# Real-world IoT.
# Real people.
# Real projects.
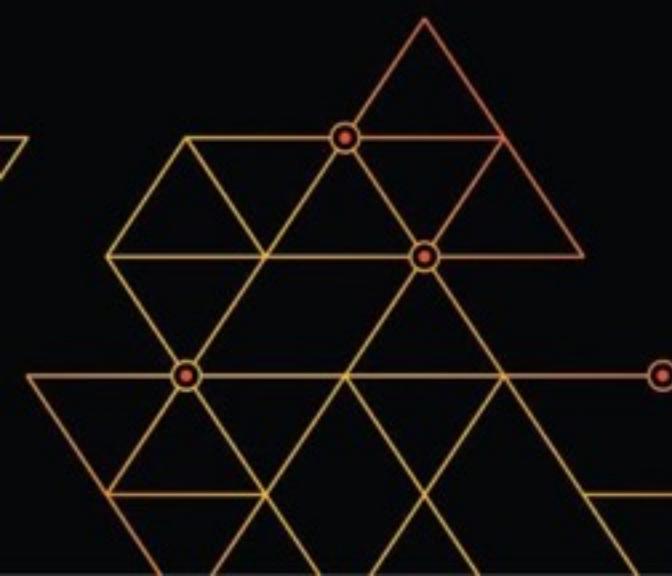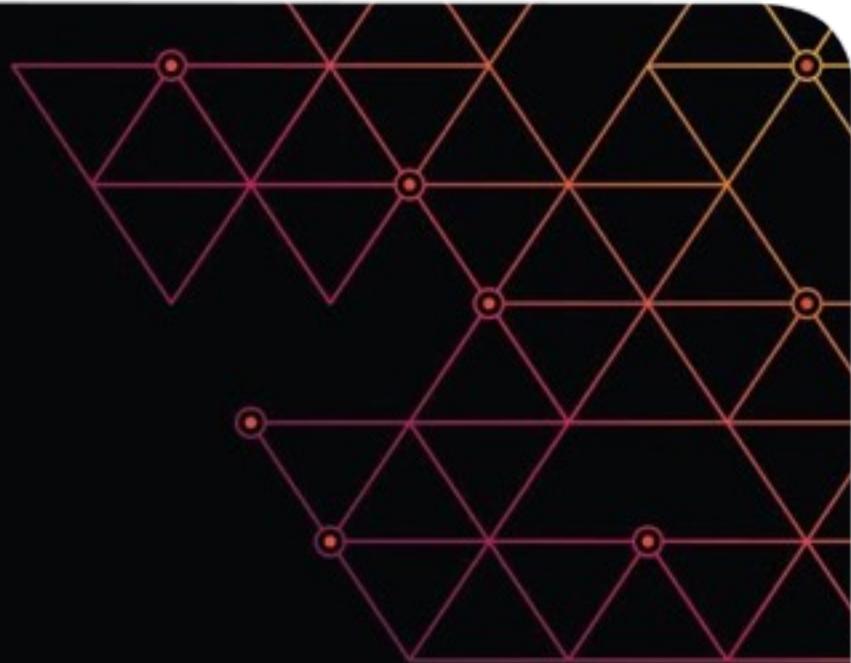
Powered by **Penton**

MANUFACTURING

GOVERNMENT

ENERGY

TRANSPORTATION

Gartner forecasts these industries will lead with
**THE MOST CONNECTED THINGS**
in use between 2015 – 2020
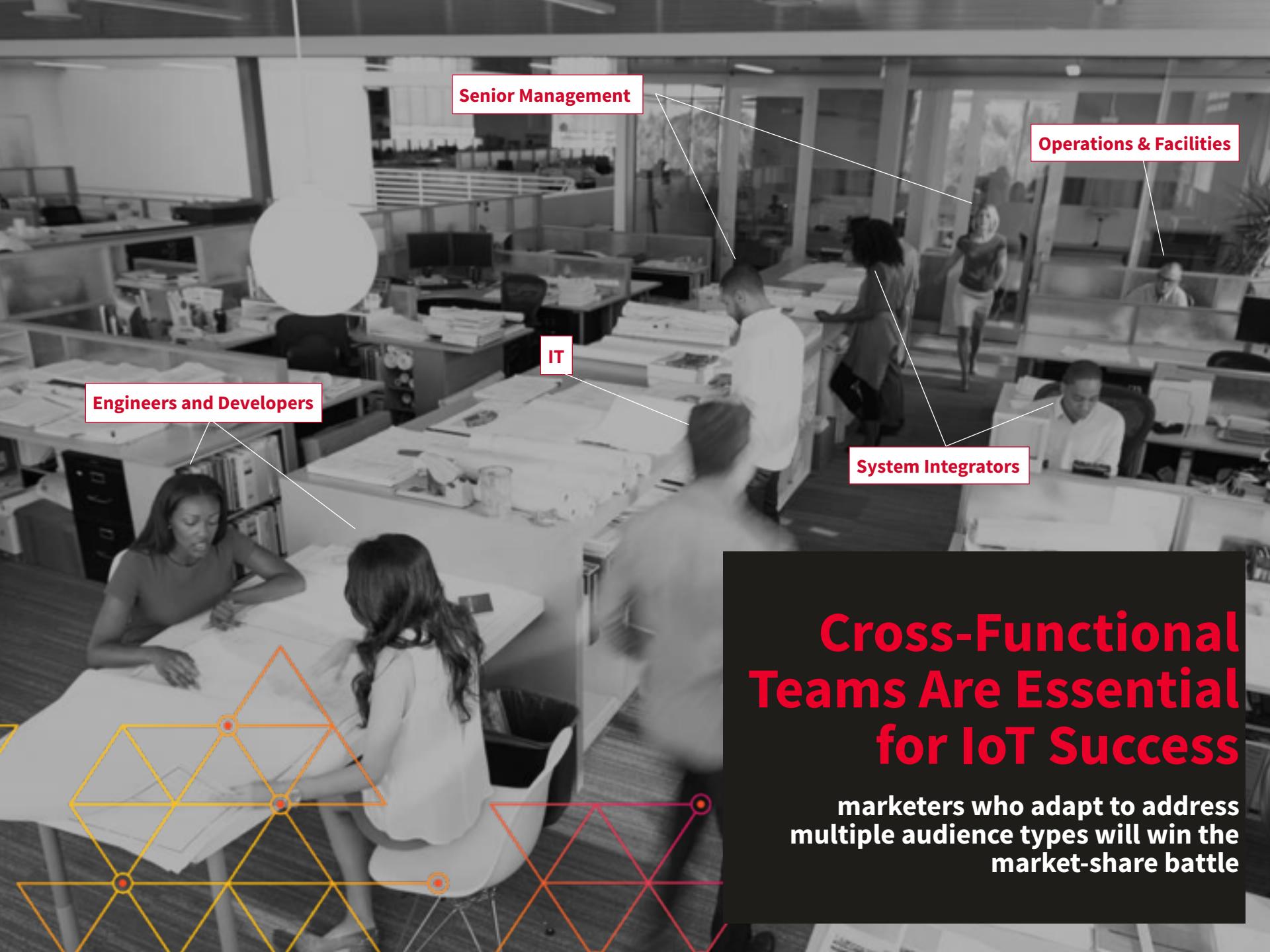
Senior Management

Operations & Facilities

IT

Engineers and Developers

System Integrators

# Cross-Functional Teams Are Essential for IoT Success

marketers who adapt to address multiple audience types will win the market-share battle

**MANUFACTURING**
1.5 million

**GOVERNMENT**
600,000

**AGRICULTURE**
1.5 million

**DATA CENTERS & IT**
6 million

# PENTON AUDIENCE REACH

1.7 million
**ELECTRONICS**
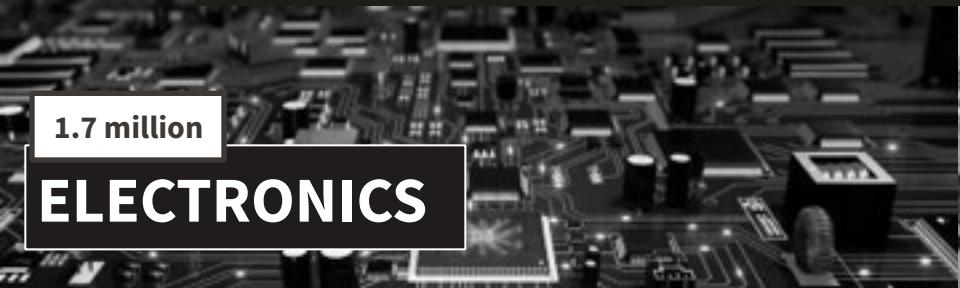
700,000
**BUILDINGS**

1 million
**ENERGY**

3 million
**TRANSPORTATION**

# Why Penton?

No other media & information services company has the comprehensive mix of audience, brands & market connections that Penton has to address the IoT market.

**Penton is strategically positioned to be the #1 BtoB & Public Sector IoT information services company in the world.**

**20mm USER RELATIONSHIPS**

**DEEP VERTICAL KNOWLEDGE**

**CONTENT ENGAGEMENT EXPERTISE**
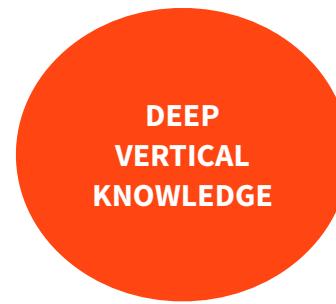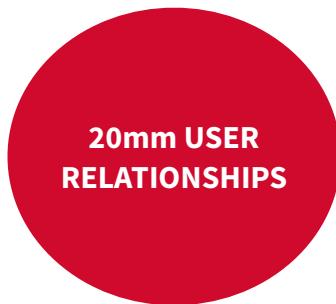
Penton's mix uniquely enables us to address the cross-job function and cross-industry dynamics of IoT decision making and ability to market to:

- horizontal technologies reach & connections: **IT and Electronics**

    +

- Deep vertical industry reach & connections for markets that are viewed as high value for IoT - including **manufacturing & supply chain, energy, buildings, transportation, government & public infrastructure, waste management, and agriculture**

    +

- IoT decision making teams: **Executives & Line-of-Business Managers, OT, IT, Engineering and System Integrators**

# Cross Penton IoT Collaboration

## PUBLIC SECTOR & TRANSPORTATION

American CITY & COUNTY
GPN
Government Procurement
WasteEXPO
Waste360
govalytics
IWCE
URGENT
WARDSAUTO
AVIATION WEEK NETWORK
AMERICAN TRUCKER
FleetOwner

## IT/DATA CENTERS

DATA CENTER KNOWLEDGE
DATA CENTER management
AFCOM
Windows IT Pro
Talkin' Cloud
IT/Dev CONNECTIONS
hostingcon
DATA CENTER WORLD

## iot Internet of Things INSTITUTE™

## ELECTRONICS/SENSORS

power electronics
electronic design
microwaves&rf
machine design

## ENERGY AND BUILDINGS

HVACTALK
ENERGY Times
TRANSMISSION & DISTRIBUTION
CONTRACTING BUSINESS
SCHOOL & UNIVERSITY
EC&M

## AGRICULTURE

FarmProgress
Farm Industry News
FARM FUTURES
FARM PROGRESS SHOW

## RETAIL & NATURAL PRODUCTS

newhope360
SN
NATURAL PRODUCTS EXPO
Restaurant News

## MANUFACTURING

IndustryWeek
MH&L
NEW EQUIPMENT DIGEST
MT Manufacturing & Technology

# Real-world solutions.
## Industrial IoT, Smart Cities.
**www.IoTi.com**

**OPINIONS**

**RESEARCH & ANALYSIS**

**CASE STUDIES**

**EDUCATION**

# Comprehensive Content Serving BtoB and Government IoT Decision Making Teams

**Top Target Verticals:**
- Manufacturing
- Energy
- Buildings
- Government
- Transportation
- Data Centers & IT

**Industry / Markets**

**IoT Topics**

**Job Roles**

IoT Institute

**Content Channels on IoTi.com:**
- IoT Engineering
- Industrial IoT
- Smart Cities
- Smart Energy & Buildings
- Infrastructure
- Security
- Analytics
- IoT Strategy
- Trends & Analysis

**Top Targeted Titles:**
- Corporate Executives
- Line-of-Business Management
- Operations & Facilities
- IT
- Engineering  (end-users & OEMs)
- Product Management
- System Integrators
- Business Consultants

Stimulating cross-functional learning and collaboration

iot INSTITUTE ™

Internet of Things
INSTITUTE™

Q SEARCH    LOG IN    REGISTER

| | Content Topics | Audience |
|---|---|---|
| **Industrial IoT** | Asset Tracking, Monitoring, and Management; Predictive Maintenance; Supply Chain, Energy Management; Interoperability & Standards; IT/OT Convergence; M2M Communications; Networking; Sensors; Motors & Drives; Control Systems; Industrial Wearables; Cyber & Physical Security | Operations; Manufacturing; Factory Production & Factory Management; Engineering; Purchasing/Procurement; IT; C-Suite; OEM Machine Builders; Machine Designers; System Integrators |
| **IoT Engineering** | Sensors; Embedded Systems; Development Platforms, Connectivity & Networking; Operating Systems; Power and Memory Management; Gateways; Graphical/3D Design and Modeling | Embedded Software and Hardware Developers; Engineering, Engineering Management; Technical, R&D; Consulting Engineers; Machine Designers; Application Developers |
| **Smart Cities** | Citizen Services; Open Data Platforms; Public Safety & Health; GIS; Mobile Government; Transportation Systems; Connected Cars; Traffic & Parking Management; Energy and Water; Buildings; Critical Infrastructure; Connectivity Infrastructure; Emergency / First Responders Services: Lighting; Fleet Management; Urban Planning; Partnerships Management | Directors, Department Heads, Managers & Supervisors of Admin and Operations; Elected Officials; Directors and Managers of Engineering/Technical/Information Services; System Integrators |
| **Smart Energy & Buildings** | Energy Management; Building Automation; Lighting Control; Asset Management; Inventory Control; BIM; Facility Management Tools; Standards; Physical & Cyber Security; HPAC/HVAC | Facility/Building Owners and Managers; Operations and Maintenance; Engineering; Systems Integrators; Designers, Contractors |
| **Security** | Data Privacy; Data Security; Cyber Security; Authentication; Local Data Storage; Cloud/Web Interfaces; Security/Encryption Strategies; Device Firmware and Interfaces; Threat Models; Physical Security (building/assets access, video surveillance) | ALL plus target audience defined by the content + Security Experts |
| **Analytics** | Data Visualization Tools; Data Analytics Tools; IoT Data Best Practices; Analytics in the Cloud; Predictive Analysis; Database Tools; Machine Learning, Data Event Stream Processing | ALL plus target audience defined by the content + Data Analysts |
| **IoT Strategy** | Strategic Value Planning & Consensus Building; Project Justification; Organizational Culture & Structures; OT/IT Convergence; Employee Training & Talent Recruitment; CAPEX/OPEX Budgeting; Risk Management; Trade-off Analysis; Managing Digital Disruption; Services Business Models; Customer Experience; Partnerships & Vendor Relationships | Executive leadership and their IoT planning & decision making teams. target audience defined by the content. |
| **IoT Trends & Analysis** | IoT Trends, Predictions, Forecasts, and Research | ALL plus target audience defined by the content. |

# Press

**OUTSELL**

*Insights*

Wednesday, April 06, 2016

### Penton Stakes Claim in B2B IoT

Penton's new partnership with the Industrial Internet Consortium provides a leading indicator that mainstream IoT is in range.

By Michael Balsam
VP & Lead Analyst
Maine, United States

**Important Details:**

Penton's newly minted Industrial Internet Consortium (IIC) membership places it in the company of IoT thought leaders from GE to Intel to MIT. Penton brings its robust publishing and events infrastructure to IIC's pioneering work on the future of connected devices and together will serve to educate and promote IoT best practices. Penton's own virtual IoT Institute will launch in April, reaching across its core industrial verticals with case studies, thought leadership, and a live event debuting this fall.

Penton's broad and deep industry IoT coverage will manifest itself as *Smart Cities*. This approach takes a top-down hyper-local view of all professional aspects within a city, from food production through municipal government. An early area of focus will be IoT in the factory and across supply chains. Resembling early days of the internet, there are more IoT questions than answers that Penton expects to serve through case studies and how-to content that addresses real-world IoT challenges. Penton's IoT Institute will be a digital destination that will partner with Penton's vertical media groups to make industry-specific IoT content available on those properties.

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**Penton**

## Penton's IoT Institute and the Industrial Internet Consortium Announce Partnership to Bring Education to the Fast-Growing Internet of Things Market

Mar 29, 2016, 10:00 ET from Penton

SAN FRANCISCO, March 29, 2016 /PRNewswire/ -- Penton's IoT Institute, an online community, live events and research brand focused on the rapidly-growing world of the Internet of Things (IoT), and the Industrial Internet Consortium® (IIC), the global public-private organization formed to accelerate adoption and enablement of the Industrial Internet of Things, today announce they are partnering to educate the fast growing IoT market.

Penton and the IIC will work together to fill an education gap needed in the industry through research, collaboration on the IoT Solutions World Congress awards program, industry events such as Forum Industries 4.0 meets the Industrial Internet at Hannover Messe 2016, offering co-marketing promotions and other opportunities.

Machine-to-machine (M2M), connected devices, the industrial IoT and the networked society are major themes across Penton. "We've launched the IoT Institute because our users are seeing a gap in information on the topic of IoT that we can deliver," said Karen Field, Executive Director of Content, IoT Institute. "IIC is a strong global advocate for industrial IoT. Their objectives to educate and promote industry best practices are in perfect alignment with our goals. We believe this partnership will strengthen and amplify both IIC and our efforts. We are thrilled to join the IIC as a member."

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**City CIO of San Francisco and Executive Director of the Department of Technology**

**Miguel A. Gamiño Jr.** @SFCityCIO     3/31/16
Great Q&A with @karenfield in @IndustryWeek about why #IoT will force #IT & #OT to have to work together
bddy.me/1UGovRa

**Penton's IoTi Executive Content Director**

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**IOTWORLDNEWS** @iotworldnews     3/22/16
#IoT is like eating kale, you don't see benefits straight away says Terri Lewis @CaterpillarInc @karenfield #IoT
industryweek.com/systems-integr...
♥ 2

**Best Crowdfunding** liked this and 1 more Tweet you were mentioned in
#WednesdayWisdom from @karenfield on #IoTchat with @CiscoMFG
twitter.com/karenfield/sta...

View all...

**Best Crowdfunding** liked a Tweet you were mentioned in
A5: @karenfield Perhaps a cultural shift? :) #mfg #IoT #IoTchat
twitter.com/Cisco_IoT/stat...

# IoT Institute Portfolio

## March 2016

**NEWSLETTER**

## April – June 2016

**WEBSITE**

Launched April 20

**LEARNING CENTER**

Launching July

**RESEARCH**

## Nov. 2016

**EVENT**

iot emerge.

**Strategic Partners:**

McKinsey&Company    BPI NETWORK    CMO COUNCIL    Smart Cities Council    industrial internet CONSORTIUM    ita SCALING TECH

**Launch Sponsors:**

AVNET    Schneider Electric    Northeastern    PTC®    TEXAS INSTRUMENTS

# Sponsorship Opportunities

# Website:   www.IoTi.com


iot INSTITUTE ™

IoTi.com is an online community aimed at educating the professionals leading the IoT charge through real-world case studies, insights from IoT influencers, live webinars, research and e-Learning

**SPONSORSHIP OPPORTUNITIES:**
- **Content Channel Sponsorships -** dominate a channel via banners, social, content, quizzes and
- Channels offered:
  - IoT Engineering
  - Industrial IoT
  - Smart Cities
  - Smart Energy & Buildings
  - Infrastructure
  - Security
  - Analytics
  - IoT Strategy
  - Trends & Analysis

  **Sponsorship Packages: $7,500 - $12,500 per month**



www.IoTi.com
launched
April 20, 2016

# Content Channels

Dominate a channel within the www.IoTi.com website

## Premier Partner



INDUSTRIAL IOT

Strategies for more effective energy management, OT/IT convergence, M2M monitoring, and application of productivity tools.

YOUR AD (728x90)

YOUR LOGO

SNAP QUIZ (with your logo)

YOUR AD (300x250)

YOUR NATIVE

YOUR AD (728x90)

- Up to **15 social postings** using the IoTi brand/community with your content per month

- Promoted **2x per month** in the IoTi Informer newsletter that reaches over 600,000

**$12,500 per month (min 3 months)**

## Industry Partner



INDUSTRIAL IOT

Strategies for more effective energy management, OT/IT convergence, M2M monitoring, and application of productivity tools.

YOUR AD (300x250)

YOUR NATIVE

YOUR AD (728x90)

- Up to **5 social postings** using the IoTi brand/community with your content per month

- Promoted **1x per month** in the IoTi Informer newsletter that reaches over 600,000

**$7,500 per month (min 3 months)**

# Content Channels

| | PREMIER PARTNER<br>(1 per content channel) | INDUSTRY PARTNER<br>(2 per content channel) |
|---|:---:|:---:|
| **DOMINATE A CHANNEL** with branding, interaction and push marketing: | | |
| • Your logo on top of a Channel page for 3 months | X | |
| • Native advertising on a Channel page for 3 months | X | X |
| • Top 728x90 banner for 3 months on a Channel page. 100% share of voice | X | |
| • Bottom 728x90 banner for 3 months on a Channel page. 100% share of voice | X | X |
| • Top Left 300x250 banner ad for 3 months. 100% share of voice | X | |
| • Top Right 300x250 banner ad for 3 months. (Premier can replace ad with Snap Quiz to gain leads) | X | X |
| **SOCIAL POSTINGS** using the IoTi brand/community with your content to Facebook, Twitter and LinkedIn<br>• FB - sponsor provides copy (220 words) + image<br>• Twitter – sponsor provides Tweet<br>• LinkedIn – sponsor provides post | **15 per month** | **5 per month** |
| **PUSH PROMOTION** in our IoTi Informer newsletter that reaches over 600,000 | **2 times a month** | **1 time per month** |
| **INVESTMENT:** | **$12,500/month**<br>(min 3 months) | **$7,500/month**<br>(min 3 months) |

iot
INSTITUTE ™

# Newsletter: IoTi Informer

The **IoTi Informer newsletter** is produced weekly by the IoT Institute team and is marketed **to over 600,000 business & public sector professionals**

**SPONSORSHIP OPPORTUNITIES:**

- **3 articles per edition written by IoT Institute, trending IoT stories across Penton network**

    - *Minimum of 2x commitment*
    - *Rates good through June 2016*
    - *Maximum of 3 advertisers per weekly edition*
    - *Ads starting at $2,100 per issue*

Register for the IoTi Informer newsletter:
http://pages.iot-institute.com/subscribe?code=salesNL

# Channel Newsletter Sponsor

Be THE exclusive sponsor to a very targeted IoT audience. The existing IoTi Informer newsletter targets the broader IoT community. These newsletters will encompass content related precisely to each channel (i.e. security, industrial)

- **Only ONE sponsor per newsletter**

- **Naming rights on header**

- **4 ad units**

- **Emailed to very targeted audience of at least 100K**

- **Native content from client included to link to client site**

  - **$14,000 per month** ($26K value)/6 month min

Dedicated eNewsletter for each of these channels

# Broadcast Your Content

**Would you like the IoTi audience to see your content? These content marketing packages enable you to embed your existing content into our IoT community.**



| 1 piece of content | LEADS | BRANDING |
|---|---|---|
| | *Type of Content: white papers, webinars* | *Type of Content: articles, blogs, infographics, videos, photo galleries* |
| Email | *Custom email to 20,000 targeted audience* | ----- |
| Native | *Indexed in IoTi taxonomy, searchable on site and tagged to one content channel* | |
| | *Content pinned into a fixed position for one month* | *Content pinned into a fixed position for one month* |
| Newsletter | *Included in 2 issues of IoTi Informer* | ------ |
| Learning Center | *Your content will be hosted on the IoTi.com learning center for 6 months* | *Your content will be hosted on the IoTi.com learning center for 6 months* |
| *1 piece of content* | ***$9,500 (a $13K value)*** | ***$3,000*** |

**Don't have the content?**
**Penton will create the content:**
-Article/Blog Post – up to 750 words. Add $2,500
-White Paper - 2 page/add $6,000. 4 page/add $12,000
-Infographic – add $5,000
-Webinar – add $15,000-$22,000

# Learning Center

is a learning center focused on Smart Manufacturing, Smart Cities and IoT Engineering
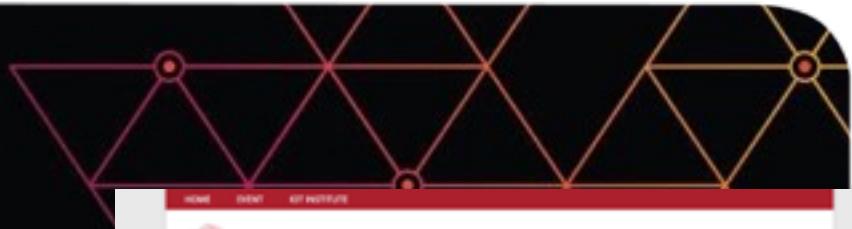
**SPONSORSHIP OPPORTUNITIES:**

**Sponsor or market IoT focused webinars and other content formats within this educational community environment.**

- Live Exclusive Editorial Webinar - $22,000
- Live Exclusive Sponsor-Created Webinar - $15,000
- Live Multi-Sponsor (up to 4)  Editorial Webinar - $8,000/ sponsor

    Lead Average: 100-500+ pending topic & content

- On-Demand Content (Sponsor's content) - $6,000 per content item, available in a variety of content formats

Launching
July 2016

# Learning Center

| Promotion/Features | Live Exclusive Editorial Webinar | Live Exclusive Sponsor-Created Webinar | Live Multi-sponsor (up to 4) Editorial Webinar | On-Demand Content (sponsor's content) |
|---|---|---|---|---|
| Content Created by IoTi Editorial | ✓ | | ✓ | |
| Customized eDirect targeted selects (3x), up to 25,000 names/blast | ✓ | ✓ | | ✓ |
| 300 x 600 ad banner adjacent to content description | ✓ | ✓ | | ✓ |
| Featured (3x) in IoTi eNewsletters | ✓ | ✓ | ✓ | ✓ |
| Webinar Platform with turn-key Project Management | ✓ | ✓ | ✓ | |
| Custom ad creative for all promotions: emails, banners | ✓ | ✓ | ✓ | |
| Webinar Moderator | ✓ | ✓ | ✓ | |
| 12 month life span - On Demand Viewing/Download/Registration | ✓ | ✓ | ✓ | |
| Qualified, tangible sales leads (name, title, company, email, etc) | ✓ | ✓ | ✓ | ✓ |
| **Investment:** | **$22,000*** | **$15,000*** | **$8,000/sponsor** | **$6,000 per item** |

*Lead averages: 100-500+ pending topic & content type

# Research

IoT Institute conducts several research studies a year across our audiences regarding IoT, to understand the community and their needs

**SPONSORSHIP OPPORTUNITIES:**
- Custom Research partnership opportunities available such as joint research study with naming rights to study and webinar



Spring 2016 IoT Market Trends Research Sneak Peek

**Q:** What do you consider the **primary advantages** to leveraging IoT in your organization?

| | |
|---|---|
| Data Analytics & Services | 52% |
| Improved customer service and engagement | 49% |
| Asset tracking & monitoring | 47% |
| Improved work flow and processes | 45% |
| Automation of manual processes | 42% |
| Improved response to critical situations | 41% |
| Reduced costs | 40% |
| Predictive maintenance | 39% |
| Improved safety | 35% |
| Buildings and energy efficiency | 35% |
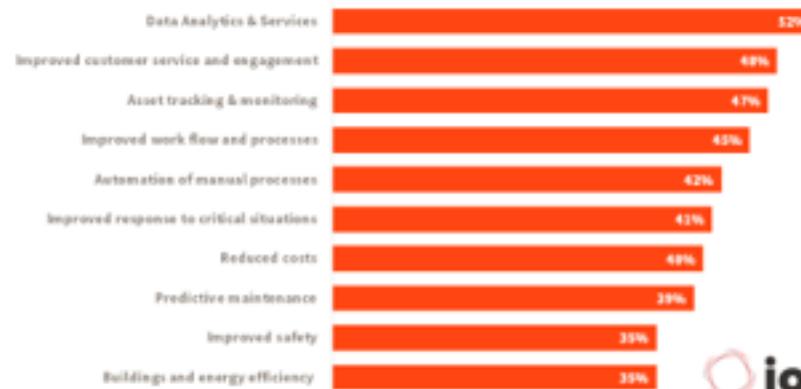


Spring 2016 IoT Market Trends Research Sneak Peek

**Q:** When it comes to **IoT decision making** at your organization (researching, evaluating, specifying, developing, justifying, purchasing), who needs to be involved in the process?

| | |
|---|---|
| IT | 69% |
| Executives/Sr. Officials | 61% |
| Engineering & Product Management | 49% |
| Operations | 47% |
| System Integrators/Consultants | 39% |
| Facility/Building Managers | 27% |
| Marketing/Customer Experience | 25% |
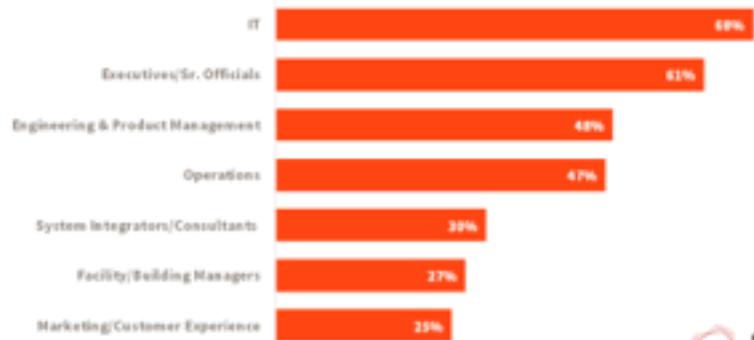
# IoT Emerge

## www.iotemerge.com

IoT Emerge is a three-day event addressing the key challenges and solutions in IoT security, data analytics, infrastructure, electronics, and organizational readiness - through real-world use cases, training and live demonstrations, peer-to-peer networking, and tours. Focus: Industrial IoT, Smart Cities, and IoT Engineering

Attracting 1,000+ attendees including an exhibition & community engagement area, Keynotes, and a multi track two-day conference on Industrial IoT, Smart Buildings & Energy, IoT Security and IoT Engineering, & the co-located smartGIGABIT Chicago conference for government decision makers
and The Energy Times' Empowering Customers & Cities conference for Utilities Executives.

Insights, advice, and real-world lessons from the frontlines on how IoT teams can execute more quickly and effectively, exceed goals, and achieve measurable success with the Internet of Things.

**FORMAT**
- Day 1:  Keynotes, Education, Demonstrations (exhibits), Social & Experiential Evening Event
- Day 2:  Keynotes, Education, Demonstrations (exhibits), Social & Experiential Evening Event
- Day 3:  Tours

**TOPICS:**  Industrial IoT, Smart Cities, Smart Buildings, Smart Energy, Infrastructure & Connectivity, Analytics, Security, Sensors/Processors, and Systems Development

**AUDIENCE:**  Executives, OT, IT, Engineering & Systems Integrators in the following primary verticals -  manufacturing, energy, buildings, transportation, government & public infrastructure, and Industrial/Tech OEM's

### Chicago
### November 2-4, 2016
**McCormick Place**

# Focused on BtoB and Smart Cities IoT, and the robust real-world IoT user base of the Midwest

- Unlike many IoT events that aspire to cover the entire spectrum of IoT from consumer to industrial topics, IoT Emerge focuses intently on Industrial IoT, Smart Cities, and IoT Engineering

- The Chicago & Midwest region is an epicenter for IoT activity, projects and implementations, with a strong mix of industrial companies and progressive smart city initiatives. If you are looking to connect with strategic decision makers and buyers of IoT solutions, this is a priority market. IoT Emerge is committed to establishing Chicago as the flagship location for a long-term presence in Chicago, and we are engaged in collaborative relationships with the Illinois Technology Association and its IoT Council, relationships with the City and State, Universities, and Chicago IoT Meet Up Groups. Our database  and marketing abilities enable both local/regional marketing and National/North American outreach.

# Event Sponsorship Packages

- **Diamond**: $80,000 (exclusive) – including Keynote speaking slot (30 minutes), 3 vendor training session (30 minutes each) slots in the Learning Center Theater, 20x20 demo area space, 4 pre-event newsletter sponsorships, 1 hanging banner onsite, 2 meter board signs, logo in pre-onsite-post event marketing materials, and pre-event video interview with sponsor executive posted on IoT Emerge

- **Platinum**: $50,000 (max of 4) – including 2 vendor training session (30 minutes each) slots in the Learning Center Theater, 10x20 demo area space, 3 pre-event newsletter sponsorships, 1 hanging banner onsite, 1 meter board sign, and logo branding in pre-onsite-post event marketing materials

- **Gold**: $30,000 – including 1 vendor training session (30 minutes) slot in the Learning Center Theater, 10x20 demo area space, 2 pre-event newsletter sponsorships, 1 meter board sign, and logo branding in pre-onsite-post event marketing materials

- **Silver**: $15,000 – including 10x10 demo area space, 1 pre-event newsletter sponsorship, and logo branding in pre-onsite-post event marketing materials

- **10x10 space only**: $4,500 - including basic branding (company name on exhibitor list, web-site & mobile app description)

# Integrated IoT Campaign
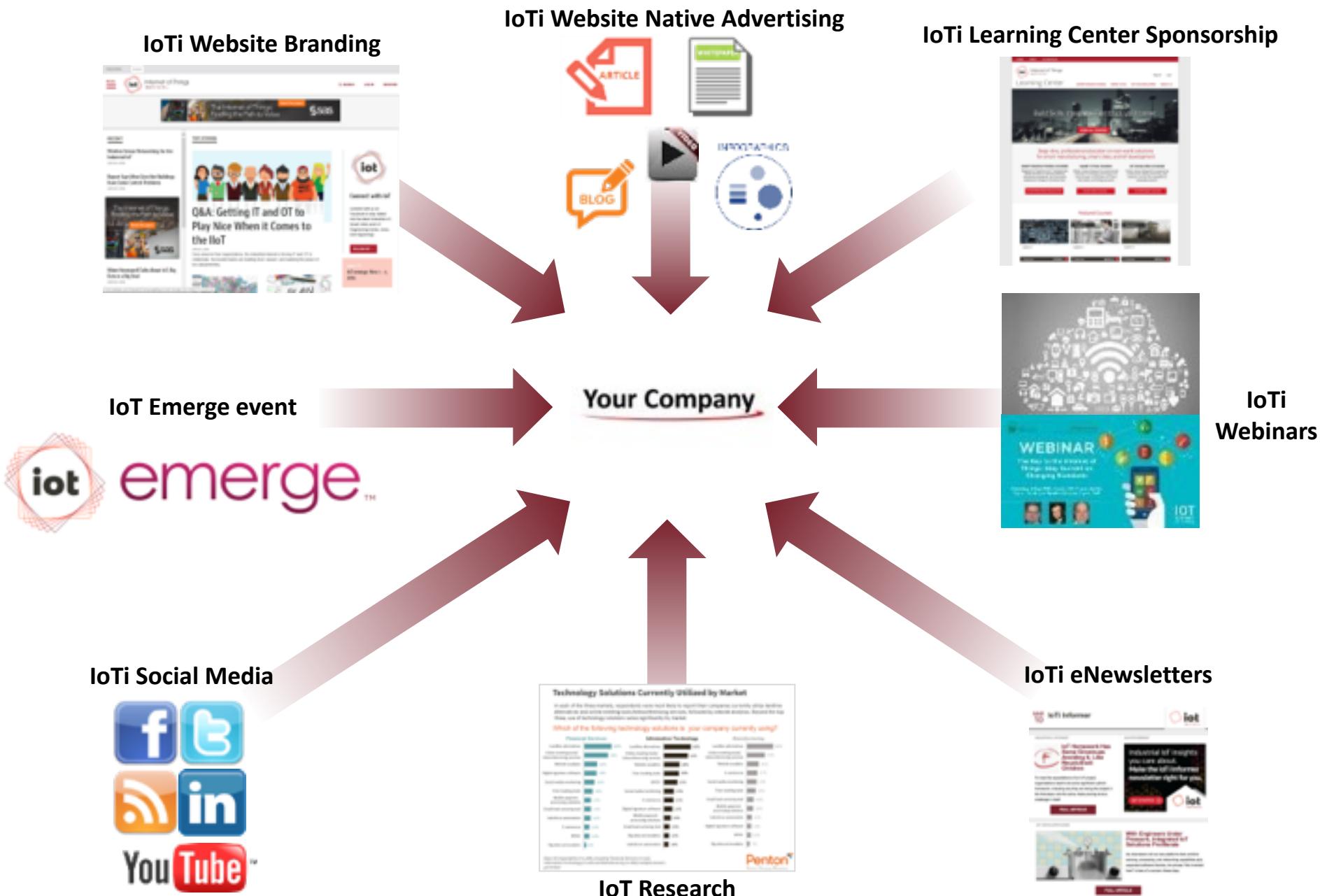
# Example of Integrated IoT Packages

| | | PLATINUM | GOLD | SILVER |
|---|---|---|---|---|
| 📧 | **IoT Newsletter** | 2 top positions for 6 months | 2 middles positions for 6 months | 2 bottom positions for 6 months |
| | | $3,000 x 6 = **$18,000** | $2,600 x 6 = **$15,600** | $2,200 x 6 = **$13,200** |
| 💻 | **Content Channel** | Premier Partner for 3 months | Industry Partner | Participating Partner |
| | | $31,500 x 3 = **$94,500** | $18,500 x 3 = **$55,500** | $7,500 x 3 = **$22,500** |
| ▶ | **Webinars** | Editorial Webinar | Sponsor-Created Webinar | On-Demand Webinar |
| | | **$22,000** | **$15,000** | **$6,000** |
| 🔍 | **IoT Research Study** | Logo included + 3 custom questions | Logo included | --------- |
| | | **$25,000** | **$10,000** | |
| 🎫 | **IoT Emerge Event** | Gold | Silver | Booth |
| | | **$30,000** | **$15,000** | **$4,500** |
| | | $189,500 rate card | $97,100 rate card | $46,200 rate card |
| | | $161,075 (15% discount) | $87,390 (10% discount) | $43,890 (5% discount) |
| | **INVESTMENT:** | **$26,846 per month/6 months** | **$14,565 per month /6 months** | **$7,315 per month/6 months** |

# Example of Integrated IoT Packages

| | $50K ($54K value) | $75K (84K value) | $100K ($113K value) | $150K ($158K value) |
|---|---|---|---|---|
| **Banner ads on a dedicated IoTi Channel page** | 400,000 impressions ($12,500 value) | | 72,000 impressions ($9K value) | 200,000 impressions ($25K value) |
| **10 X 10 booth space at IoT Emerge Event** | $4,500 Chicago Nov 2016 | ------ | $4,500 Chicago Nov 2016 | $4,500 Chicago Nov 2016 |
| **Own an IoTi Channel Sponsor Newsletter for 6 months** | -------- | A $84K value Details slide #14 | A $84K value Details slide #14 | A $84K value Details slide #14 |
| **IoTi Created Content for Client** | -------- | ------- | An article or blog post up to 750 words. One per month/6 months. Marketed via native through IoTi newsletter. Client owns content $15K value | An article or blog post up to 750 words. Two per month/6 months Marketed via native through IoTi newsletter. Client owns content $30K value |
| **More Content** | -------- | -------- | --------- | IoTi to write a White Paper around Industrial IoT then markets to IoT Community. Client then owns content. $14K value |

# Sponsorships Overview



| www.IoTi.com WEBSITE: | |
|---|---|
| **Leaderboard Ad 728x90 (all positions top)** | |
| **ROS** | **$85/CPM** |
| **Homepage** | **$90/CPM** |
| **Channel** | **$125/CPM** |
| Rich Media PushDown Ad 970x90 | up charge $25/CPM |
| Rich Media Canopy 728X90 | up charge $25/CPM |
| Rich Media In Article Expander 728X90 | up charge $25/CPM |
| Rich Media In Article Video 1920X1080 | up charge $25/CPM |
| | |
| **Rectangle Ad 300x250 Left Position** | |
| **ROS** | **$85/CPM** |
| **Homepage** | **$95/CPM** |
| **Channel** | **$135/CPM** |
| Rich Media FilmStrip Ad 300x600 | up charge $25/CPM |
| | |
| **Rectangle Ad 300x250 Right Position** | |
| **ROS** | **$75/CPM** |
| **Homepage** | **$80/CPM** |
| **Channel** | **$115/CPM** |
| Rich Media Half Page ad | up charge $25/CPM |
| Rich Media SideKick 300x250 | up charge $25/CPM |
| | |
| **Page Wrap Ad** | |
| ROS Exclusive Rate | $8000/wk |
| ROS Split Rate | $4000/wk |
| Homepage only | $1000/wk |
| Channel Rate | $2500/wk |
| | |
| **Welcome Ad** | |
| Exclusive Rate | $5000/wk |
| Split Rate | $2500/wk |
| | |
| **Sponsored Galleries** | |
| 6/slides | $5,000 |

| IoTi NEWSLETTER: (min 2x frequency) | |
|---|---|
| 300x250 (Top) | $3,000 per newsletter |
| 180x150 (Top Hot Product)-Headline 40 word max. Body text 50 words max | $3,000 per newsletter |
| 468x60 (Middle Featured) | $2,500 per newsletter |
| 580x60 (Middle Deluxe) | $2,600 per newsletter |
| 678x90 (Middle Premier) | $2,700 per newsletter |
| 468x60 (Bottom Featured) | $2,000 per newsletter |
| 580x60 (Bottom Deluxe) | $2,100 per newsletter |
| 678x90 (Bottom Premier) | $2,200 per newsletter |

| OWN A CHANNEL NEWSLETTER: | |
|---|---|
| Monthly Owner (min 6 months) | $14,000/month |

| WEBINARS: | |
|---|---|
| Live exclusive - editorial content | $22,000 |
| Live exclusive - sponsor created | $15,000 |
| Live- editorial, multi sponsor | $8,000 |
| On-Demand Webinar posted on site | $6,000 |

| DOMINANT A CONTENT CHANNEL: | |
|---|---|
| Premier Partner (min 3 months) | $12,500/month |
| Industry Partner (min 3 months) | $7,500/month |

| NATIVE ADS | |
|---|---|
| Pinned on site for 1 month, searchable | $1,750/content piece |



| IoT EMERGE(event Nov 2-4, Chicago) | |
|---|---|
| ~~Diamond~~ | ~~$80,000~~ (SOLD) |
| Platinum (max of 4) | $50,000 |
| Gold | $30,000 |
| Silver | $15,000 |
| 10x10 space only | $4,500 |

Rates reflects ready ads. Production and creative services add $2,000.

Rates subject to change

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