



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 <sup>TM</sup>	⬡		⬡	⬡	⬡
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
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#### This Week In IT

Newsletter takeover: Solution Spotlight + Divider Link	\$2,650
--------------------------------------------------------	---------

#### Tools and Utilities

Block 1	\$2,065
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Block 2	\$1,700
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Block 3	\$1,435
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Block 4	\$1,150
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#### White Papers & Resources

Block 1	\$2,065
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Block 2	\$1,700
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Block 3	\$1,435
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Block 4	\$1,150
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### 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%



### 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 of ARM based devices.

### Taking Advantage of Azure's DR Options to Keep Your Data Safe For Remote Work

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 | BWV 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 | BWV Media Group LLC.

Update your [email preferences](#) to choose the types of emails you receive.  
[Unsubscribe from all future emails](#)



### 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.

But a few weeks and it looks like the two have found a way to iron out their differences 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 products, Schmidt, and much, much more.

### Removing Unwanted Content from Teams

Content 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 how to add system state to MARS agent backup policy.

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[Unsubscribe from all future emails](#)



# 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** 1<sup>st</sup> & 3<sup>rd</sup> 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 processes, 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!](#)

**Download Now**

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

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

**Download Free**

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

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

**Learn More**

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





# 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** 2<sup>nd</sup> & 4<sup>th</sup> Thursday each month

**Distribution** 111K

**Open Rate** 5.44%

**CTOR** 4%



Block 1



**Live webinar: Veeam virtual labs – beginner to advance.**

Join this educational session with Veeam IT Guru Noah Gamache. Learn about one of the most popular patented technologies of Veeam: Veeam Virtual Labs, SureBackup and SureReplica and how they help verify the recoverability of every backup.

Block 2



**Active Directory Disaster Recovery**

As the cornerstone of most enterprise IT systems, Active Directory has grown both in importance and complexity in recent years. Enterprise IT environments have evolved with the rise of the mobile workforce and cloud-based applications, and as a result, businesses have become increasingly dependent on Active Directory for authentication and authorization. [Download](#) this whitepaper to understand key aspects of Active Directory Disaster Recovery.

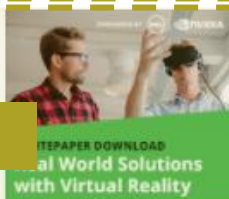
Block 3



**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.

Block 4



**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 environments, test scenarios, and see how things are going to work in the real world in ways that are not 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!](#)



# 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%

Add [Thurrottdaily@thurrott.com](mailto:Thurrottdaily@thurrott.com) to your address book

 **Thurrott**

[Thurrott Home](#) [My Account](#)

**THURROTT DAILY**  
Today from The Home of News, Reviews & Analysis for Tech Enthusiasts

Thursday, January 11, 2018

**Thurrott Premium is live!** Become a premium member and connect with the **Premium Community** for just \$7 a month. [Subscribe now!](#)

**Top news of the day**

**Microsoft Finally Brings Encrypted Conversations to Skype**  
By BRAD SAMS



Microsoft is finally turning on the ability to encrypt messages with Skype but there are several caveats, including it is not on by default. [Read More >>](#)

**Windows 10's Paint 3D App Is About to Get a Whole Lot More Useful**  
By MEHEDI HASSAN

Paint 3D is getting a super-powered Free View mode in a new update coming soon to users. [Read More >>](#)

**Thurrott Solution Spotlight:**  
**Watch Now:** Learn more about Microsoft 365


**Solution Spotlight** 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.



**Petri** | A BWW Media Group Brand | The New Home of **itunity**

## Office 365 Insider

An Informative Newsletter from the Petri IT Knowledgebase



**Getting Started with PowerApps and SharePoint Online**


### Creating Your First PowerApps App Using a SharePoint List — Part 1

If you have been on the internet at all in the last year and read anything about the Office 365 ecosystem, you have heard of PowerApps.

[Read More](#)

**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.



### Microsoft Posts Office 365 Information Protection Guide for GDPR

Microsoft has a new Information Protection guide to help Office 365 tenants prepare for GDPR. The guide is incomplete because it focuses on SharePoint Online and OneDrive for Business. However, it does contain some good information that will help companies figure out what they need to do to prepare for the May 25, 2018 deadline.

[Read More](#)

**More Getting Started with PowerApps and SharePoint Online**

### Creating Your First PowerApps App Using a SharePoint List — Part 2

Get connected to PowerApps and create your first app.

[Read More](#)

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You received this email because you are subscribed to Office 365 Insider from Petri.com | BWW Media Group LLC. Update your [email preferences](#) to choose the types of emails you receive. [Unsubscribe from all future emails](#)

## 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 3<sup>rd</sup> Wednesday of every month

Distribution 66K

Open Rate 5.8%

CTOR 8%



## Dedicated Email Sends

Petri	\$4,780
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Thurrott	\$4,200
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Custom Email Content Marketing Series	
Pricing and scheduling of the email series determined by content, author and recipient list	



# Dedicated Email Sends

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

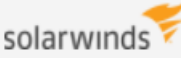
## Petri Dedicated Email

- Sent** Monday – Thursday  
(16 – 20 sends available per month)
- Distribution** 75K
- Open Rate** 9.05%
- CTOR** 5.35%



Community Announcement  
A message from one of our valued sponsors

It's Prize Time! Enter for a chance to win now!



# SysAdmin Day is coming!

Celebrate with us all month long.




GET YOUR FREEBIES

We are Celebrating YOU, SysAdmins!

This calls for prizes...

GET YOUR FREEBIES >>

We know playing the day-to-day game of a SysAdmin means tackling a non-stop barrage of IT fire drills, putting the needs of users before your own, and reaching deep for extreme amounts of patience. So thank you, and happy 18th Anniversary SysAdmins, for winning at the systems game, it's your turn for some recognition!



Did we mention we made you a board game?

We salute you, IT heroes for all that you do, and we think it deserves a reward - The FIRST EVER sysadMANIA™ The IT Board Game.

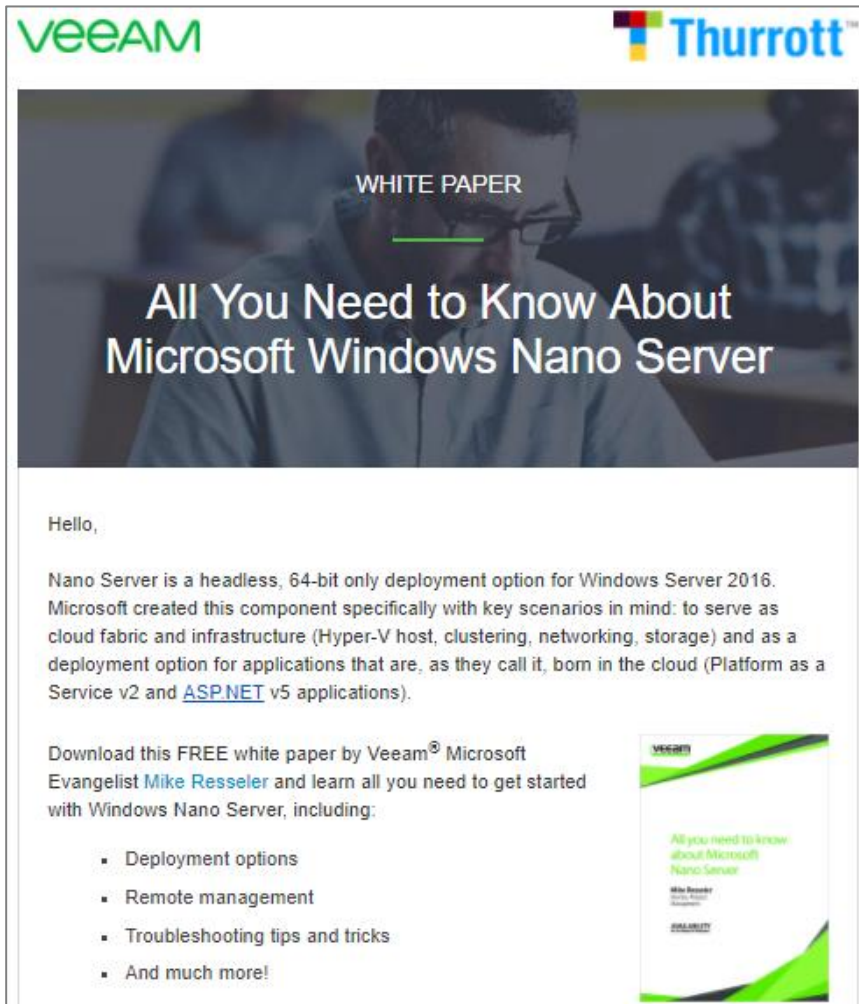
[Enter for a chance to win now >>](#)





## 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.



The screenshot shows an email from Veeam. At the top, the Veeam logo is on the left and the Thurrott logo is on the right. Below the logos, the text 'WHITE PAPER' is centered above a green horizontal line. The main title of the white paper is 'All You Need to Know About Microsoft Windows Nano Server'. Below this, the email body starts with 'Hello,' followed by a paragraph about Nano Server. It then offers a free white paper download by Veeam's Microsoft Evangelist, Mike Ressele. A bulleted list of topics is provided, and a thumbnail image of the white paper is shown on the right.

veeam

Thurrott™

WHITE PAPER


### All You Need to Know About Microsoft Windows Nano Server

Hello,

Nano Server is a headless, 64-bit only deployment option for Windows Server 2016. Microsoft created this component specifically with key scenarios in mind: to serve as cloud fabric and infrastructure (Hyper-V host, clustering, networking, storage) and as a deployment option for applications that are, as they call it, born in the cloud (Platform as a Service v2 and [ASP.NET](#) v5 applications).

Download this FREE white paper by Veeam® Microsoft Evangelist [Mike Ressele](#) and learn all you need to get started with Windows Nano Server, including:

- Deployment options
- Remote management
- Troubleshooting tips and tricks
- And much more!



### Thurrott Dedicated Email


**Sent** Every Tuesday & Thursday  
(8 – 10 sends available per month)


**Distribution:** 24K

**Open Rate** 29.95%

**CTOR** 4%




A BWW Media Group Brand



# Petri Insider

A monthly newsletter presented by Petri IT Knowledgebase

## Hybrid Cloud HA and DR Using SQL Server AlwaysOn Availability Groups

by: Michael Otey

Today, many businesses are in the process of looking for ways to leverage the hybrid cloud for high availability (HA) and disaster recovery (DR). The results from this year's survey by [RightScale](#) found that 96 percent of respondents are now using the cloud in some capacity and that hybrid cloud adoption is at 67 percent for all businesses. SQL Server provides the core database support for the mission-critical applications used by many of these businesses, and HA and DR are two of the primary considerations when you're implementing a business-critical database system. SQL Server has several different HA and DR capabilities but AlwaysOn Availability Groups (AGs) are SQL Server's primary HA and DR technology.

First introduced with SQL Server 2012, SQL Server's AlwaysOn AGs provide protection for multiple user databases with up to eight secondary replicas. The primary replica is the source or original host for the protected databases and the secondary replicas serve as a potential failover targets for the AG. SQL Server AlwaysOn AGs support two types of availability modes for the secondary replicas:

- Synchronous-commit mode – Primarily used with other local servers, this availability mode provides HA and automatic failover at the cost of increased transaction latency.
- Asynchronous-commit mode – Primarily used with geographically remote or cloud-based replicas, this availability mode is mainly used for DR. It provides lower latency but does not support automatic failover.

**Petri IT Knowledgebase Solution Spotlight**

### 451 Research: Veeam expands DRaaS chops.

Learn more about Veeam offerings in the cloud for DRaaS extension and improvements with new [Continuous Data Protection](#) capabilities. New features combine greater functionality with added orchestration and automation capabilities that will benefit both direct customers and service-provider partners.

**Read Report!**

You have the ability to optionally configure one or more secondary replicas to support read-only access to secondary databases enabling reporting or backup to be performed from the databases on those secondary replicas.

### AlwaysOn Hybrid Cloud Integration

With the release of SQL Server 2014, Microsoft added hybrid cloud support to AlwaysOn AGs, enabling you to create AlwaysOn AG replicas in Azure. SQL Server's AlwaysOn AG support enables you to create asynchronous secondary replicas in Azure – essentially enabling Azure to function as low-cost hybrid cloud DR site. To take advantage of this capability, you need an Azure subscription, SQL Server 2014 or higher, and connectivity between your on-premises network and Azure. This type of connection requires an on-premises VPN that has an externally facing public IP address. You can find out more details about linking your on-premises network to Azure at [Create a site-to-site connection using the Azure portal](#).

[Read more!](#)

Sponsored by Veeam

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 Update your [email preferences](#) to choose the types of emails you receive.  
[Unsubscribe from all future emails](#)

## 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 <sup>TM</sup>

RFR Program Range	\$35,000 - \$60,000
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### Petri Resource Center

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

### Takeover Post Page

Takeover Page	\$1,500
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### Sponsored Post Page

Sponsored Post Page	\$2,200
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\*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.

**WHITEPAPER DOWNLOAD**  
**Active Directory Disaster Recovery**

SPONSORED BY

**Active Directory Disaster Recovery**

As the cornerstone of most enterprise IT systems, Active Directory has grown both in importance and complexity in recent years. Enterprise IT environments have evolved with the rise of the mobile workforce and cloud-based applications, and as a result, businesses have become increasingly dependent on Active Directory for authentication and authorization.

Yet, Active Directory is not immune to disasters and recovering AD has always been an extremely complicated process, requiring lengthy preparation, planning and testing. Depending on the size of the environment, and source of AD failure, restoring Active Directory can take days or more, rendering businesses non-functional during the recovery process.

Download this whitepaper to understand key aspects in Active Directory Disaster Recovery:

- RECOVERING A SINGLE DOMAIN CONTROLLER
- PERFORMING A FOREST RESTORE
- ASSESSING RISK AND IMPACT

First Name\*  Last Name\*

Email\*

Phone Number\*  Country\*

Company\*  Company Size\*

Job Title\*  Industry\*

**DOWNLOAD NOW!**

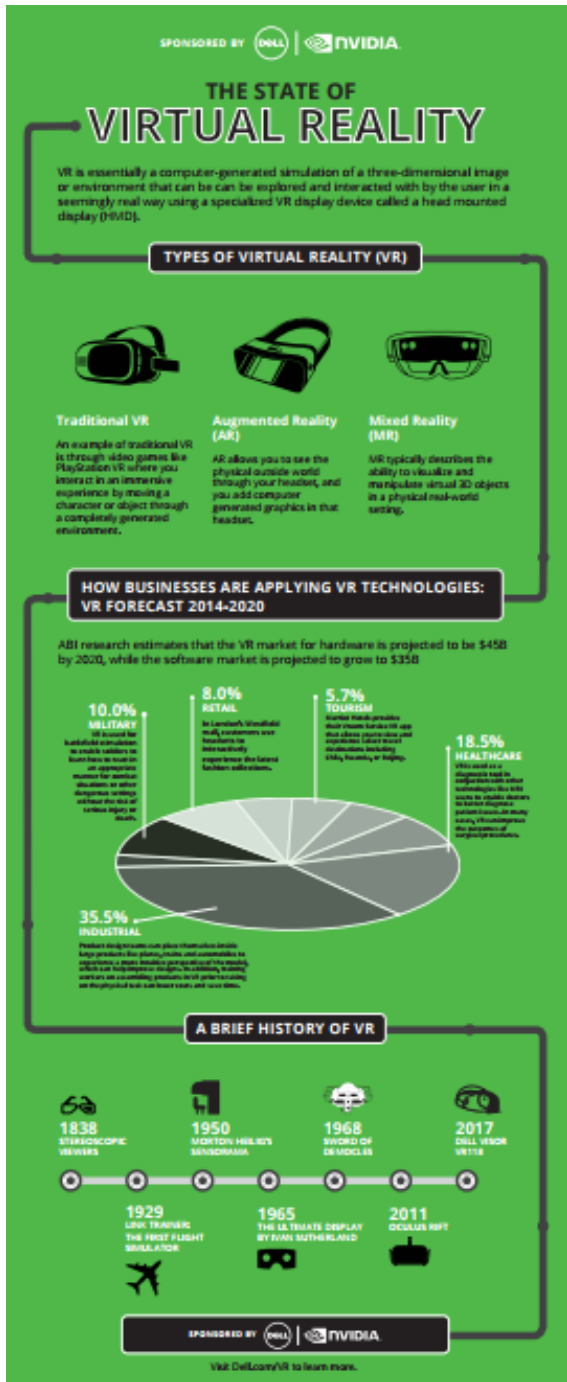
## White Paper with Lead Generation Program

**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

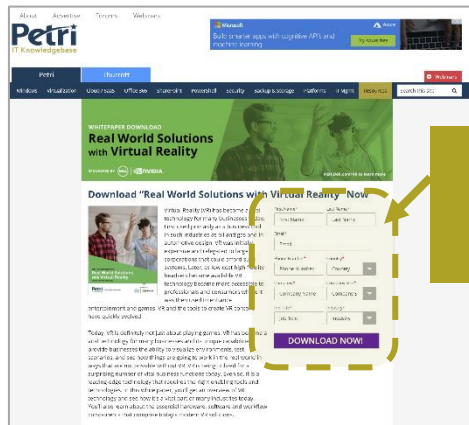


# Infographic



## 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™

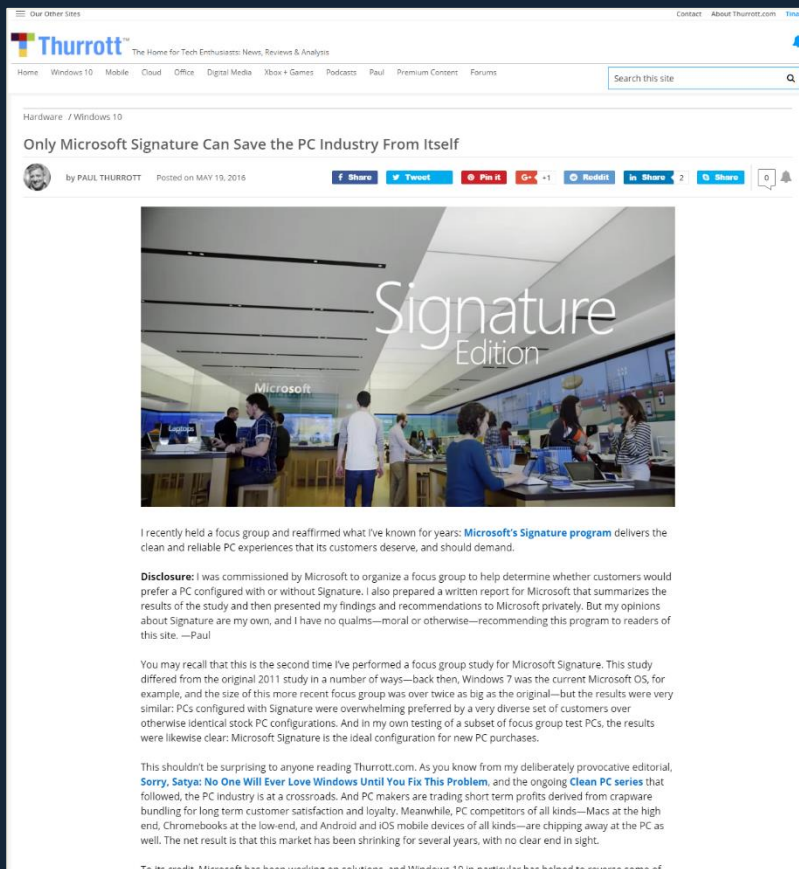
The Real Field Review program is designed to generate awareness and enthusiasm for your products and services among our audience and influencer network.

## 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

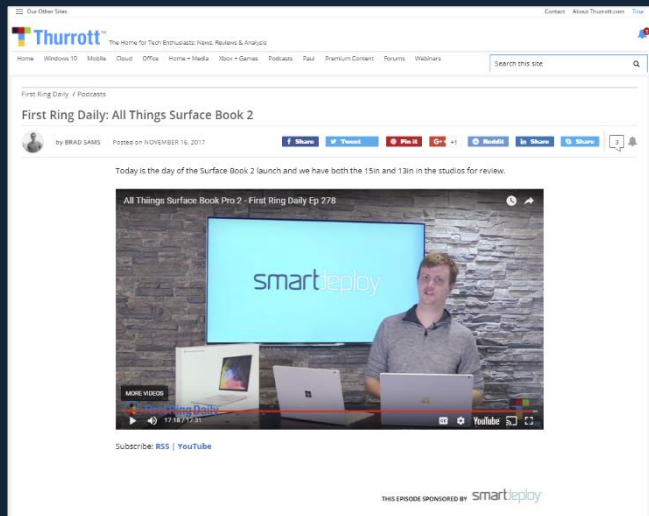
**1st Day Post Impressions** 29,396

**Post Comments** 219



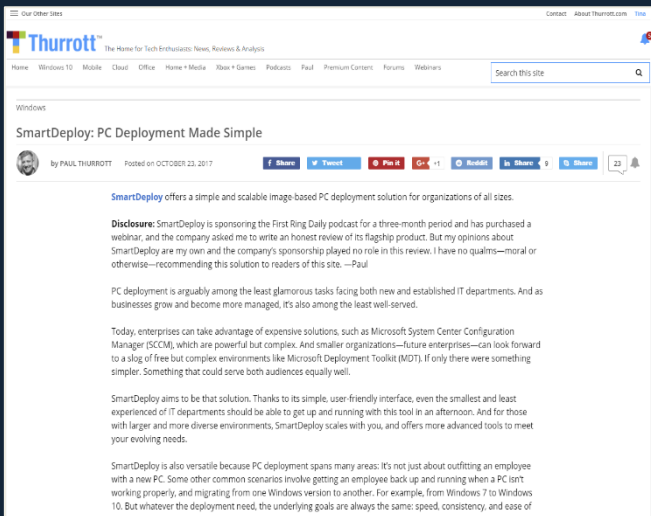
# Real Field Review™

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



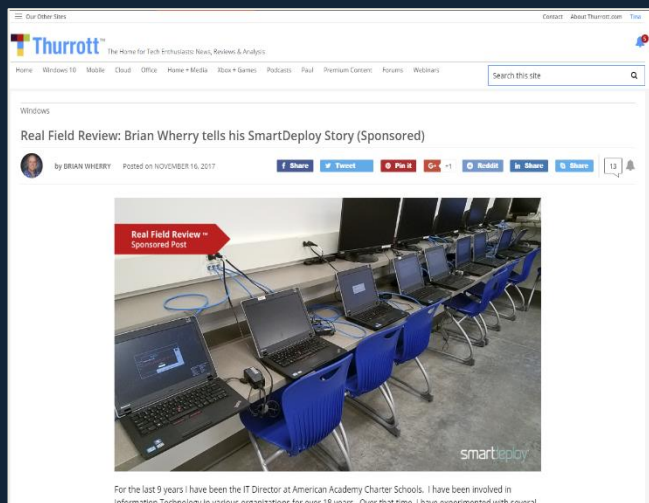
## Podcast Sponsorship

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



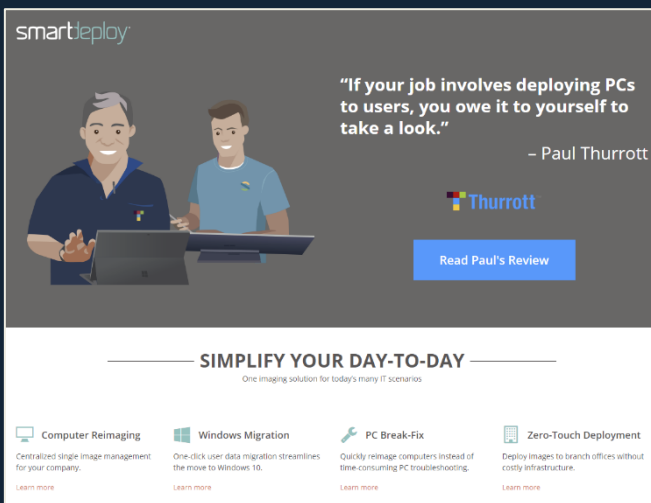
## Real Field Review

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.

About Advertise Forums Webinars

**Petri**  
IT Knowledgebase

**Petri Resource Center:**  
Managing Your IT Environment

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**VDI**

White Paper - VDI  
Solving the Right Problem in the Datacenter  
Organizations are accelerating the adoption of virtualization and cloud deployments to meet the demands of their business and end-users. As they do so, the complexity of ensuring application performance increases exponentially. Traditional approaches to virtualization and cloud management simply cannot keep up.

**CLOUD**

Webinar - Cloud  
Cloud Secrets: Defogging Fogging the Public Cloud Tools, Costs and Shadows  
Few workloads, if any, reside in public clouds. Those that do are fragmented pools of Dev/Test applications maintained by fragmented Dev teams. This webinar walks you through the successful process taken at Disney to refactor and migrate a mission-critical Parks app to Amazon Web Services.

**CAPACITY**

White Paper - VDI  
How to Overcome the Challenges of the Virtual Desktop Infrastructure (VDI) holds great promise for end-user computing teams to centralize management and maintenance, lower operational costs, improve security, and deliver flexibility to mobile workers. A recent survey reports that 46% of VDI projects are stalled due to cost and performance issues, engineering and operations must have a control system in place.

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**Case Study - Cloud**  
EDF Renewable Energy Delivers the Cloud with Turbonomic  
"Everyone's afraid of the cloud, even though that's here now. People think, 'Oh, okay. So Amazon and Azure are going to steal my jobs,' and that's what this kind of felt like to me. As I looked at it, it was automating processes within VMware that..."

**Survey - Cloud**  
Licensing, Compliance & Audits in the Cloud Era  
This survey explores trends among three related themes: 1. How are organizations managing license compliance today and what are their greatest challenges? 2. Which vendor is perceived as the most difficult overall? 3. Across vendors, what significant differences in licensing models and audit rates exist?

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Turbonomic's patented Autonomic Platform continuously analyzes application demand and automatically allocates shared resources in real-time, enabling you to deliver the performance your business and customers expect.

**ROI Analysis**  
88% of Turbonomic customers receive full ROI in 3 months or less  
Download the Turbonomic ROI Analysis

**30-day free trial**  
Turbonomic Autonomic Platform  
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**Case Study - VDI**  
Virtual Infrastructure Management Increasing Complexity  
In this case study learn how ACI Worldwide improved resource utilization

**Guide - Capacity**  
Turbonomic Plan Success Engagement  
With the dynamic nature of virtual and cloud environment, capacity planning is

**White Paper - Capacity**  
Capacity Management in the Modern Data Center  
As the data center evolved from mainframes to mid-range computing and

## 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

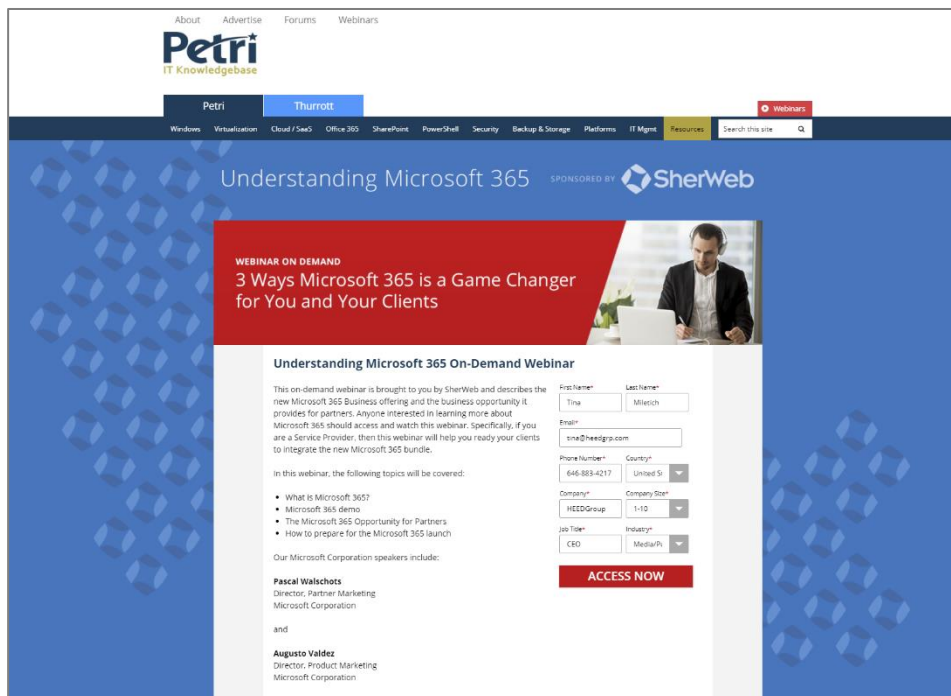
Designed to heighten your thought leadership through brand association on a relevant article page. Excellent extension from brand awareness to lead generation by adding a gated content landing page.



## 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.

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## Sponsored: Conquering Remote Desktop Challenges

Posted on December 21, 2017 by Michael Otey in Administrative Tools and Scripts with 0 Comments

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**Petri** BLOG SERIES



Sponsored by **Devolutions**

Remote Desktop is one of the IT administrator's core go-to tools. While Microsoft has pushed hard for scripted remote management using PowerShell, there's no doubt that for the vast majority of IT administrators, Remote Desktop is used more often. Remote Desktop gives you immediate access to your remote systems for management, configuration, and troubleshooting. Remote Desktop can be found on the Start menu under *Windows Accessories*, *Remote Desktop Connection* for Windows 10 and Windows Server 2016. While Remote Desktop is an essential remote management tool, using it has its challenges. Let's take a look at some of the biggest Remote Desktop challenges.

### Managing multiple connections

One of the biggest challenges with Remote Desktop is managing and securing multiple remote connections. Many administrators need to connect to dozens if not hundreds of remote systems which can be hard to manage. You can use RDP files to save your connection settings for connecting to your frequently used systems. RDP files allow you to save both your remote system connection and authentication information. To connect, all you need to do is click on the RDP file. This works great for a few systems but it quickly gets messy when the number of remote connections grows. One way to deal with this is to create shortcuts to the shared folders that contain related collections of RDP connections. You can lock down the access to the folders using Windows share permissions; Third-party Remote Desktop management tools can provide additional benefits for managing and securing large numbers of Remote Desktop connections.

Connect with Michael Otey

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## 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
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### 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.



Weekly Views 10,500

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

The screenshot shows the Thurrott.com website. At the top, there's a navigation bar with links like 'Home', 'Windows 10', 'Mobile', 'Cloud', 'Office', 'Home + Media', 'Xbox + Games', 'Podcasts', 'Paul', 'Premium Content', 'Forums', and 'Webinars'. A search bar is on the right. Below the navigation bar, there's a 'SPONSORED BY' section for 'CloudBerry Lab'. The main content area features a large video player for 'First Ring Daily Live: The Calm Before the CESTorm' with a play button. To the right of the video, there's a description of the episode and buttons for 'View Episode Page' and 'First Ring Daily Hub'. Below the video player, there's a list of recent podcast episodes, each with a thumbnail image, title, and a link to the episode page.

**First Ring Daily Live: The Calm Before the CESTorm**  
Aired on January 5, 2018 by Brad Sams with 3 Comments

Next week, Paul and Brad head to Vegas to cover CES but there was a lot happening this week that made large waves.

[View Episode Page](#) [First Ring Daily Hub](#)

**First Ring Daily Live: The Calm Before the CESTorm**  
Aired on by Brad Sams  
[3 Comments](#)

**First Ring Daily: We Can't Have Nice Things**  
Aired on January 4, 2018 by Brad Sams  
[5 Comments](#)

**First Ring Daily: Two Kids at The Table**  
Aired on January 3, 2018 by Brad Sams  
[0 Comments](#)



# 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 screenshot shows the Thurrott.com website. The header includes the Thurrott logo and navigation links. The main content area features a video player for a podcast episode titled "The Sams Report: Edge is Here to Stay" by Brad Sams, aired on January 5, 2018. Below the video player, there are three sponsored episode cards, each featuring the Sams Report logo and a title:

- The Sams Report: Edge is Here to Stay**  
Aired on by Brad Sams  
[1 Comment](#)
- The Sams Report: Here's Everything I use**  
Aired on December 29, 2017 by Brad Sams  
[1 Comment](#)
- The Sams Report: Andromeda? More Like Armadromeda**  
Aired on December 23, 2017 by Brad Sams  
[5 Comments](#)



# 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

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Petri Dish



**Petri Dish: Remote Connections and Sharing Passwords? There is a better way.**  
NOVEMBER 27, 2017 WITH 0 COMMENTS BY BRAD SAMs  
If you remote into another machine or share passwords with co-workers and are looking for a better way to combine these tasks, you need to take a look at the latest episode of the Petri Dish.



**Petri Dish: Sitting Down with Paul Mattes to Talk Cloud Trends**  
NOVEMBER 6, 2017 WITH 0 COMMENTS BY BRAD SAMs  
Everything and everyone is talking about 'the cloud' and what it means for tomorrow. Understanding how this technology fits into your portfolio is important but it's better to understand when the time is right to migrate.



**Petri Dish: Talking with Jeff DeVerter about PCI Compliance and a lot More**  
OCTOBER 6, 2017 WITH 0 COMMENTS BY BRAD SAMs  
This week I had a chance to sit down with Jeff DeVerter to talk about PCI Compliance, managed hosting solutions and a lot more on the Petri Dish.

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# 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.

## The Enterprise Dish

### Enterprise Dish: New Co-Host, New Windows, New Migrations

Posted on January 17, 2019 by **Brad Sams** in Enterprise Dish, and Podcasts

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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](#).



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## 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



# Takeover Page Specifications

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

The image shows a screenshot of a Petri IT Knowledgebase article titled "5 Things you Need to Know about the Hybrid Cloud". The page is overlaid with several takeover specifications indicated by purple arrows and labels:

- Leaderboard:** A purple-bordered box at the top right of the article content area, containing a VMware logo, the text "FREE TOOL #1 Backup & Recovery VMware and Hyper-V", and a "DOWNLOAD NOW" button.
- Branded Header:** A purple-bordered box at the top left of the article content area, containing the text "NEW Veeam Agent for Microsoft Windows" and "SPONSORED BY VEEAM".
- Canvas background:** A large purple-bordered box covering the entire article content area, featuring a green and blue abstract pattern.
- Skyscrapers:** Two purple-bordered boxes on the right side of the article content area, each containing a VMware logo, the text "FREE TOOL #1 Backup & Recovery VMware and Hyper-V", and a "DOWNLOAD NOW" button.
- In-Content Premium Block:** A purple-bordered box within the article content area, containing a VMware logo, the text "FREE TOOL #1 Backup & Recovery VMware and Hyper-V", and a "DOWNLOAD NOW" button.

The article content includes a title "5 Things you Need to Know about the Hybrid Cloud", a sub-header "HYBRID CLOUD", and several paragraphs of text. The page also features a sidebar with social media links and a "Sponsors" section.

Leaderboard

Canvas background

Skyscrapers

Branded Header

In-Content Premium Block



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



...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			
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 <sup>TM</sup>			
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	\$2,200	\$1,914	13%
*Lead pricing determined by segmentation filters and quantity			



## 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%
<b>Veeam only (16% of site)</b>	<b>\$12,411</b>	<b>\$10,984</b>	<b>13%</b>

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%

