# bwwmediagroup

FUEL FOR SERIOUS TECHNOLOGISTS

# 2020
# Media Kit

## BWW Media Group

BWW Media Group is an Independent Media company dedicated to increasing the knowledge and adoption of everyday technology that impacts our lives professionally and personally.

We are committed to providing the best content and community resources to help IT professionals and tech enthusiasts get the most out of their technology investments. Our premiere properties are Petri.com and Thurrott.com.

Headquartered in New York City, BWW Media Group has offices also in Denver, Chicago, and Atlanta.

## Our Advertising Mechanisms: Marketing Effect

| | Brand Awareness / Recognition | Lead Generation | Thought Leadership | Customer Education | New Product Launch |
|---|---|---|---|---|---|
| Petri/Thurrott Newsletter Advertising | ⬡ | | | | ⬡ |
| Petri/Thurrott Dedicated Email Send | ⬡ | ⬡ | | ⬡ | ⬡ |
| Petri/Thurrott Insiders Newsletter Sponsorship | ⬡ | ⬡ | | ⬡ | ⬡ |
| White Paper | | ⬡ | ⬡ | ⬡ | |
| Infographic | | ⬡ | ⬡ | ⬡ | |
| Webinar | | ⬡ | ⬡ | ⬡ | ⬡ |
| Multi-Brand Webinar | | ⬡ | ⬡ | ⬡ | |
| Real Field Review ™ | ⬡ | | ⬡ | ⬡ | ⬡ |
| Petri.com Resource Center | ⬡ | ⬡ | ⬡ | ⬡ | ⬡ |
| Takeover Page | ⬡ | ⬡ | ⬡ | ⬡ | ⬡ |
| Sponsorship (Podcast) | ⬡ | | ⬡ | | |
| Sponsorship (Content Category) | ⬡ | ⬡ | ⬡ | | |
| Custom Marketing Programs | ⬡ | ⬡ | ⬡ | ⬡ | ⬡ |
| Reader Surveys | ⬡ | | | | ⬡ |
| Onsite Banner Advertising | ⬡ | ⬡ | ⬡ | ⬡ | ⬡ |
| Rich Media, High Impact Interstitials and Footers | ⬡ | ⬡ | | | ⬡ |

The Petri IT Knowledgebase has served as one of the world's leading content and community resources for IT professionals for nearly 20 years.



First launched by IT expert Daniel Petri in 1999, the Petri IT knowledgebase focuses on serving the needs of IT professionals by providing information to help them solve problems, to do their jobs more effectively and to advance their careers.

## BWW Media Group Advertising and Sponsorship Rates

The following pages contain the BWW Media Group 2019 rates for advertising and sponsorship on Petri.com and Thurrott.com. Custom marketing programs are available, and we are happy to design an annual marketing media plan to fulfill your business goals.

If you do not find a tactic or pricing for a tactic of interest, please reach out directly to BWW Media Group.

Newsletter Sponsorships

## Petri Newsletters:

| Tech Tuesday | |
|---|---|
| Newsletter takeover: Solution Spotlight + Divider Link | $2,650 |

| This Week In IT | |
|---|---|
| Newsletter takeover: Solution Spotlight + Divider Link | $2,650 |

| Tools and Utilities | |
|---|---|
| Block 1 | $2,065 |
| Block 2 | $1,700 |
| Block 3 | $1,435 |
| Block 4 | $1,150 |

| White Papers & Resources | |
|---|---|
| Block 1 | $2,065 |
| Block 2 | $1,700 |
| Block 3 | $1,435 |
| Block 4 | $1,150 |

## Thurrott Newsletter:

| Thurrott Daily | |
|---|---|
| Newsletter takeover: Solution Spotlight + Divider Link | $1,500 |

## O365 Insider Newsletter:

| O365 Insider | |
|---|---|
| Newsletter takeover: Solution Spotlight + Divider Link | $1,500 |

# Petri Newsletters

Our newsletters are topic driven and keep the IT Pros that trust Petri up-to-date on the latest IT knowledge. Your exclusive takeover sponsorship puts your brand front and center as a thought leader.

**Tech Tuesday**
| | |
|---|---|
| Sent | Every Tuesday |
| Distribution | 111K |
| Open Rate | 6.6% |
| CTOR | 7% |

**This Week In IT**
| | |
|---|---|
| Sent | Every Friday |
| Distribution | 111K |
| Open Rate | 5.9% |
| CTOR | 6% |

## The Petri Pulse Newsletter
### Tech Tuesday Update

**What's the Benefit of Windows on ARM For the Enterprise?**
There is a lot of talk about how Windows devices based on ARM will be a huge shift in desktop security but Microsoft needs to come out and explain the value based devices.

**Taking Advantage of Azure's DR Options to Keep Your Data Safe For Years**
Learn about Azure's different options to protect your business-critical data to avoid your next possible outage.

**WEBINAR: 3 Ways Microsoft 365 is a Game Changer for You and Your Clients**

**Petri IT Knowledgebase Solution Spotlight:**
Free tool to restore single files or entire VMs from a storage snapshot in minutes!

Veeam Explorer for Storage Snapshots enables you to perform granular recovery for VMware vSphere virtual machines directly from Hewlett Packard Enterprise, NetApp, Dell EMC and Nimble snapshots. Reduce the time needed to mount snapshots by 10x compared to manual processes, lowering your RTOs while avoiding human errors during critical recovery steps such as mounting snapshots. Free download.

**Adding a Subscription to an External Office 365 User**
In this Ask the Admin, Russell Smith walks you through what happened when he converted an external Office 365 user to a paid subscriber and how to avoid the problems encountered.

**IBM Announces New Power Systems Servers and POWER9 Processor**
In a recent press release, IBM announced its new Power Systems Servers and POWER9 processor, which can be useful when working with artificial intelligence and other compute-intensive applications.

**Extending Your On-Premises Databases to the Hybrid Cloud with SQL Server Stretch Databases**
See how SQL Server Stretch Databases can extend your data to the hybrid cloud and it is easy to configure too.

Petri.com | BWW Media Group LLC. 684 S. Barrington Road Suite 227 Streamwood IL 60107 United States
You received this email because you are subscribed to Tech Tuesday - From Petri.com from Petri.com | BWW Media Group LLC. ,
Update your email preferences to choose the types of emails you receive.
Unsubscribe from all future emails

## Petri Insider Newsletter
### This Week in IT

**VMware and Microsoft Are Friends Again**

A few weeks back, VMware and Microsoft were not exactly on happy terms. Microsoft was moving around VMware to bring services to Azure and VMware was saying it would absolutely not support the platform.

[text cut off] a few weeks and it looks like the two have found a way to iron out [text cut off] es as VMware services are coming to Azure.

Read: VMware and Microsoft Are Friends Again, VMware Virtualization on Azure Moves Forward

For Microsoft, this is an important win. The company is working to make sure that any and every type of on-premises workload can be run natively in Azure. VMware, a popular alternative to the company's Hyper-V solution, was one of the few missing components to making this goal a reality. While the two companies still have a lot of work ahead of them to fully integrate this solution, the fact that VMware is now on-board with at least supporting the service in some capacity is a step in the right direction.

Brad Sams, Petri IT Knowledgebase

**WHITEPAPER DOWNLOAD: Real World Solutions with Virtual Reality**

**Petri IT Knowledgebase Solution Spotlight:**
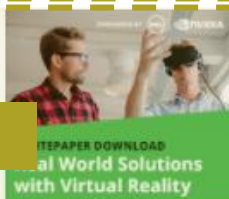Watch Now: Learn more about Microsoft 365

Watch now to learn more about what the new Microsoft 365 has to offer businesses and Microsoft partners alike. This isn't just any ordinary new bundle. Access this video now to understand why Microsoft 365 is a game changer.

**Deploy Active Directory and Certificate Services in Azure Using Infrastructure-as-Code — Part 2**
In part two of this series on deploying Active Directory and a member server running certificate services in Microsoft Azure, Russell Smith shows you how to add a PowerShell Desired State Configuration resource to the project.

**Paul Thurrott's Short Takes: December 22**
Because it's the gift that keeps on giving, this special holiday edition of Short Takes looks at Microsoft v. Google, the next version of Windows 10, some new Apple [text cut off] Schmidt, and much, much more.

**[Remo]ving Unwanted Content from Teams**
[Cont]ent in Microsoft Teams is all very well. But what happens when some not-so-good content turns up or the CEO posts something secret into a public team?

**Cloud and Hyper-V Predictions for 2018**
Aidan Finn delves into the mists of the future to discover what will work and what will not in the world of Hyper-V and the Microsoft cloud in 2018.

**System State Support by Azure Backup Is Generally Available**
Aidan Finn discusses what the recent GA of system state protection by Azure Backup means for you and shows you how to add system state to MARS agent backup policy.

Petri.com | BWW Media Group LLC. 684 S. Barrington Road Suite 227 Streamwood IL 60107 United States
You received this email because you are subscribed to This Week in IT - From Petri.com from Petri.com | BWW Media Group LLC. ,
Update your email preferences to choose the types of emails you receive.
Unsubscribe from all future emails

**Divider Link**

**Solution Spotlight**

## Petri
### IT Knowledgebase

# Petri Newsletters

Our Tools & Utilities newsletter allows our IT Pro audience to consider and try your products through a simple download. Your tool or utility is showcased in 1 of 4 blocks for our Petri audience to immediately download and trial.

## Tools & Utilities

**Sent** 1st & 3rd Monday each month

**Distribution** 111K

**Open Rate** 5.7%

**CTOR** 3%



### Petri Insider Newsletter
#### Featured Tools & Utilities

**Real World Solutions with Virtual Reality**

Today, VR is definitely not just about playing games. VR has become a vital technology for many businesses and its unique capabilities provide businesses the ability to visualize ___, test scenarios, and see how things are going to work in the real world in ways ___ possible without VR. VR is being utilized for a surprising number of vital business functions today.In this white paper, you'll get an overview of VR technology and see how it's a vital part of many industries today. Download now!

**Block 1**

**Download Now**

**Free collection of VMware, Hyper-V and Veeam stencils for Visio**

Create well-organized and polished visualizations of your virtual and backup ___ts when planning VMware vSphere, Microsoft Hyper-V or Veeam ___. It helps you to gain better visibility and valuable business insights, including ways to improve your business process efficiency and customer experience.

**Block 2**

**Download Free**

**Watch Now: Learn more about Microsoft 365**

___ o learn more about what the new Microsoft 365 has to offer businesses and ___rtners alike. This isn't just any ordinary new bundle. Access this video now to understand why Microsoft 365 is a game changer.

**Block 3**

**Learn More**

Petri.com | BWW Media Group LLC.   684 S. Barrington Road  Suite 227  Streamwood  IL  60107  United States

**Petri**
IT Knowledgebase

# Petri Newsletters

Twice a month, our White Paper & Resources newsletter is the vehicle where we showcase Petri.com and client thought leadership content. Your webinar, whitepaper or even infographic is shared with our IT Pro audience; building awareness and consideration in the market of your brand.

## White Papers & Resources
(same execution as Tools & Utilities)

Sent  2nd & 4th Thursday each month

Distribution 111K

Open Rate  5.44%

CTOR 4%



**Block 1**

**Block 2**

**Block 3**

**Block 4**

# Thurrott Daily Newsletter

Reach the highly engaged Thurrott audience through a takeover sponsorship of this daily newsletter. Even though Thurrott.com is called a Tech enthusiast site, our research shows that the Thurrott audience trends towards technology decision makers (62%) and is made up of Senior Technologists (31%).

## Thurrott Daily Newsletter

Sent Monday – Friday

Distribution: 25K

Open Rate 25.99%

CTOR 28%



Solution Spotlight

## Category Insider Newsletter Sponsorships

Targeting the Office 365 IT Professional, our O365 Insider Newsletter shares the latest knowledge available on O365. Grow your brand consideration with this O365 targeted audience by sponsoring a newsletter takeover

Solution Spotlight

### Office 365 Insider Newsletter

Sent  3rd Wednesday of every month

Distribution  66K

Open Rate  5.8%

CTOR  8%

## Dedicated Email Sends

| | |
|---|---|
| Petri | $4,780 |

| | |
|---|---|
| Thurrott | $4,200 |

### Custom Email Content Marketing Series

Pricing and scheduling of the email series determined by content, author and recipient list

Inquiries:   1.929.251.8202   |   advertising@bwwmediagroup.com

# Dedicated Email Sends

Create demand generation with the Petri IT Pro audience by reaching them directly in their inbox.
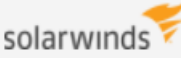
## Petri Dedicated Email

Sent Monday – Thursday

(16 – 20 sends available per month)

Distribution 75K

Open Rate 9.05%

CTOR 5.35%

# Dedicated Email Sends

Immediately reach our responsive Thurrott audience through dedicated email sends. Our Thurrott.com audience is primarily Tech Enthusiasts, Decision Makers and Senior Technologists. Engage directly with them through their inbox.



**Thurrott Dedicated Email**

Sent Every Tuesday & Thursday
(8 – 10 sends available per month)
Distribution: 24K
Open Rate 29.95%
CTOR 4%

# Custom Email Content Marketing Series

BWW Media Group develops a unique email series to leverage our IT experts and showcase your brand.

This series is aimed at either our Thurrott or Petri audience.

Put your brand front and center to our engaged readers as a thought leader through our custom newsletter options.

## Petri Sponsored Insider Newsletter

Sent  3 slots available per month

Distribution 75K

Open Rate  9.05%

CTOR 5.35%

## Content Marketing Programs

### White Paper

| | |
|---|---|
| White Paper - Creation | $10,000 |
| White Paper - With Leads | Variable Pricing* |
| | |
| White Paper & Infographic Bundle – Creation | $15,000 |
| White Paper & Infographic Bundle – With Leads | Variable Pricing* |

### Infographic

| | |
|---|---|
| Infographic - Creation | $8,500 |
| Infographic – With Leads | Variable Pricing* |

### Webinar

| | |
|---|---|
| All Inclusive Webinar with 250 Leads | $15,000 |
| All Inclusive Webinar with 250 Leads + Tech Brief | $18,000 |

### Real Field Review ™

| | |
|---|---|
| RFR Program Range | $35,000 - $60,000 |

### Petri Resource Center

| | |
|---|---|
| Single Branded Resource Center | $1500/month |
| Single Branded Resource With leads | Variable Pricing* |

### Takeover Post Page

| | |
|---|---|
| Takeover Page | $1,500 |

### Sponsored Post Page

| | |
|---|---|
| Sponsored Post Page | $2,200 |

*Lead pricing determined by segmentation filters and quantity

# White Paper



## 4 – 6 Page White Paper

The appropriate expert contributor writes a  4 – 6 page white paper covering an industry need that your organization is solving. Your brand is given thought leadership status through sponsoring the white paper.
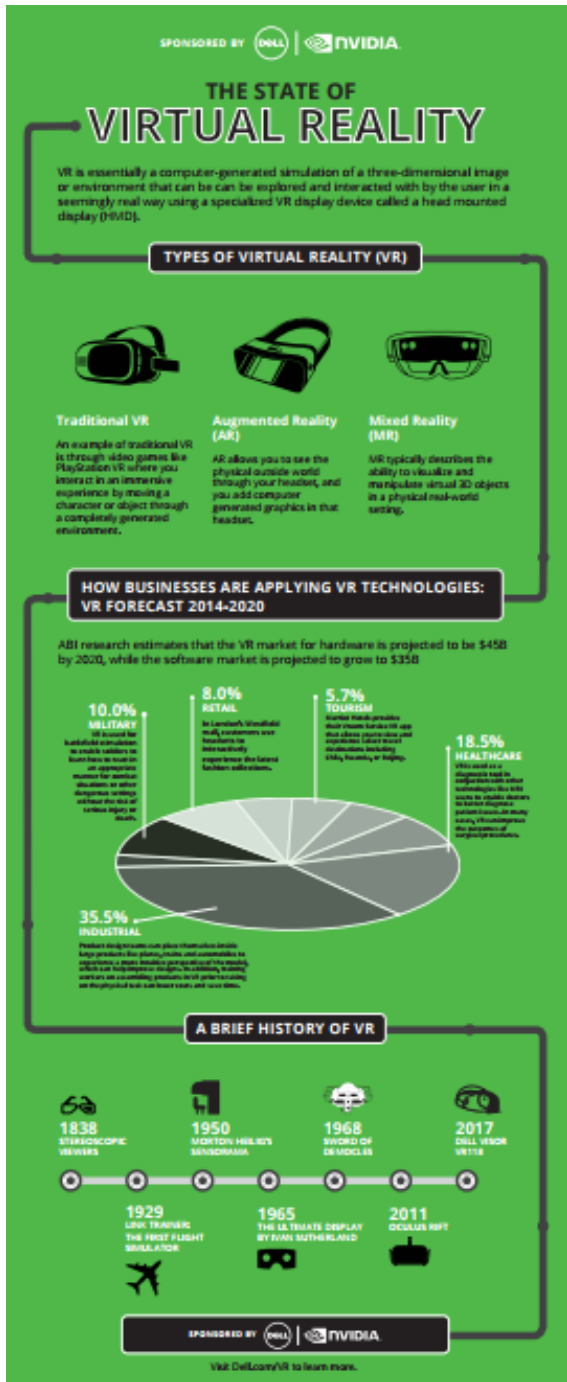


## White Paper with Lead Generation Program

Optional  BWW Media Group hosts and gates the white paper on a Petri.com or Thurrott.com landing page. BWW Media Group drives traffic to this page and captures and delivers all leads throughout the campaign.

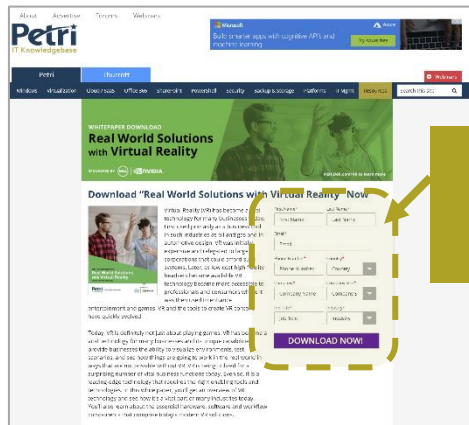Optional lead generation landing page

# Infographic



## Infographic

Your expert or ours provides context and data for a typically strong lead generation asset. Showcase your brand as a topic expert through sponsorship.



Optional lead generation landing page

## Lead Generation Landing Page

Optional  BWW Media Group hosts the infographic on Petri.com or Thurrott.com and drives traffic to the download page. BWW Media Group captures all throughout the campaign.

### Optional Bundle
(White Paper + Infographic)



Optional  Capitalize on the power of two lead generation & thought leadership powerhouses by sponsoring a combined white paper and infographic covering a relevant topic.

# Webinars

This highly engaging live and on-demand tactic is a lead generation force with our audience of IT Pros and decision makers.



## All Inclusive Webinar

Deliver the content your target audience wants & needs from your organization:
- BWW Media Group fully manages this lead generation content marketing tactic from promotion to delivery
- Co-hosted by your expert and ours
- Typically 250 registered leads guaranteed



## Fully Managed Webinar Promotions Drives Registration

Included: BWW Media Group creates and manages all on-site, social and email promotional materials to drive registration and attendance for the webinar.

Typical attendance rate: 25% - 35%



## Optional Tech Brief

Post Webinar: BWW Media Group creates a Tech Brief. This downloadable file is accessible through the webinar on-demand page and contains the salient information from the webinar.
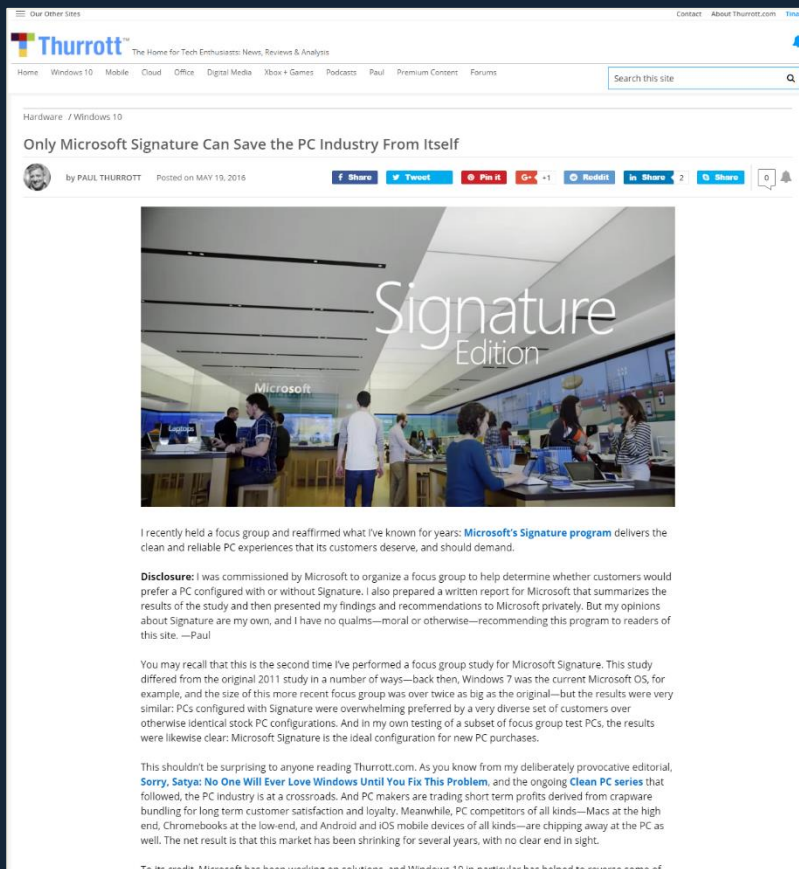
# Real Field Review ™

The Real Field Review program is designed to generate awareness and enthusiasm for your products and services among our audience and influencer network.

## Real Field Review Program

A BWW Media Group expert and 2 of your customers provide first-hand and in their voice, a "real field review (RFR)" about your product. Or BWW Media Group crowd sources 2 qualified people from our audience to do the real product reviews along with our expert's review.

Included: Your brand becomes a sponsor of one of our popular podcast shows during the RFR campaign period. On-site and social promotions driving to the reviews are created and managed by BWW Media Group. As a sponsor of the podcast, your brand will enjoy:

- Branded intro/outro sponsorship mentions at the start and end of the show
- Your logo will accompany the podcast episodes it sponsors and will be showcased throughout the site and our podcast distribution network
- A weekly live commercial read promoting your brand



### Real Field Review
The following are post statistics for a sponsored review of the Microsoft Signature PC Edition. This Paul Thurrott review was well received, popular and retained a high degree of engagement.
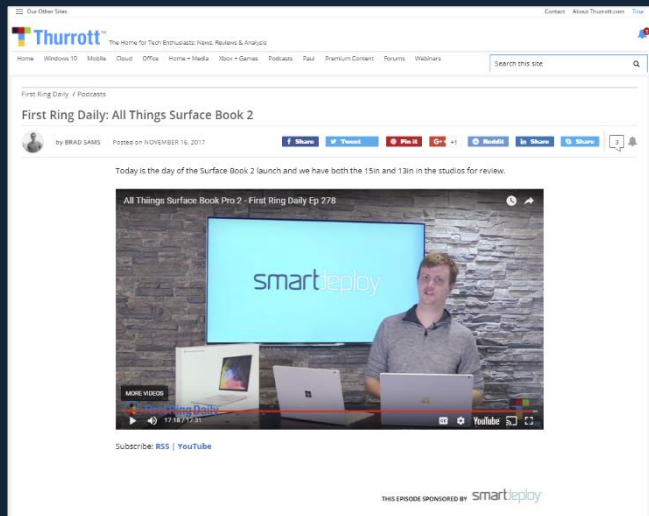
Post Views  37,685

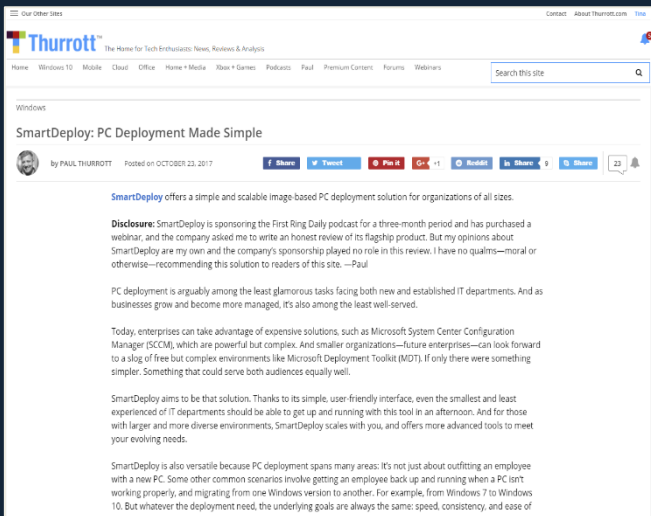1st Day Post Impressions  29,396

Post Comments  219

# Real Field Review ™

Designed to generate awareness and enthusiasm for your products and services among our audience and influencer network.
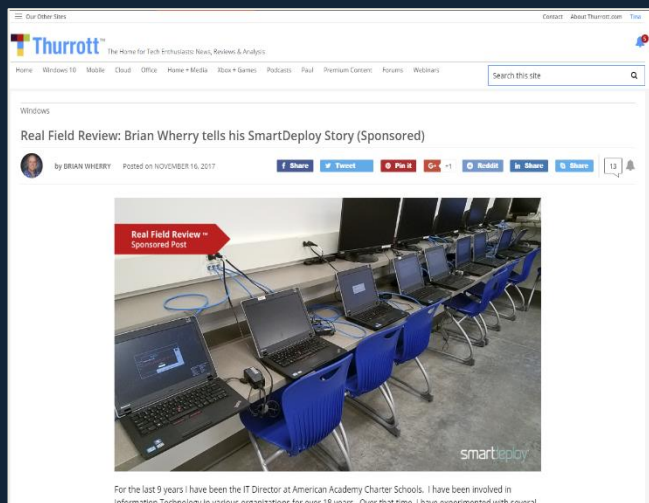


### Podcast Sponsorship
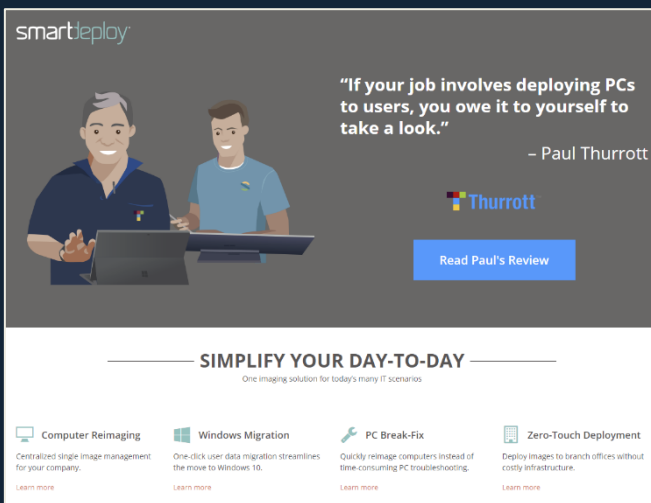Your brand is showcased as a sponsor on one of our popular podcasts



### Real Field Review
A BWW Media Group leading voice and industry expert uses your product and writes a real review



### Client Guest Review
Your client or one of our crowd sourced readers is a guest reviewer of your product on our site



### Special Promotions
`Optional`   During the RFR campaign, we are happy to work with you to support any special promotions you create for the RFR campaign

# Petri.com Resource Center

Benefit by sponsoring an informative micro-site on Petri.com and gain thought leader status on topics associated to your branded resource center.



### Resource Center

BWW Media Group creates and manages a resource center sponsored on Petri.com.

Your resource center will contain content provided by you and fresh content added by BWW Media group on a monthly or quarterly basis.

All promotional areas in the resource center capture leads through gated content.

# Takeover Post Page

Designed to heighten your thought leadership through brand association on a relevant article page. Excellent extension from brand awareness to lead generation by adding a gated content landing page.



**Takeover Page**

Included:  A sponsored blog post takes over full creative and advertising of page with your branding.

All ads on sponsored page drives to a landing page of your choice.
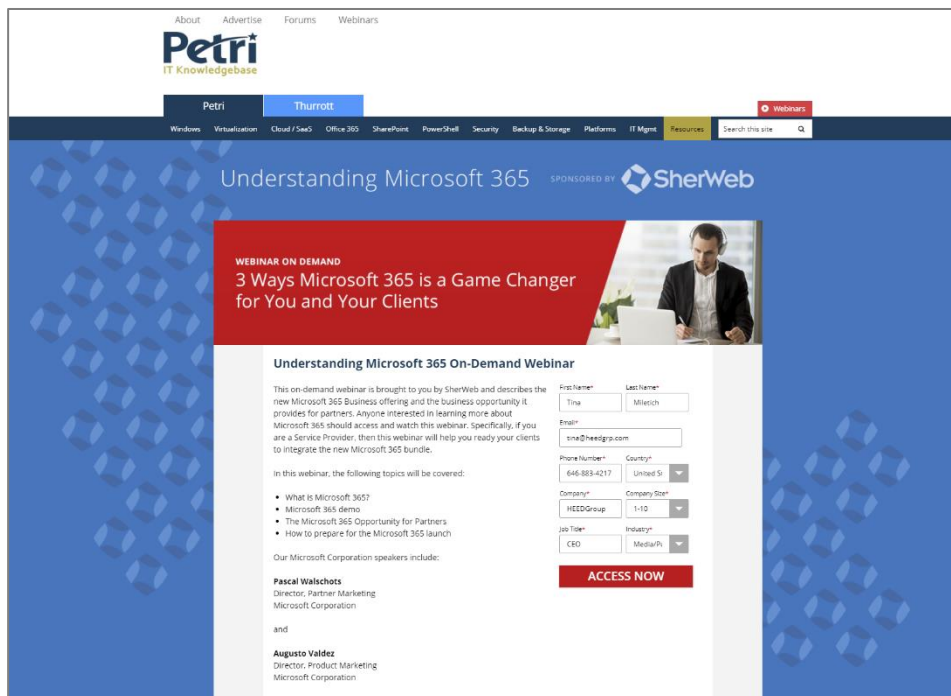


Takeover page with lead generation landing page

Optional Lead Generation
BWW Media Group drives traffic from sponsored post page (above) to a landing page hosted on BWW properties to capture leads and navigate them to gated asset.

# Sponsored Post Page

BWW Media Group provides content development by an **independent subject matter expert,** in addition to project management for blog posts focused on targeted topics. These thought leadership sharing tactics are rotated on the blog roll, and promoted through our social media, newsletters and on-site impressions.

## Podcast Sponsorship

### First Ring Daily

| | |
|---|---|
| Episode Sponsorship (1 show) | $500 |
| Monthly Sponsorship (approximately 20 shows) | $5,000 |
| Quarterly Sponsorship (approximately 60 shows) | $12,000 |
| Live Commercial Read (1 read by host) | $1,200 |

### Sams Report

| | |
|---|---|
| Episode Sponsorship (1 show) | $250 |
| Monthly Sponsorship (approximately 20 shows) | $2,500 |
| Quarterly Sponsorship (approximately 60 shows) | $6,000 |
| Live Commercial Read (1 read by host) | $600 |

### The Petri Dish

| | |
|---|---|
| Episode Sponsorship (1 show) | $500 |

### The Enterprise Dish

| | |
|---|---|
| Monthly co-host and sponsorship (12 shows – 1 show per month) | $1,490/month |
| Episode sponsorship (1 Show) | $500 |
| Monthly Sponsorship (approximately 4 shows) | $1,500 |
| Quarterly Sponsorship (approximately 12 shows) | $4,000 |
| Live Commercial Read (1 read by host) | $600 |

# First Ring Daily™ Sponsorship

With a growing fanbase, First Ring Daily is a popular Monday through Friday Thurrott.com podcast co-hosted by Paul Thurrott and Brad Sams who discuss the biggest technology news of the day.

Your brand becomes a sponsor of one of our most popular podcast shows. As a sponsor of the podcast, your brand will enjoy:

- Branded intro/outro sponsorship mentions at the start and end of the show
- Your logo will accompany the podcast episodes it sponsors and will be showcased throughout the site and our podcast distribution network
- A weekly live commercial read promoting your brand

Weekly Views  10,500

# Sams Report™ Sponsorship

Brad Sams, author of "Beneath a Surface", covers the top technology news stories of the week in the Sams Report.

Your brand becomes a sponsor of the Sams Report. As a sponsor of the podcast, your brand will enjoy:

- Branded intro/outro sponsorship mentions at the start and end of the show
- Your logo will accompany the podcast episodes it sponsors and will be showcased throughout the site and our podcast distribution network
- A weekly live commercial read promoting your brand



Weekly Views 5,000

# The Petri Dish™ Sponsorship

The Petri Dish is the perfect vehicle to reach our Petri IT Pro audience. This podcast delivers industry interviews with the people creating, supporting and bringing the market solutions that IT Professionals need to keep their organization running healthy. In each Petri Dish episode, Brad Sams interviews a different industry expert.

As a sponsor of this podcast, your brand will enjoy:

- Branded intro/outro brand sponsorship mentions at the start and end of the show
- Your logo will accompany the podcast episodes it sponsors and will be showcased throughout the site and our podcast distribution network
- A weekly live commercial read promoting your brand

# The Enterprise Dish™ Sponsorship

BWW Media Group is bringing industry thought leaders to the Petri It Pro audience through the popular, Enterprise Dish. Hosted by Brad Sams, our Executive Editor, and a rotating core list of co-hosts; with expertise in a wide variety of enterprise technology topics including cloud, desktop, server and productivity software.

New topics are covered on a weekly rotation. For instance, the first week of every month will cover Cloud; the second week is dedicated to server etc. Each episode is intended to provide the listener with knowledge that will help them stay current of the latest updates as well as providing them with a tip or useful to their daily tasks as professional technologists.

The Enterprise Dish podcast has 4 exclusive invitation-only sponsorships available. We are looking for the brightest personalities in the industry that want to showcase their company through commercial sponsorship and be a co-host on this popular podcast. Each co-host sponsorship opportunity comes with a minimum of 12 co-hosted episodes.

**TheEnterpriseDish**

### Enterprise Dish: New Co-Host, New Windows, New Migrations
Posted on January 17, 2019 by **Brad Sams** in Enterprise Dish, and Podcasts

Share    Tweet    Share

On this edition of the Enterprise Dish, we have a new co-host from SmartDeploy, Aaron Suzuki and we dive into Windows 10 upgrades, Windows 7 migrations, and a little bit about patching philosophy as well.

You can learn more about Aaron and SmartDeploy, here.

Windows 7 Migrations and the Challenges Ahead

Subscribe iTunes | Google Play | YouTube | RSS

## On Site Advertising

| Petri: Takeover Monthly Cost | |
| --- | --- |
| 5% Site Takeover | $4,000 |
| 10% Site Takeover | $7,500 |
| 15% Site Takeover | $10,000 |

| Thurrott Onsite Banners: | |
| --- | --- |
| Overlay | $50 CPM |
| Leaderboard | $6 CPM |
| Right sidebar | $6 CPM |
| Right sidebar | $6 CPM |

Inquiries:   1.929.251.8202   |   advertising@bwwmediagroup.com

# Takeover Page Specifications

Minimize other competitive noise on the page through a sponsored site takeover and have your brand solely represented to the user.



Leaderboard

Canvas background

Skyscrapers

Branded Header

In-Content Premium Block

We support and tell stories about
the technology industry...

NVIDIA.    DELL    VEEAM    Microsoft

SherWeb    ctera    Hewlett Packard    solarwinds
           your files. your cloud.    Enterprise

Quadrotech    ManageEngine    turbonomic    Quest

ALIEN VAULT    smartdeploy    Devolutions    netwrix

              ALTARO

...let BWW Media Group
help build your story

# NEXT PAGES - RATE CARD

Newsletter Sponsorships

# Petri Newsletters:

| Tech Tuesday | MSRP | Veeam | % savings |
|---|---|---|---|
| Newsletter takeover: Solution Spotlight + Divider Link | $2,650 | $2,306 | 13% |
| **This Week In IT** | | | |
| Newsletter takeover: Solution Spotlight + Divider Link | $2,650 | $2,306 | 13% |
| **Hybrid Cloud Insider** | | | |
| Veeam Sole Sponsorship | $4,400 | $3,828 | 13% |
| **Disaster Recovery Insider** | | | |
| Veeam Sole Sponsorship | $4,400 | $3,828 | 13% |
| **Tools and Utilities** | | | |
| Block 1 | $2,065 | $2,266 | 13% |
| Block 2 | $1,700 | $1,479 | 13% |
| Block 3 | $1,435 | $1,248 | 13% |
| Block 4 | $1,150 | $1,000 | 13% |
| **White Papers & Resources** | | | |
| Block 1 | $2,065 | $2,266 | 13% |
| Block 2 | $1,700 | $1,479 | 13% |
| Block 3 | $1,435 | $1,248 | 13% |
| Block 4 | $1,150 | $1,000 | 13% |

# Thurrott Newsletter:

| Thurrott Daily | | | |
|---|---|---|---|
| Newsletter takeover: Solution Spotlight + Divider Link | $1,500 | $1,305 | 13% |

# O365 Insider Newsletter:

| O365 Insider | | | |
|---|---|---|---|
| Newsletter takeover: Solution Spotlight + Divider Link | $1,500 | $1,305 | 13% |

| Dedicated Email Sends | MSRP | Veeam | % Savings |
|---|---|---|---|
| Petri | $4,780 | $3,654 | 23.6% |
| Thurrott | $4,200 | $3,654 | 13% |

| Custom Email Content Marketing Series<br>Pricing and scheduling of the email series determined by content, author and recipient list | | |
|---|---|---|

# Content Marketing Programs

| White Paper | MSRP | Veeam | % Savings |
|---|---|---|---|
| White Paper - Creation | $10,000 | $8,700 | 13% |
| White Paper - With Leads | Variable Pricing* | | |
| | | | |
| White Paper & Infographic Bundle – Creation | $15,000 | $13,050 | 13% |
| White Paper & Infographic Bundle – With Leads | Variable Pricing* | | |
| **Infographic** | | | |
| Infographic - Creation | $8,500 | $7,395 | 13% |
| Infographic – With Leads | Variable Pricing* | | |
| **Webinar** | | (+ 25 more leads) | |
| All Inclusive Webinar with 250 Leads | $15,000 | $13,050 | 13% |
| All Inclusive Webinar with 250 Leads + Tech Brief | $18,000 | $13,050 | 38% |
| **Real Field Review ™** | | | |
| RFR Program Range | $25,000 - $50,000 | $21,750 - $43,500 | 13% |
| **Petri Resource Center** | | | |
| Single Branded Resource Center | $1500/month | $1,305 | 13% |
| Single Branded Resource With leads | Variable Pricing* | | |
| **Takeover Post Page** | | | |
| Takeover Page | $3,000 | $2,610 | 13% |
| Single Branded Resource Center – With leads | Variable Pricing* | | |
| **Sponsored Post Page** | | | |
| Sponsored Post Page  *Lead pricing determined by segmentation filters and quantity | $2,200 | $1,914 | 13% |

## Podcast Sponsorship

| First Ring Daily | MSRP | Veeam | % Savings |
|---|---|---|---|
| Episode Sponsorship (1 show) | $500 | $435 | 13% |
| Monthly Sponsorship (approximately 20 shows) | $5,000 | $4,350 | 13% |
| Quarterly Sponsorship (approximately 60 shows) | $12,000 | $10,440 | 13% |
| Live Commercial Read (1 read by host) | $1,200 | $1,044 | 13% |

| Sams Report | | | |
|---|---|---|---|
| Episode Sponsorship (1 show) | $250 | $218 | 13% |
| Monthly Sponsorship (approximately 20 shows) | $2,500 | $2,175 | 13% |
| Quarterly Sponsorship (approximately 60 shows) | $6,000 | $5,220 | 13% |
| Live Commercial Read (1 read by host) | $600 | $522 | 13% |

| The Petri Dish | | | |
|---|---|---|---|
| Episode Sponsorship (1 show) | $500 | $218 | 13% |

| The Enterprise Dish | | | |
|---|---|---|---|
| Monthly co-host and sponsorship (12 shows – 1 show per month) | $1,000/month | $870/month | 13% |
| Episode sponsorship (1 Show) | $500 | $435 | 13% |
| Monthly Sponsorship (approximately 4 shows) | $1,500 | $1,305 | 13% |
| Quarterly Sponsorship (approximately 12 shows) | $4,000 | $3,480 | 13% |
| Live Commercial Read (1 read by host) | $600 | $522 | 13% |

# On Site Advertising

| Petri: Takeover Monthly Cost | MSRP | Veeam | % Savings |
|---|---|---|---|
| 5% Site Takeover | $4,200 | $3,654 | 13% |
| 10% Site Takeover | $7,900 | $6,873 | 13% |
| 15% Site Takeover | $11,500 | $10,005 | 13% |
| **Veeam only (16% of site)** | $12,411 | $10,984 | 13% |

| Thurrott Onsite Banners: | MSRP | Veeam | % Savings |
|---|---|---|---|
| Overlay | $50 CPM | $43.50 CPM | 13% |
| Leaderboard | $6 CPM | $5.22 CPM | 13% |
| Right Sidebar | $6 CPM | $5.22 CPM | 13% |
| Right Skyscraper | $6 CPM | $5.22 CPM | 13% |