450 for a 1/4-page profile and $900 for a 1/2-page profile.**

**EContent People's Choice Awards**

For *EContent*’s People’s Choice Awards we will turn the voting process over to our readers, and let them decide which of the EContent 100 Companies That Matter Most in the Industry are their favorites. We’ll invite our readers to vote on all 100 companies, and the 10 companies that get the most votes will be revealed in a web exclusive.
CUSTOM-SPONSORED RESEARCH SOLUTIONS FROM ECONTENT AND Unisphere Research

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 subscribers
- 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’s 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: $10,500
- 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 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. Includes one topic center.

Showcase Listing Rates

One 1/4-page profile in one (1) printed issue with two (2) months of online directory presence: $1,200

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

Showcase Sizes (WxH, inches)

1/4-page, vertical  3.5”x4.125”

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

ECONTENT MAGAZINE RATES AND ADVERTISING SCHEDULE

<table>
<thead>
<tr>
<th>Size</th>
<th>Trim Size</th>
<th>Bleed Size</th>
<th>Live Area</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full-Page Spread</td>
<td>17”wx10 ¾”d</td>
<td>17¾”x11¾”</td>
<td>16¾”x10¾”</td>
</tr>
<tr>
<td>Full Page</td>
<td>8 ½”x10 ¾”</td>
<td>8 ¾”x11¾”</td>
<td>8 ½”x10¾”</td>
</tr>
<tr>
<td>2/3-Page Vertical</td>
<td>4 ½”x9 ¾”</td>
<td>n/a</td>
<td>n/a</td>
</tr>
<tr>
<td>1/2-Page Spread</td>
<td>17”x5”</td>
<td>17¾”x5”</td>
<td>16¾”x5”</td>
</tr>
<tr>
<td>1/2-Page Horizontal</td>
<td>7”x4 ½”</td>
<td>n/a</td>
<td>n/a</td>
</tr>
<tr>
<td>1/2-Page Vertical</td>
<td>4 ½”x7”</td>
<td>n/a</td>
<td>n/a</td>
</tr>
<tr>
<td>1/3-Page Vertical</td>
<td>2 ½”x9 ¾”</td>
<td>n/a</td>
<td>n/a</td>
</tr>
<tr>
<td>1/3-Page Square</td>
<td>4 ½”x4 ½”</td>
<td>n/a</td>
<td>n/a</td>
</tr>
</tbody>
</table>

2019 Advertising Opportunities

<table>
<thead>
<tr>
<th>Issue</th>
<th>Space Reservation</th>
<th>Material Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>Winter 2019</td>
<td>11/20/18</td>
<td>12/6/18</td>
</tr>
<tr>
<td>Spring 2019</td>
<td>2/21/19</td>
<td>3/6/19</td>
</tr>
<tr>
<td>Summer 2019</td>
<td>5/24/19</td>
<td>6/6/19</td>
</tr>
<tr>
<td>Fall 2019</td>
<td>8/23/19</td>
<td>9/6/19</td>
</tr>
</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.

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.
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. Black-and-white 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.

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

- **15-minute video**—$2,000

- **30-minute video**—$3,000

  **Program includes:**
  - Recording the script provided by the sponsor with a persona—; limit of 2 revisions
  - Syncing voice with the slides; promotions including posting to website and including in the Xtra enewsletter for 1 week—2 enewletters

**Contact:** LaShawn Fugate • Publisher/Advertising Sales
(859) 278-2223, ext. 104 • lashawn@infotoday.com
<table>
<thead>
<tr>
<th>ISSUE</th>
<th>EDITORIAL OPPORTUNITIES</th>
<th>SPONSORED CONTENT</th>
<th>WEBINAR ROUNDTABLE OPPORTUNITIES</th>
<th>CLOSE DATES</th>
</tr>
</thead>
<tbody>
<tr>
<td>WINTER 2019</td>
<td>› The Digital Experience Sourcebook                                                       › Sourcebook Solutions Directory                                      › Thriving With Digital Transformation</td>
<td>Contact Editorial: 9/19/18</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>› Are You Meeting Your Industries Language Requirements?                  › JANUARY 29, 2019</td>
<td>Ad Space Reservation: 11/20/18</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>› How to Build Your Digital Experience Portfolio</td>
<td></td>
<td>Ad Material Due: 12/6/18</td>
<td></td>
</tr>
<tr>
<td>SPRING 2019</td>
<td>› The Media Issue                                                                         › Using Data to Drive Digital Experience                                  › Boosting CX With Data Driven Personalization</td>
<td>Contact Editorial: 12/18/18</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>› Publishers in a Post-Advertising World                                                  › Trends in Digital Experience Agency Services                            › APRIL 2, 2019</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>› Content in a Voice-First World                                                         › Digital Experience and the Role of Voice Search</td>
<td></td>
<td>Ad Space Reservation: 2/21/19</td>
<td></td>
</tr>
<tr>
<td></td>
<td>› Guided Tour: Chatbots for the Media</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>› On the Web: EContent’s People’s Choice Awards</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>SUMMER 2019</td>
<td>› The AI Issue                                                                             › AI vs. BI and Its Impact on Your Organization                            › The Importance of Original Content and How to Get It</td>
<td>Contact Editorial: 3/19/19</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>› Natural Language Content Generation                                                    › Making Content Accessible for the IoT                                   › JULY 30, 2019</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>› AI, the IOT, and Content: Ethics and Opportunities                                      › AI and Content Marketing</td>
<td></td>
<td>Ad Space Reservation: 5/24/19</td>
<td></td>
</tr>
<tr>
<td></td>
<td>› Guided Tours: Emotional AI for Business</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>FALL 2019</td>
<td>› The EContent 100 Companies That Matter Most in the Digital Content Industry             › Agile Content Marketing Strategies                                      › NOVEMBER 5, 2019</td>
<td>Contact Editorial: 6/19/19</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>› Customer Content Management                                               › Adding Voice to Your Brand—Successfully!</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>› Creating Content for No Screen Environments</td>
<td></td>
<td>Ad Space Reservation: 8/23/19</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Contact Editorial: 9/19/18
Ad Space Reservation: 11/20/18
Ad Material Due: 12/6/18
Expand your reach across **FOUR** closely integrated events!

As a Diamond Sponsor, your brand has maximum impact with professionals in the CRM, customer service, speech technology, and digital experience industries. This high-level sponsorship is limited to just two companies. Don’t miss your opportunity to make your mark at these events.

**DIA**

**MOND SPONSORSHIP**
(2 available)

**OUR DIAMOND SPONSORS RECEIVE:**
- 15-minute keynote presentation to the combined CRM Evolution, Smart Customer Service, SpeechTEK, and Digital Experience Conference audience on April 29 or 30*
- Placement of one item on every seat in the Keynote room on the day your company is speaking. Sponsor to supply the item for distribution.
- Double Tabletop Display in a premier location in the Customer Solutions Expo**
- Recognition from the podium and logo on video screens
- Banner advertising on each conference’s website
- Premier logo placement and positioning on promotional materials of all four conferences, including website under all event pages, print and electronic media promotions listing sponsors, front cover of Advance and Final programs, and general exhibition signage
- One full-page/4-color ad in each conference’s Final Program
- Logo on portfolio bag given to attendees from all conferences
- Insertion of one promotional item in each conference’s portfolio bag (insertion items to be produced by sponsoring company)
- Six All Access Passes to attend CRM Evolution, Smart Customer Service, SpeechTEK, and Digital Experience Conference (for internal or customer use only)
- Special discount VIP registration offer for your customers and prospects
- One-time direct-mail usage of preconference and postconference registration lists (postal addresses only)
- Inclusion in a preconference email broadcast highlighting your presence at each conference
- 50-word company description and logo online and in Final Program

**DIAMOND SPONSORSHIP**

$19,995

*Presentations will be an integral part of the conference program; content must be instructional and informative and will be subject to review. Scheduling of these presentations is at the discretion of the conference chairs.

**Each Tabletop Display includes a 6’ draped table, two side chairs, wastebasket, ID sign, electricity, and lead retrieval. No hard-wall booths permitted. Any object 8’ tall (MAX height allowed) must be against the back drape and come out no farther than 2’. All objects in the front 4’ of the booth can be no taller than 36”.

**FOR MORE INFORMATION CONTACT:**

**CRM EVOLUTION & SMART CUSTOMER SERVICE**
EAST & MIDWEST ACCOUNTS
Adrienne Snyder • 201-327-2773 • adrienne@infotoday.com

MOUNTAIN & PACIFIC ACCOUNTS
Dennis Sullivan • 203-445-9178 • dennis@infotoday.com

**SPEECHTEK & DIGITAL EXPERIENCE CONFERENCE**
LaShawn Fugate • 859-278-2223 x104
lashawn@infotoday.com

**APRIL 29 – MAY 1, 2019**

Renaissance Washington, DC Downtown Hotel
WASHINGTON, DC
WASHINGTON, DC
APRIL 29 – MAY 1, 2019
Renaissance Washington, DC Downtown Hotel WASHINGTON, DC

GOLD SPONSORSHIP
$6,995

- Tabletop Display in the Customer Solutions Expo**
- Logo placement and positioning on promotional materials including website under all event pages, print and electronic media promotions listing sponsors, front cover of Advance and Final programs, and general exhibition signage
- Two full-conference Digital Experience Conference registrations (for internal or customer use)
- Special discount VIP registration offer for your customers and prospects
- One-time direct-mail usage of preconference and postconference registration lists (postal addresses only)
- Inclusion in a preconference email broadcast highlighting your presence in the Customer Solutions Expo
- 50-word company description and logo online and in Final Program

CORPORATE SPONSORSHIP
$4,995

- Logo placement and positioning on promotional materials including website under all event pages, print and electronic media promotions listing sponsors, front cover of Final Program, and general exhibition signage
- Two full-conference Digital Experience Conference registrations (for internal or customer use)
- One-time direct-mail usage of preconference and postconference registration lists (postal addresses only)
- One half-page/4-color ad in the Final Program
- 50-word company description and logo online and in Final Program

*Presentations will be an integral part of the conference program; content must be instructional and informative and will be subject to review. Scheduling of these presentations is at the discretion of the conference chairs.

**Each Tabletop Display includes a 6’ draped table, two side chairs, wastebasket, ID sign, electricity, and lead retrieval. No hard-wall booths permitted. Any object 8’ tall (MAX height allowed) must be against the back drape and come out no farther than 2’. All objects in the front 4’ of the booth can be no taller than 36’.

FOR MORE INFORMATION CONTACT:
LaShawn Fugate
859-278-2223 x104
lashawn@infotoday.com

digitalexperienceconference.com
@DigiExConf #DigiExConf
**Demographics**

**Attendees by Department**
- 27% Marketing
- 22% Corporate/General Management
- 18% IT/Web/Technical Developer
- 15% Sales
- 7% Consultant/Integrator
- 7% Other
- 4% Customer Service

**Attendees by Industry**
- 27% Other—Automotive/Banking/Call Center/Consumer Good/Education/Government/Retail/Telecommunication/Travel/Hospitality
- 19% Technology
- 10% Consulting/Integrator/VAR
- 9% Medical/Health Care
- 8% Banking/Finance
- 8% Media/Publishing
- 7% Marketing/Advertising/Public Relations
- 7% Nonprofit
- 5% Professional Services

**Attendees by Number of Employees**
- 9% More than 20,000
- 4% 10,000 – 20,000
- 20% 1,000 – 9,999
- 5% 500 – 999
- 4% 250 – 499
- 7% 100 – 249
- 12% 50 – 99
- 39% Less than 50

**Attendees by Revenue**
- 12% More than $5 billion
- 10% $1 billion – $4.99 billion
- 4% $500 million – $999 million
- 3% $250 million – $499 million
- 3% $100 million – $249 million
- 3% $50 million – $99 million
- 17% $10 million – $49 million
- 49% Less than $10 million

**Attendees by Job Title**
- 26% C-Level
- 25% Director
- 22% Manager
- 8% Staff
- 7% Technical
- 5% Vice President
- 3% Other
- 3% Supervisor

*Data based on registrants reporting demographics. Percentages may not equal 100% due to rounding.*