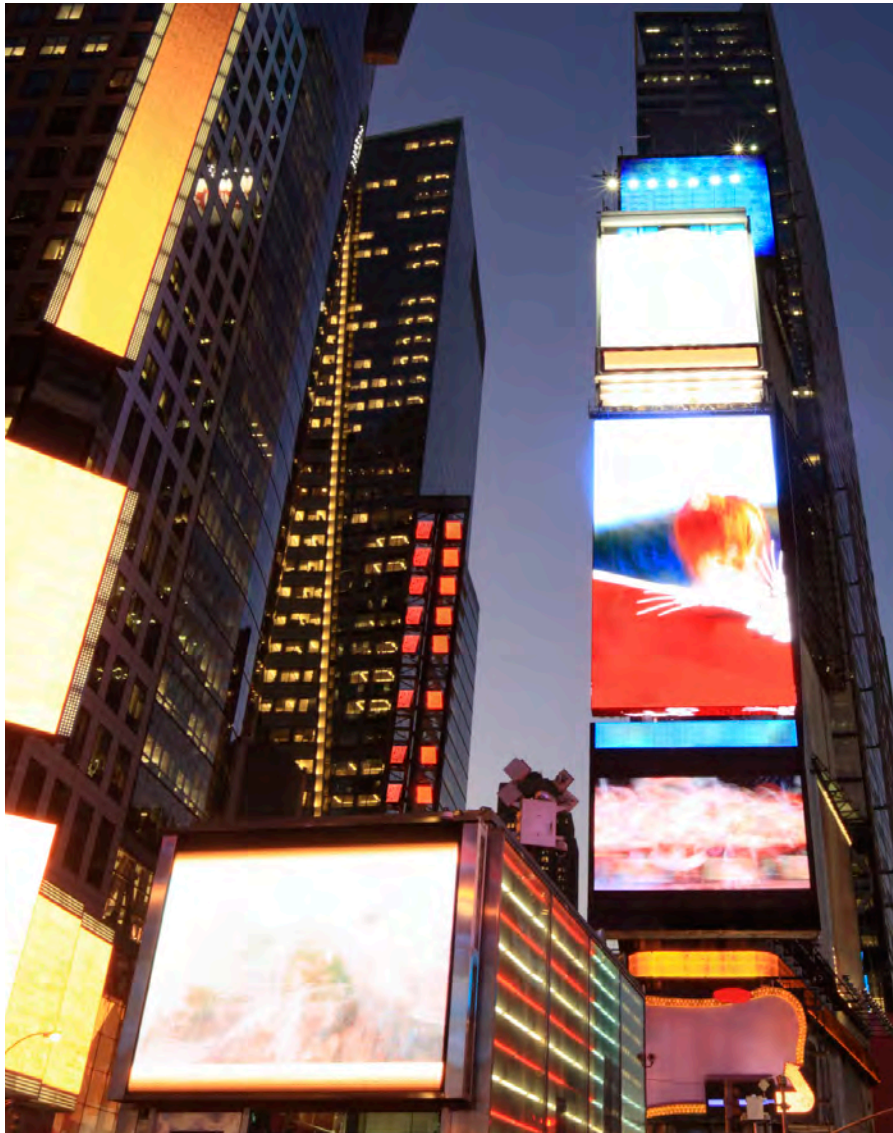




# 2016 MEDIA KIT





Be the premier online destination for consumer marketing and retail executives seeking to differentiate their brands in bold ways and to form strong connections and brand impressions with customers.

DigitalSignageToday.com reports on news, events, trends and people in the digital signage and digital-out-of-home (DOOH) industries; we cover:

- Hardware & software innovation
- Advertising concepts
- Content creation & management
- Networks
- Customer experience
- Program management
- Performance/ROI delivery and measurement

Our coverage also dives deep into such leading vertical end markets for digital signage as:

- Entertainment
- Retail
- Restaurants
- Healthcare
- Transportation
- Travel
- Sports and much more

## EDITOR



CHRISTOPHER  
HALL

Christopher Hall spent a decade working as a freelance writer and newspaper reporter before coming on board with Network Media Group in 2009, and has been the editor of DigitalSignageToday since early 2010. He has written white papers and features for other publications in the Network Media Group family including KioskMarketplace, MobilePaymentsToday, SelfServiceWorld and RetailCustomerExperience.

## CONTRIBUTOR NETWORK

- Digital Signage and the Customer Experience | Jim Stoklosa, InReality
- Selling Digital VS Traditional Menu Boards | Scott Sharon, Vertigo Group USA
- Digital Signage Profit Points | Jeff Hastings, BrightSign
- Strategic Digital Signage | David Little, Keywest Technology
- Digital Billboards on the Move | Darrin Friskney, Watchfire Signs
- Digital Signage: It's Not Just for Retail Anymore | Sean Matthews, Visix
- The Converging Worlds of NFC and Mobile | Steven Gurley, Pyrim Technologies
- Watching Digital Signage | Barry Pearman, Watchfire
- Digital Signage: A Comprehensive Solution | Steve Acquista, DT Research
- Digital Signage in the Workplace | Frank Kenna, The Marlin Company
- Media Networks: Practices and Strategy | Paul Flanigan, Pro-Motion Technology Group
- Signage Insights from a Marketer | Jon Parks, Avnet Brilliant Digital Signage
- Ad-Based DOOH Network Perspective | Joe Matriss, Park Cast Network
- An Integrated View of Digital Signage | Loren Bucklin, Connectedsign
- Speaking from a Content POV | Don Pierson, Flypaper Studio
- Fresh Perspectives | Larry Zoll, Sensory Interactive
- Vital Signs: Digital Signage News and Views | Ben Stagg, Vital Media
- Intelligent Digital Signage | Jose Avalos, Intel
- Powering Brand Messaging with Screenmedia | Matt Schmitt, Reflect
- The Digital Signage Spectrum | Bill Yackey, Industry Observer and former DigitalSignageToday.com Editor

Ask us about connecting your brand to any of these topics!

JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
<ul style="list-style-type: none"> <li>• Top trends predicted for 2016</li> <li>• Retail digital signage at the NRF BIG Show</li> <li>• How digital signage can drive retail sales</li> </ul> <p>Event Coverage:</p> <ul style="list-style-type: none"> <li>• National Retail Federation Show</li> </ul>	<ul style="list-style-type: none"> <li>• Content management systems for digital signage</li> <li>• Is content still king?</li> <li>• How digital signage is reducing perceived wait at the DMV (and other gov't offices)</li> </ul>	<ul style="list-style-type: none"> <li>• First 4K, now OLED?</li> <li>• Keys to successful digital signage installations</li> <li>• What's new at DSE</li> </ul> <p>Event Coverage:</p> <ul style="list-style-type: none"> <li>• Digital Signage Expo</li> </ul>	<ul style="list-style-type: none"> <li>• Digital signage and the IoT</li> <li>• Making the customer experience interactive</li> <li>• How OOH companies are taking the lead in DOOH</li> </ul> <p>Event Coverage:</p> <ul style="list-style-type: none"> <li>• ISA Expo</li> </ul>	<ul style="list-style-type: none"> <li>• Digital signage in the restaurant</li> <li>• Looking ahead to ICX Summit</li> <li>• Where does digital signage fit in omnichannel retail?</li> </ul> <p>Event Coverage:</p> <ul style="list-style-type: none"> <li>• Nat'l Restaurant Assn. Show</li> </ul>	<ul style="list-style-type: none"> <li>• How integrators are making more from digital signage services</li> <li>• Digital signage as AV play</li> <li>• What's new at InfoComm</li> </ul> <p>Event Coverage:</p> <ul style="list-style-type: none"> <li>• InfoComm</li> <li>• Interactive Customer Experience (ICX) Summit</li> </ul>
JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
<ul style="list-style-type: none"> <li>• Creating demand with digital signage content</li> <li>• Get ready for back to school: Digital signage in education</li> <li>• Finding the right digital signage software</li> </ul>	<ul style="list-style-type: none"> <li>• Smartphones are just small digital signage screens</li> <li>• What's new in digital and social?</li> <li>• How mobile and digital signage can work in tandem</li> </ul> <p>Event Coverage:</p> <ul style="list-style-type: none"> <li>• CONNECT Mobile Innovation Summit</li> </ul>	<ul style="list-style-type: none"> <li>• The growth of drive-thru digital menu boards</li> <li>• Keys to dayparting and digital signage</li> <li>• Where digital signage and fast casual meet</li> </ul>	<ul style="list-style-type: none"> <li>• Digital signage and the weather</li> <li>• Digital signage and ROI</li> <li>• Creating restaurant experiences with digital signage</li> </ul>	<ul style="list-style-type: none"> <li>• How retailers can upsell with digital signage</li> <li>• Reducing perceived wait times during the holiday shopping season</li> <li>• Training your seasonal staff with digital signage</li> </ul>	<ul style="list-style-type: none"> <li>• Top digital signage trends and stories of 2016</li> <li>• Looking ahead at 2017</li> <li>• Digital signage in sports stadia (to tie-in w/Super Bowl and college fb bowl season)</li> </ul>

Editorial calendar is subject to change.

Send press releases and news to [pr@networldmediagroup.com](mailto:pr@networldmediagroup.com).





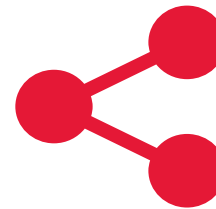
## MONTHLY SITE AVERAGES

**108,164** page views

**53,184** visits

**32,219** unique visitors

*12-months ending 8/31/2015 (Google Analytics)*



## SUBSCRIBERS AND FOLLOWERS

**29,000+** email newsletter subscribers

**17,100+** social media followers

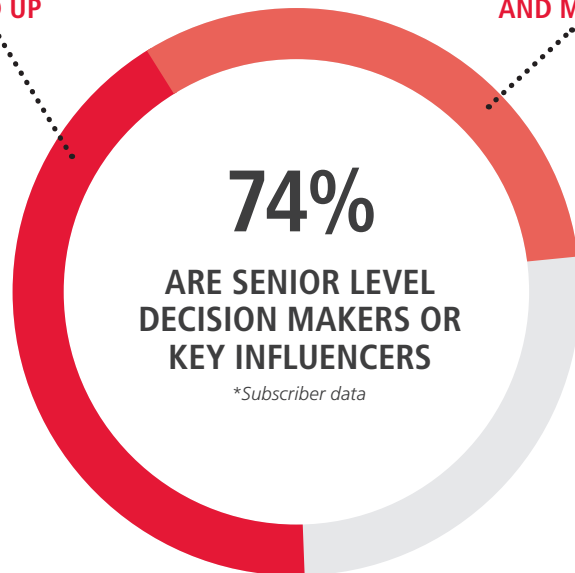
*As of 9/3/2015. Includes Twitter, LinkedIn, Facebook.*



## A HIGHLY ENGAGED AUDIENCE THAT TAKES ACTION

**39% VP-LEVEL AND UP**

**35% DIRECTORS AND MANAGERS**



**76%** shared or discussed content with others

**64%** visited an advertiser's website

**33%** requested additional information from an advertiser

**23%** visited an advertiser's booth at a tradeshow

**20%** recommended the purchase of an advertiser's product/service

*\*Subscriber survey (Q. Which of these actions have you taken as a result of visiting our site?)*

## COMPANIES REPRESENTED IN OUR AUDIENCE INCLUDE:

- 7-Eleven
- Academy Sports + Outdoors
- Ahold USA
- American Airlines
- American Honda Motor Co.
- Amtrak
- Apple
- Arizona Cardinals
- Bank of America
- BB&T
- Bed Bath & Beyond
- Best Buy
- BJ's Wholesale Club
- Buffalo Wild Wings
- Cabela's
- Capital One
- CarMax
- Carnival Cruise Lines
- Chick-fil-A
- Children's Hospital of Philadelphia
- Children's Medical Center Dallas
- Chipotle Mexican Grill
- Citibank
- City of Phoenix
- Coca-Cola Enterprises
- Continental Airlines
- CVS Caremark
- Dallas Area Rapid Transit
- Dick's Sporting Goods
- Disney Parks and Resorts
- Domino's Pizza
- Dunkin' Donuts
- FedEx
- Golden Nugget Casinos
- Helzberg Diamonds
- Hilton Hotels
- Home Depot
- Indiana University
- JCPenney
- JPMorgan Chase Bank
- Kroger
- LifeWay Christian Stores
- Little Caesars
- Macy's
- Marriott Hotels
- Mayo Clinic
- McDonald's
- MGM Resorts International
- Michigan State University
- Morgan Stanley Bank
- Office Depot
- Panera Bread
- Papa John's
- PepsiCo
- Publix
- RaceTrac Petroleum
- Regal Entertainment Group
- Rite Aid
- Safeway
- Smithsonian Institution
- Sonic Drive-In
- Sony Pictures Entertainment
- Speedway SuperAmerica LLC
- St. Luke's Hospital & Health Network
- Starbucks Coffee
- Stony Brook University Medical Center
- Subway
- Target
- TD Bank
- Texas A&M University
- TJX
- U.S. Department of Education
- U.S. Department of Veterans Affairs
- United Airlines
- Universal Parks and Resorts
- University of Florida
- University of Southern California
- University of Texas
- Walgreen
- Walmart
- Washington Metropolitan Area Transit Authority
- Wells Fargo
- Yum! Restaurants International

A Core Program is your springboard to a successful marketing campaign on DigitalSignageToday.com and puts your company at the fingertips of potential buyers as they browse our Supplier Directory. It provides you with both brand awareness and lead generation opportunities.

The Core Program includes these key elements:

## COMPANY SHOWCASE

**NEC Display Solutions**

YES, I'm interested!

Small address  
First name  
Last name  
Email  
Company's logo/URL  
Address  
Phone number

**Submit**

By clicking the button, you accept our Terms of Service and Privacy Policy.

**Contact Info**

+1-800-NEC-MORE  
NEC Display Solutions

**Featured Publications**

- Projectors in Digital Signage
- Best Practices for Digital Signage in Retail Restaurants
- Webinar: Video Wall Fundamentals - 10 Tips for Success

**Products and Services**

- Super-Slim LCD for Video Walls | 55 NEC X5515**  
The NEC X5515 makes your digital signage easy to implement, configure and operate. [Learn more](#)
- Giant LCD Signage | 82" NEC LCD8205**  
NEC's largest LCD display for digital signage applications. [Learn more](#)
- Big Impact Professional-Grade LCD | 70" NEC P701**  
Maximize the impact of your messaging with the superior full-HD screen performance of the 70" NEC HuddlePro P701, a professional-grade LCD display ideal for even the most demanding digital signage applications. [Learn more](#)
- Tech-Rich Professional-Grade LCD | 46 NEC P462**  
The 46" NEC P462 professional-grade large-screen LCD display offers industrial-strength, 24/7 operation for the most demanding digital signage installations. Meeting the requirements for rugged use, P-Series Displays offer full deflection resolution for
- High Performance Commercial, Grade LCD | 65" NEC V851**  
NEC's 1051 commercial-grade large-screen display offers digital signage users the highest bang for their buck with a full-HD, 50" display at a super-competitive price. [Learn more](#)

## PRODUCT/SERVICES SHOWCASE

**NEC Display Solutions**

YES, I'm interested!

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Company's logo/URL  
Address  
Phone number

**Submit**

By clicking the button, you accept our Terms of Service and Privacy Policy.

**Contact Info**

+1-800-NEC-MORE  
NEC Display Solutions

**Commercial-Grade LCD with Speakers | 42" NEC V422**

NEC's V422 commercial-grade large-screen LCD display offers digital signage users a cost-effective solution. V-Series displays are ideal for use in applications that require extended use, including retail and restaurant markets, or locations near vehicle noise levels, including facilities and response boardrooms.

The V422 features a built-in expansion slot that allows for seamless integration of NEC accessories. Two-party components and Open Plugable Specification (OPS) products, it offers built-in 10W speakers, a built-in display-grade camera to protect against permanent image retention and a full selection of inputs, including digital loopthrough.

[Learn more](#) | [Download the brochure](#)

**Products and Services**

- Super-Slim LCD for Video Walls | 55" NEC X5515**  
The NEC X5515 makes your digital signage easy to implement, configure and operate. [Learn more](#)
- Giant LCD Signage | 82" NEC LCD8205**  
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## SUPPLIER DIRECTORY LISTING

**Supplier Directory**

Search Directory

Enter your email address:

**Companies** | **Companies** | **Display Technology**

**TRENDING**

- ComQI - Customer Engagement Technology**  
ComQI provides true end-to-end connected digital content home solutions for retailers, advertisers and other media systems owners - delivering the right message at the right time in the right space. [Request Info](#)
- DYNASIGN**  
DynaSign is simple, effective and powerful enterprise class digital signage content platform that you experience the power of digital signage in less than 30 minutes. [Request Info](#)
- LG Electronics**  
LG offers an impressive range of displays to enable a wide variety of applications optimized for the key vertical markets. These displays are designed to meet the highest quality standards required in professional applications at lowest possible cost of ownership. [Request Info](#)
- Apollo Display Technologies, Corp.**  
Apollo provides solutions for digital signage, including digital advertising, such as searchable and end-to-end digital display units, Windows-based Android/Chrome/HTML5 software, and ANDROBIT™, ANDROBIT™-CLAN and new ANDROBIT™-CONTOUR. [Request Info](#)
- NEC Display Solutions**  
NEC is dedicated to pulling together cutting-edge display technology and leading industry experts to enable to deliver the most dynamic display solutions available today. [Request Info](#)
- Black Box**  
Our effective and affordable comprehensive digital signage solutions from Black Box. Our one-stop, one-supply approach streamlines and simplifies the entire process from hardware, software, installation, content development, and more. [Request Info](#)
- Omnivex**  
Established in 1981, Omnivex enables organizations to transform data into dynamic visual communications and experiences. We help organizations simplify, automate, and expand their most valuable assets - people and data. [Request Info](#)
- LG-MRI**  
LG-MRI is the industry leader in reliable, high-performance indoor and Outdoor Digital Displays. Always spanning from 47" to 94" in size. [Request Info](#)
- Philips Signage Solutions**  
Philips Signage Solutions delivers 24/7 performance along with the only standard advanced workplace connectivity in the digital world. We focus on one thing: display, front of screen optimization as well as content and asset management. See why we are the choice of the success retail and business professionals. [Request Info](#)

**WHITE PAPERS**

- Digital Menu Boards
- Live Webcam, Emerging Digital Signage Technologies - The Future of Interactivity
- Software for Digital Signage
- A Beginner's Guide to Digital Signage
- Digital Out-of-Home Made Easy for Advertising Agencies

	PREMIUM	ENHANCED	BASIC
<b>COMPANY SHOWCASE</b>			
Company Overview	● 500 word limit	● 250 word limit	● 100 word limit
Contact Info (mailing address and phone number)	●	●	●
Contact Form for LeadGen	●	●	●
Link to your Website	●	●	
Links to your Social Media pages (Facebook, Google+, LinkedIn, Pinterest, Twitter, YouTube)	●	●	
Featured Product widget	●	●	
Featured Publications widget	●	●	
<b>PRODUCT/SERVICE SHOWCASES</b>			
Number of Products/Services (maximum)	8	4	0
<b>SUPPLIER DIRECTORY LISTING</b>			
Number of Categories (maximum)	4	2	1
<b>LEAD GENERATION</b>			
Company RFI's These leads are generated when a user visits your Company Showcase and uses the contact form on the page to submit a request for information (RFI) about your offerings. We send these leads only to you.	●	●	●
RFD's (Requests for Download) These leads are generated when a site user downloads a publication that you sponsor from our White Paper Directory.	●	●	
Site RFI's These leads are generated via the Project Help / Easy Source form on our sites. When a user completes this form, we send the lead to all advertisers with a qualifying program.	●		



Email marketing is still one of the most cost-effective ways to reach your target audience. We give you several options for delivering your message directly to the inbox of thousands of industry professionals.

## E-MAIL NEWS ALERTS

We have an ad opportunity for almost any budget in our Email News Alerts that are delivered three times a week (M/W/F) to our 29,000+ subscribers.


Ad Unit	Ad Type	Specifications
Leaderboard	Image	Ad Size: 600x250 pixels or 600x90 pixels; Maximum File Size: 75KB; Accepted Formats: GIF, PNG or JPG
Primary 1	Image + Text	One 120x120 pixels image/logo; Headline: 50 characters (max. including spaces) with link; Body: 240 characters (max. including spaces)
Primary 2	Image + Text	One 120x120 pixels image/logo; Headline: 50 characters (max. including spaces) with link; Body: 240 characters (max. including spaces)
Primary 3	Image + Text	One 120x120 pixels image/logo; Headline: 50 characters (max. including spaces) with link; Body: 240 characters (max. including spaces)
Secondary	Text	Headline: 50 characters (max. including spaces) with link; Body: 140 characters (max. including spaces)

## E-BLASTS

Deliver your customized message to 22,000+ subscribers who have opted in to receive promotional messages from our advertisers and partners. You provide the subject line, copy, images and HTML code or, for an additional fee, we can develop a custom email message for you.

**LEADERBOARD**  
600x250 or 600x90

**Top Stories**



Lorem ipsum dolor sit amet, fringilla, enim in finibus mattis, orci mauris molestie nunc, sit amet aliquam purus turpis vitae est. Aliquam pulvinar a lacus

IMAGE **PRIMARY 1**

Lorem ipsum dolor sit amet, fringilla, enim in finibus mattis, orci mauris molestie nunc, sit amet aliquam purus turpis vitae est. Aliquam pulvinar a lacus

Lorem ipsum dolor sit amet, fringilla, enim in finibus mattis, orci mauris molestie nunc, sit amet aliquam purus turpis vitae est. Aliquam pulvinar a lacus

IMAGE **PRIMARY 2**

Lorem ipsum dolor sit amet, fringilla, enim in finibus mattis, orci mauris molestie nunc, sit amet aliquam purus turpis vitae est. Aliquam pulvinar a lacus

Lorem ipsum dolor sit amet, fringilla, enim in finibus mattis, orci mauris molestie nunc, sit amet aliquam purus turpis vitae est. Aliquam pulvinar a lacus

IMAGE **PRIMARY 3**

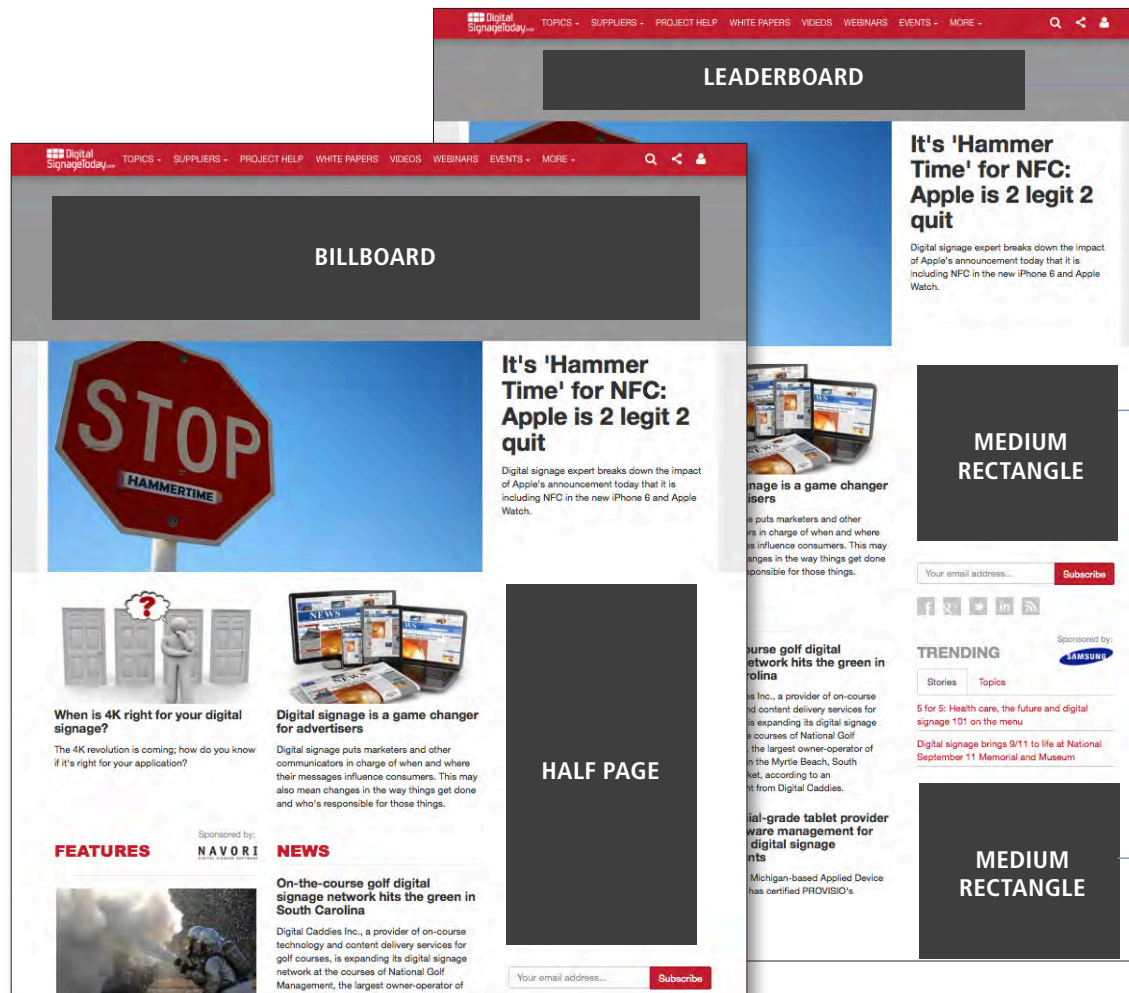
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Lorem ipsum dolor sit amet, fringilla, enim in finibus mattis, orci mauris molestie nunc, sit amet aliquam purus turpis vitae est. Aliquam pulvinar a lacus

**White Papers & Case Studies**

IMAGE **SECONDARY SPONSORS**

Want our readers to recognize and remember your brand? Let us work with you to build a banner campaign designed to meet your marketing objectives and stay within your budget.



### TOP AD UNIT

Available Sizes

- Leaderboard (728x90)
- Super Leaderboard (970x66 or 970x90)
- Billboard (970x250)

### RIGHT 1 AD UNIT

Available Sizes

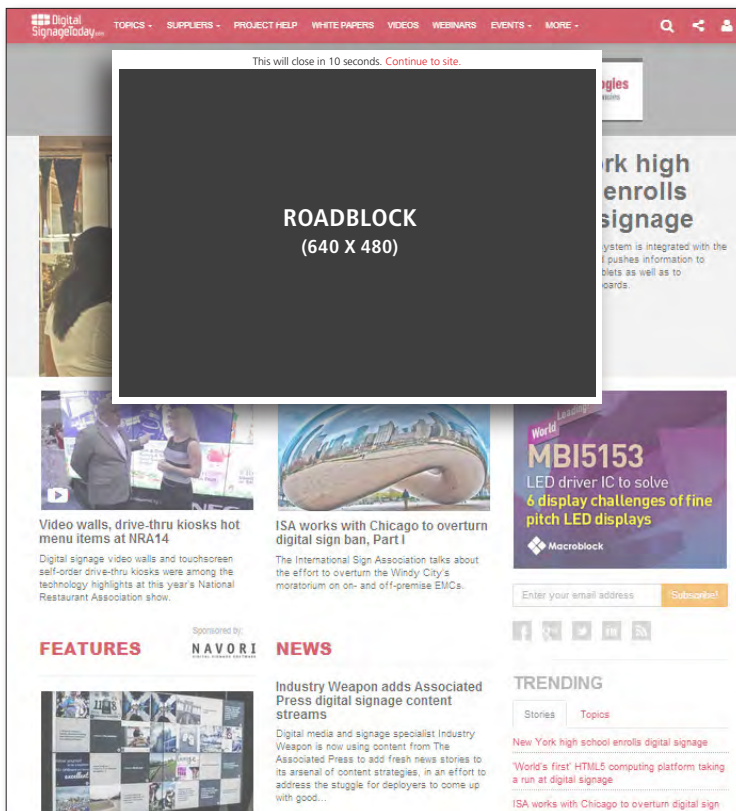
- Medium Rectangle (300x250)
- Half Page (300x600)

### RIGHT 2 AD UNIT

Available Sizes

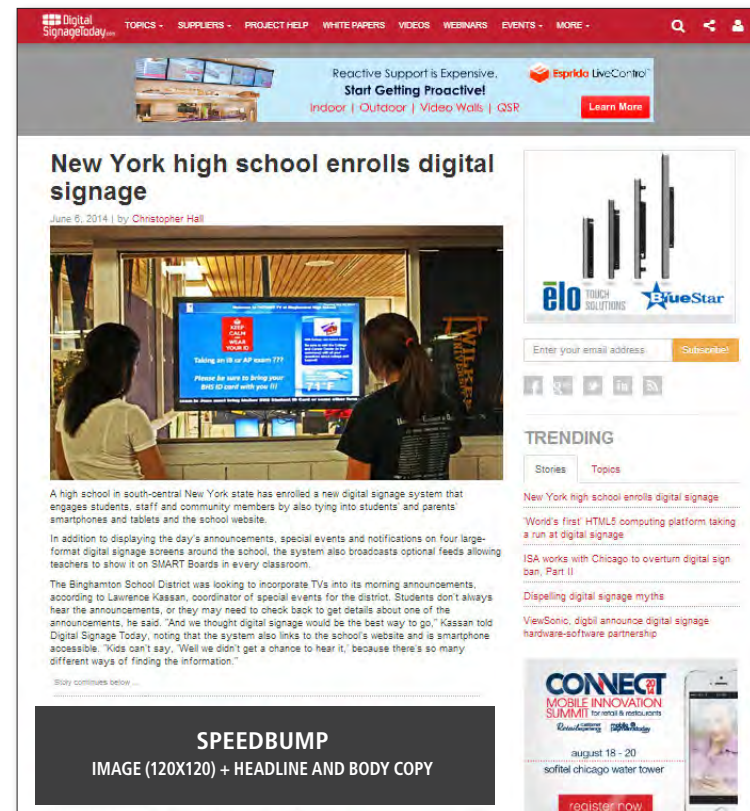
- Medium Rectangle (300x250)
- Half Page (300x600)

Make a big impression on our audience in a short period of time with these hard-to-miss weekly ad opportunities.



## ROADBLOCKS

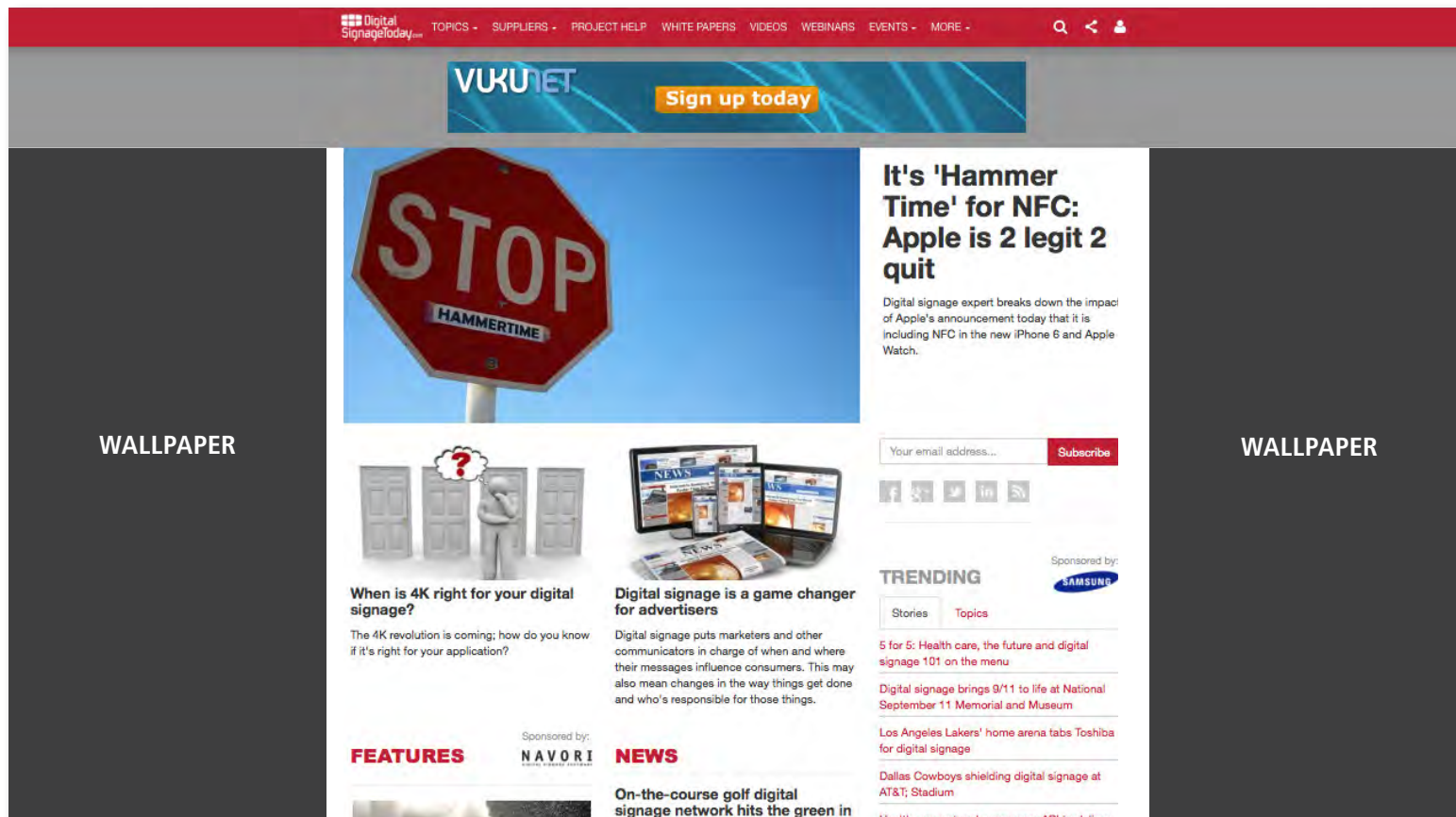
Roadblock ads typically serve when a user enters the site for the first time each day. The ad stays visible for 10 seconds or until the user closes the roadblock window.



## SPEEDBUMPS

Speedbump ads appear within the body of feature articles. They will naturally pass through the reader's field of vision as they scroll through the article.

Talk about making an impression! With Wallpaper ads your brand is displayed prominently on both sides of the page. Wallpaper ads serve on each home, article, news and blog page view. (Not served on mobile devices.) Ask your Account Executive for complete ad specs.





## AN EXCLUSIVE AND HIGHLY EFFECTIVE BRANDING OPPORTUNITY

A pre-roll ad is a 15-30 second promotional video that automatically plays before the video that the viewer clicked to watch. If you've ever watched videos on YouTube – and you probably have – you have encountered pre-roll video ads many times.

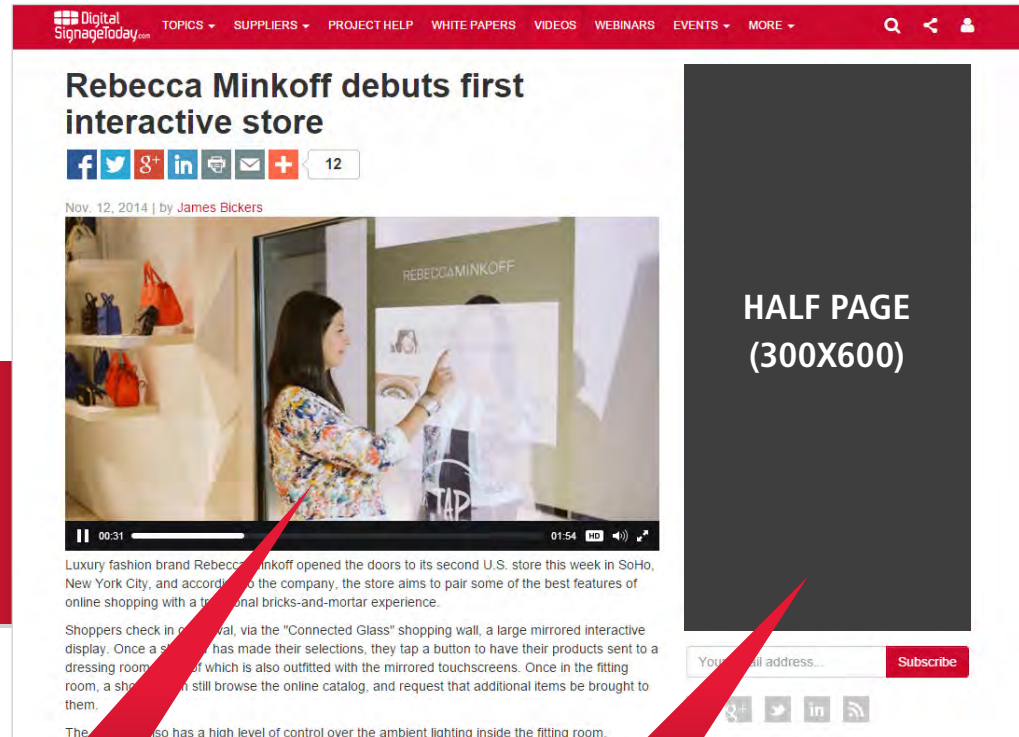
Brand recall is  
**3.5X HIGHER**  
for pre-rolls compared to banner ads.

Source: <http://www.yume.com/whatmatters/>

Pre-roll ads on DigitalSignageToday.com are available on an exclusive basis to one advertiser per calendar month.

Just pick your month and every time a user plays a video from our gallery, they will see your pre-roll ad first.<sup>1</sup>

In addition, you can provide a half-page (300x600) banner ad to be displayed next to the video player. This will ensure great exposure for your brand even if the user clicks to skip your pre-roll ad after five seconds.



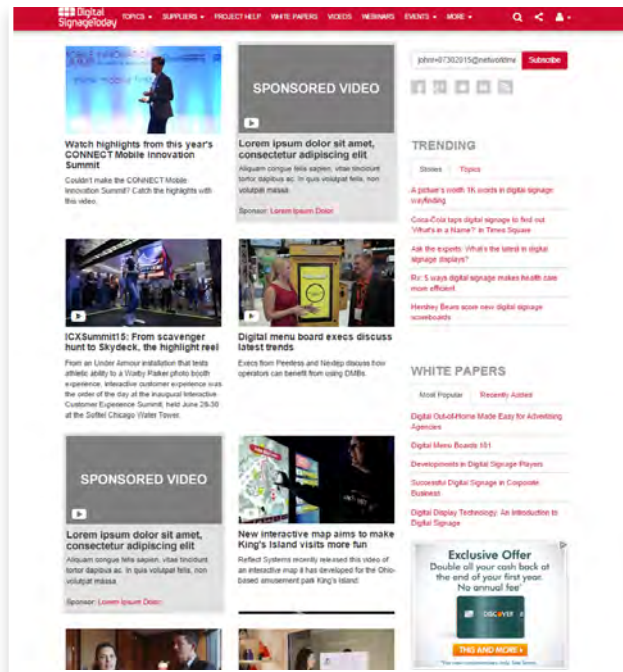
Your pre-roll ad will play automatically before each video our users watch.

Your large banner ad next to the video player ensures maximum brand exposure.

<sup>1</sup>Pre-roll ads will not play before videos that are sponsored by other advertisers.

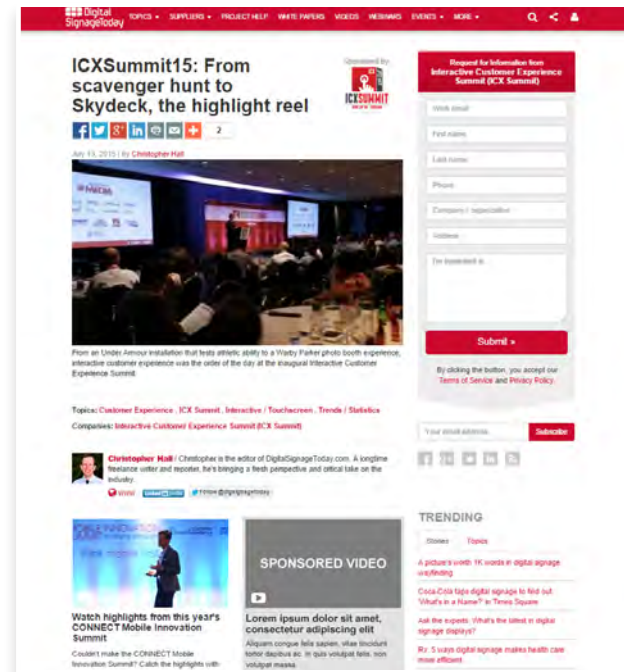


Videos are great for product demos, success stories, tutorials, interviews and more. If your company has spent the time and money to create such a video, we can help you maximize that investment by exposing it to the right audience.



### VIDEO GALLERY

Sponsored videos rotate randomly in six different slots throughout the video gallery.



### VIDEO PLAYER

When a sponsored video is played, the sponsor's logo appears above the player and a contact form allows users to request more info from the sponsor.

**NEED VIDEO?** We can help you create one tailored to your needs.

When you partner with DigitalSignageToday.com to create custom content assets, you get:

- **Credibility** in the marketplace,
- **Knowledge** and support from known industry experts,
- **Access** to production professionals — writers, designers, videographers, online event producers, moderators, etc. — plus:
- **Budget**-friendly promotion and lead generation against DigitalSignageToday.com's large, exclusive audience of DOOH marketing and signage industry executives, senior decision makers and influencers.

Popular content types include:

- **Guide:** everything your target demographic needs to know about a particular subject presented in a single comprehensive guide.
- **White Paper:** specific topic of interest to your target demographic presented in a subjective/op-ed style.
- **Case Study:** detailed look at a specific company's innovative and successful approach or process.
- **Infographic:** large quantity of information presented in a concise, creative, and visual way.



DigitalSignageToday.com Topic Centers offer lead generation against custom sponsored and other content assets. Select from such popular topic areas as 3D digital signage, audience measurement, banks/financial, cloud-based digital signage, content management, corporate communication, customer experience, digital billboards, display technology, distributors/resellers, DOOH advertising, education/schools, entertainment venues, hardware, healthcare/hospitals, hotels, installation/integration, interactive/touchscreen, LED signs, menu boards, mobile interactivity, outdoor signage, restaurants, retail, software, transportation/travel, trends/statistics and wayfinding.

## THOUGHT LEADERSHIP PROGRAMS

	EXCLUSIVE	PRIMARY	SECONDARY
<b>TOPIC CENTER</b>			
Logo and brief company description at top of right column	•	•	
Banner Ad: Top Leaderboard (728x90)	•	•	
Banner Ad: Right 1 Half Page (300x600)	•	•	
Banner Ad: Right 2 Medium Rectangle (300x250)			•
Wallpaper Ad	•		
Featured Publications – Position A	•	•	
Featured Publications – Position B	•	•	
Featured Publications – Position C	•		•
Featured Topic Widget Shows in Topics dropdown menu from main navigation and in right column on Home, Articles, News, Blogs, Videos, Photos, White Paper Directory and other pages	• 4 weeks per year	• 2 weeks per year	
<b>SPECIAL PUBLICATIONS</b>			
Guide (10-20 pages) Topic must be closely related to the sponsored Topic Center.	•		
White Paper or Case Study (2-5 pages)	•	•	
Lead Generation Sponsor gets contact info of all users who download their publications.	•	•	

## WHAT A WEBINAR CAN DO FOR YOUR BUSINESS

- Position you as a thought leader and increase your brand awareness
- Generate strong, qualified sales leads
- Educate the market about your products and services

## YOU PROVIDE THE CONTENT AND THE SPEAKERS, WE PROVIDE EVERYTHING ELSE...

**Production** – We guide you through the process and work with your speakers to ensure your webinar is well-crafted for the audience.

**Moderator** – A member of our editorial team will welcome the audience, introduce speakers and facilitate the Q&A session at the end of the webinar.

**Promotion** – We drive registrations for your webinar through an aggressive promotion campaign that includes (at a minimum):

- 3 E-blasts prior to the live webinar
- 1 E-blast one week after the live webinar driving traffic to the on-demand version
- 6 Email News Alert sponsorships prior to the live webinar
- Social media posts
- Prominent links on our home page
- Inclusion in quarterly webinar reminder email

**Registration / Reminders** – Users register for the webinar on our site and immediately receive an email enabling them to quickly add the webinar to their calendar. About 24 hours before the live webinar, we'll email a reminder to all registrants to encourage their attendance.

**On-Demand Hosting** – After the live webinar, we host the recording on our site for registered users to view at their convenience. With your approval, we will also place a PDF of the slide deck in our White Paper Directory where it can be downloaded by registered site users and generate additional leads for you.

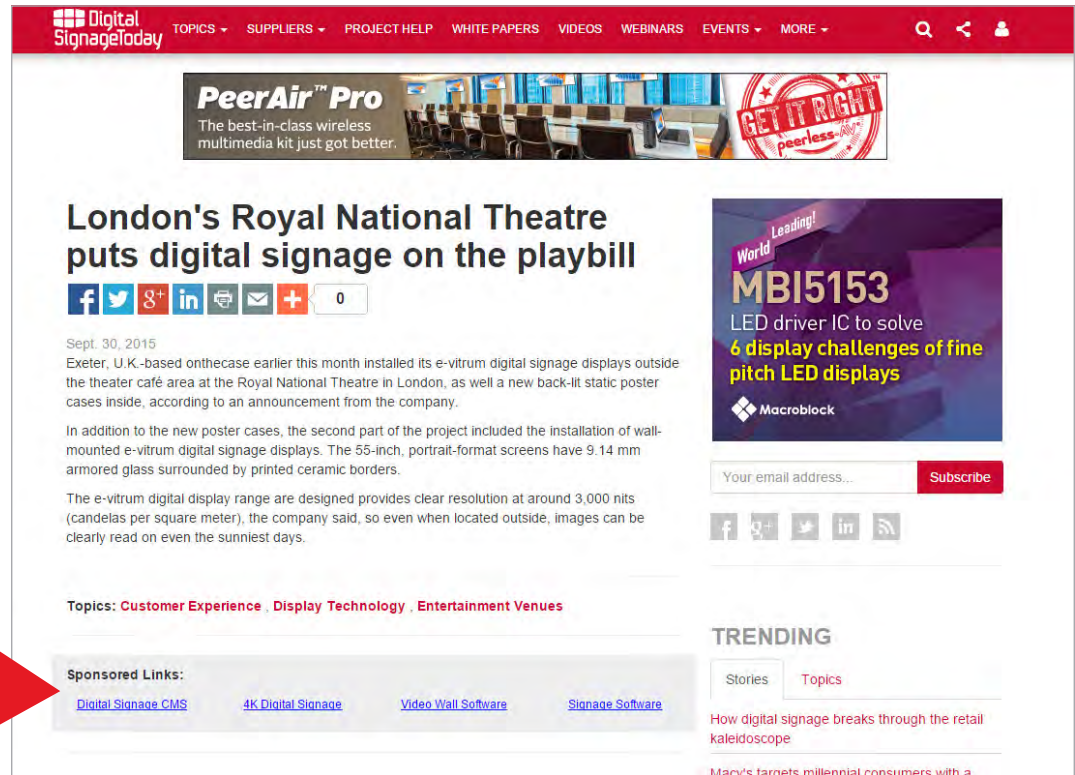
**Lead Generation** – We send you the contact information of everyone who registers for the live event, views the on-demand recording or downloads the slide deck.

Sponsored Keyword Links are affordable text ads that get lots of impressions because they appear at the end of every article, news item and blog post.

For your ad, you can select a keyword phrase (up to 20 characters, including spaces) that's related to your business and link it anywhere you want, including:

- Your website
- Your Company Showcase on our site
- Your White Papers or Case Studies

**Sponsored Keyword Links** 



The screenshot shows a webpage from Digital SignageToday. At the top, there is a navigation bar with links for TOPICS, SUPPLIERS, PROJECT HELP, WHITE PAPERS, VIDEOS, WEBINARS, EVENTS, and MORE. Below the navigation bar is a banner for PeerAir Pro, described as "The best-in-class wireless multimedia kit just got better." The main article is titled "London's Royal National Theatre puts digital signage on the playbill" and is dated Sept. 30, 2015. The article text describes the installation of e-vitrum digital signage displays at the Royal National Theatre. To the right of the article is a sidebar with a featured article titled "World Leading! MBI5153 LED driver IC to solve 6 display challenges of fine pitch LED displays" by Macroblock. Below the article is a "Sponsored Links" section with four links: Digital Signage CMS, 4K Digital Signage, Video Wall Software, and Signage Software. At the bottom right, there is a "TRENDING" section with a "Stories" tab selected and a "Topics" tab. The trending story is titled "How digital signage breaks through the retail kaleidoscope" and is attributed to Macy's targeting millennial consumers.



## CONNECT MOBILE INNOVATION SUMMIT

With a slogan of “Think Mobile First,” MobilePaymentsToday.com and RetailCustomerExperience.com have joined forces to convene the fourth annual customer experience gathering - a live business networking and social event where executives from both business and technology functions at retail and restaurant enterprises meet up to exchange ideas and make new connections. Multiple sponsorship levels – platinum, gold and silver – plus special opportunities such as room drops and strategic product placements ensure that marketers can participate in this highly reviewed industry event at virtually any budget level.



## INTERACTIVE CUSTOMER EXPERIENCE SUMMIT

Explore many of the technologies available to businesses – retail, hospitality, travel, restaurants, healthcare and more – for engaging customers. ICX Summit will cover the landscape from kiosks to digital signage to mobile and beyond to give attendees insights they can put in action now to deliver outstanding interactive customer experiences. Multiple sponsorship levels – platinum, gold, silver and associate – plus special opportunities such as room drops and strategic product placements ensure that marketers can participate in this highly reviewed industry event at virtually any budget level.



## RESTAURANT FRANCHISING & INNOVATION SUMMIT

Some of the fastest growing chains in the restaurant industry are the ones embracing innovation in many different areas of their business. From experience innovation to kitchen innovation to menu innovation and more, the Restaurant Franchising & Innovation Summit will look at how limited-service chains can leverage innovation in its many forms as a catalyst for franchise expansion. Multiple sponsorship opportunities will be available to connect companies with innovative products and solutions to the franchise executives in attendance.



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JENNIFER A. RECKTENWALD | DIRECTOR OF CLIENT SERVICES | [jenniferr@networldmediagroup.com](mailto:jenniferr@networldmediagroup.com)  
tel: 502.241.7545 ext. 139 | fax: 502.241.1385

## ADVERTISING AND PACKAGE OPTIONS

LIZ MATNEY | DEMAND GENERATION MANAGER | [lizadv@networldmediagroup.com](mailto:lizadv@networldmediagroup.com)  
toll free: 877.441.7545 | direct: 502.241.7545 ext 129 | fax: 502.241.1385 | 13100 Eastpoint Park Blvd. | Louisville, KY 40223  
KATHY DOYLE | EXECUTIVE VICE PRESIDENT & PUBLISHER | [kathyd@networldmediagroup.com](mailto:kathyd@networldmediagroup.com)

NETWORLD MEDIA GROUP | [mediakit@networldmediagroup.com](mailto:mediakit@networldmediagroup.com)

