For more than 20 years, Petri.com is the most trusted IT Pro knowledgebase.
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For inquiries, contact: hello@bwwmediagroup.com
BWW Media Group Mission

BWW is an independent media company with offices in New York & Chicago.

BWW Media Group is committed to providing the best content and community resources to help IT professionals be successful in their jobs and keep their end users and businesses running 24 hours per day, 365 days per year. To us, IT professionals are business heroes.

Petri.com has been a knowledge base and educational resource for IT professionals for over 23 years and counting.
BWW Media Group Audience Snapshot

Petri.com Site Traffic – Last 90 Days
- 1.5MM Unique Visitors
- 2.2MM Unique Pageviews
- Average Time On Page (engagement for how-to articles) 4:43
- 85% consistent new traffic from organic search
- 50% of visitors from N. America & UK

Petri.com Audience Insights & Intent – Last 90 Days
- Top 5 Industries – Software, Manufacturing, Education, Finance, and Healthcare
- 55% company size 1-999; 45% Company Size 1,000+ (number of employees)
- 55% Companies with $50MM+ Revenue
- 83% IT & Business Professionals
- 56% are Management, C-Suite, and IT BDMs
- Top 3 Interest Topics – PowerShell, Active Directory, Microsoft Teams/365
- 269,000 Business Domains with Intent for IT Solutions

Source: Google Analytics – Past 90 Days; Bombora Planning & Measurement Suite | Intent Fit + Index - Past 90 Days

For inquiries, contact: hello@bwwmediagroup.com
BWW Media Group Offers Advertising Programs and Sponsorship Packages that are Designed to Build Awareness, Engagement, Trust, and Loyalty with IT Pros and Drive Leads for our Marketers
STEP ONE
Start an ongoing dialogue with an engaged community of IT professionals, by inserting your brand into the growing and trusted resource that is the Petri IT Knowledgebase.

STEP TWO
Gain fans who are interested in purchasing your product and who will recommend it to their friends or enterprises.

STEP THREE
Amplify and extend the buzz around your company’s new product launch or services.
Some of Our Trusted Partners

- BrightWork
- redcanary
- netwrix
- AvePoint
- VeeAM
- ALERT LOGIC
- ManageEngine
- semperis
- CoreView
- BeyondTrust
- smartdeploy
- IS Decisions
- Cayosoft
- Devolutions
- Microsoft

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Fully Managed Webinars

- Fully Managed Webinar: $15,000
- Webinar + Techbrief: $18,000
- Lead Filters: starting at $5 per lead/per filter
Host a **Webinar on Petri.com**

**Fully managed webinar program includes:**
- 250 minimum lead guarantee (no cap on maximum)
  - General IT Pro Audience
  - Leads with filters adjusted by less Minimum Lead Guarantee, or additional fee per lead, per filter (starting at $5)
- Leads generated from registrations prior to the live webinar event or from on-demand promotion after the live webinar date
- Every effort is made to guarantee 70% of leads prior to the live webinar date

**Fully managed, multi-touch marketing program to drive audience awareness & consideration:**
- Promoted through our channels to our BWW Media Group audiences
- Full nurture tactics used to drive attendance post registration
- Co-hosted with a Petri.com expert or hosted solely by your subject matter expert(s)
- Post-webinar follow-up with registered and attended participants:
  - Thank you email sent immediately (with optional offer)
  - On-demand webinar available via Petri.com
  - Tech brief ready for download (optional)

**Full campaign reporting to client on registrants and attendees**

For inquiries, contact: [hello@bwwmediagroup.com](mailto:hello@bwwmediagroup.com)
Custom Content Services

Petri.com Guest Post
$1,000 per post

Custom Article Sponsor
$4,000

Petri Dish Real Field Story
(starting at) $5,000

White Paper Creation
$10,000

Podcast Series Creation
$5,000 per episode
(minimum 5-episode series)

Fully Managed Webinar
$15,000
In keeping with Petri.com’s commitment to providing the best content and community resources for our audience - to help IT Pros be successful in their jobs and keep their end users, businesses, and clients running 24 hours per day, 365 days per year - we are accepting sponsored articles written by guest contributors on a limited basis from some of the most reputable and innovative technology companies across the industry.

Petri.com is a knowledge base and educational resource for IT Pros for over 22 years. You will be in good company with a team that has maintained a strong editorial voice and built a trust with our audience. Besides having your unique and original content align with ours, there are some added benefits to sponsoring a guest post.

• Opportunity to showcase your company's solutions while helping to solve a problem - a "how-to" tutorial, a demonstration of how a highlighted product solves a challenge or complex issue that IT Pros might face, or as a product showcase

• New eyeballs on your article every day. Nearly 80% of unique visitors in the last 90 days came via organic search

• Continuous SEO value as all articles are well indexed. The Petri.com audience looks for answers and solutions to questions and problems and keeps up with trends in IT and Enterprise Technology.

• Opportunity to turn visitors into leads with up to 3 backlinks in the article

• Article will be posted for 1 year with an opportunity to update and extend

• Volume discounts may be available

Examples:
• https://petri.com/it-offboarding-automation-nudge-security/
• https://petri.com/airdroid-business-zero-trust-security/

For inquiries, contact: hello@bwwmediagroup.com
All the benefits of a Guest Post, and more, but with a dedicated writer and SME and a traffic guarantee. The Petri.com Editorial team will work with the sponsor to create and write a custom article for Petri.com that is no less than 1,200 words and will address an industry issue or trend and name the sponsor as a solution.

- Opportunity to showcase your company's solutions while helping to solve a problem - a "how-to" tutorial, a demonstration of how a highlighted product solves a challenge or complex issue that IT Pros might face, or as a product showcase
- New eyeballs on your article every day. Nearly 80% of unique visitors in the last 90 days came via organic search
- Continuous SEO value as all articles are well indexed. The Petri.com audience looks for answers and solutions to questions and problems and keeps up with trends in IT and Enterprise Technology.
- Opportunity to turn visitors into leads with up to 3 backlinks in the article
- Sponsor receives exclusive on-article page sponsorship ad units for 12 months, with an option to extend, leveraging Petri.com’s premium sponsor presence, a rich engaging onsite presence built into the page, avoiding typical "banner blindness".
- BWW will promote the article and guarantees that the post will receive a minimum of 1,000 page views in the first 12 months. We estimate that 75% of the pageviews to occur within the first 4 months.

Examples:
- https://petri.com/immutable-storage-ransomware-backups/
It is extremely important to Petri.com that our point of view on products and platforms remains trustworthy and the person delivering them is an SME in that particular area of IT.

We do not sell paid articles as reviews on Petri.com as we believe that our Editorial team’s integrity must live up to the trust that the Petri brand has built and maintained with its audience for over 23 years. Building up trust and expectations with brands is necessary so that our audience continues to associate us with quality content and recommended software.

The Petri Dish Real Field Story is designed to be more than a traditional product review. It is a story that transparently takes our readers through a “how-to” or review process (if applicable) with a Petri.com contributor, in partnership with the client and your customer or SME (if you choose to include).

Petri Dish Real Field Story will be presented as a video interview and discussion on Petri.com accompanied by a strategy article written by Petri.com and promoted across all our channels - Petri.com onsite & high-impact units, Petri dedicated email and newsletters, and social media (300K+ followers strong) to drive traffic and continuous SEO value for our clients.
Petri Dish Real Field Story Requirements

- Client will provide a customer or an SME to share a case study or a success story that a Petri writer will bring to life with our audience.

- Petri writer will test, trial, and/or review the product if possible (time & cost will vary) and document the entire process.

- The Petri Dish Real Field Story will be shared in both written form as an article on Petri.com as well as a Petri Dish video interview and discussion with highlights of the case study and/or review and conversation between Petri.com Editorial Director, Russell Smith, the client, the client’s customer or representative if applicable, and the author.

- All content will be shared with the client prior to video production & publishing of the article & video and the client will have an opportunity to answer all questions.

- Since this is a Real Field Story, the true perceptions of the software will be shared with the Petri.com audience. We encourage the client to answer questions about any challenges with the software and provide the audience with honest & strategic feedback.

- If the client finds the review to be unfavorable, the client can choose to not publish the review and BWW Media Group will instead provide the client with a marketing campaign on BWW Media Group channels that is equal to the cost of the review in lieu of publishing the review. There will not be any refund for reviews that are not published.

- Up to three backlinks to the client’s website will be included in the article.

- Article will be featured on Petri.com home page feature block for 1-week once published. Article & video will be published on Petri.com for one year with minimum 1,000 pageviews and will be promoted across all BWW Media Group channels to continuously drive traffic and engagement.

- Client will own the on-page ad units to the article page for 1 year with an option to extend after 1 year. Client can rotate ad creative monthly to ensure freshness.

- Cost: Starting at $7,500 per Petri Dish Real Field Story (cost will be determined based on the complexity of the product and editorial teams’ time and resources and if we need to build a testing environment).

- Article can be updated after 1 year to address any product updates or changes and remain relevant on Petri.com for a subsequent 1-year term. Cost to update and maintain on Petri.com for a 2nd year: $2,500.00

Examples:
- https://www.thurrott.com/windows/142031/smartdeploy

For inquiries, contact: hello@bwwmediagroup.com
The editorial team will write a 3 to a 5-page whitepaper that covers an agreed-upon topic important to your business and sponsored by you.

Whitepaper is given placement onsite at Petri.com.

Sponsor can promote the whitepaper on their own marketing channels and for lead generation campaigns.

Example:
Working with you, we can develop a custom-planned podcast video series showcasing one of our experts, one of yours, or both.

The Microsoft 365 Knowledge Series is a great example of how Petri.com can help bring to life a combination of brand awareness, education & thought leadership, product promotion, and social amplification for your brand.

Example:
- https://petri.com/podcast-show/m365-knowledge/
Content Syndication

General IT Pro Lead Cost
$45 per lead

Filters
Starting at $5 per filter, per lead

Filters available on Geography, Company size, Title, Job Function, Job Level, and some custom filters may be an option

Content Syndication can be on one of your already existing assets or we can help develop content for you to syndicate.
Your content on our web properties is promoted through all of our advertising mechanisms – onsite, high-impact, email, newsletters, social, podcast & video – to generate leads for your Marketing & Sales teams.

- Content syndication is a popular service that we provide many advertisers.

- Leverage your existing content or content we help you to create, and we will capture qualified leads with a monthly, quarterly, or annual lead goal.

- If you need thought leadership or other content created by one of our experts syndicated on our properties, please see our content creation section on page 37 for additional services.
Petri.com Onsite Sponsorship & High Impact Advertising
Petri.com Onsite Sponsorship Premium Benefits

- Standout through multiple brand placements with content strategically built into article pages and served throughout the Petri.com experience.
- Sponsor units are built into all servable article and category pages and avoid typical “banner blindness” and ad blockers.
- Sponsorship blocks showcase your brand and serve your CTA, in-block video or audio content, and even give the user the ability to download your content assets throughout the site.
- A powerful branding and awareness tool for your technology solutions – able to reach hundreds of thousands of IT Professionals and decision-makers monthly.
- 1st party audience verification data provides insight into the business domains that were served your content, visitors’ demographics and firmographics, and top-ranking intent topics. This intel allows for more strategic targeting of impressions with precision & accuracy to reach a premium audience.
- Sponsors receive first choice of available dates for Petri.com high-impact ad units each month.

For inquiries, contact: hello@bwwmediagroup.com
Petri.com Onsite Sponsorship Package Details

<table>
<thead>
<tr>
<th>Package Details</th>
<th>PLATINUM Sponsor Package</th>
<th>GOLD Sponsor Package</th>
<th>SILVER Sponsor Package</th>
<th>BRONZE Sponsor Package</th>
<th>Sponsor Package</th>
</tr>
</thead>
<tbody>
<tr>
<td>Company Logo/Link &amp; Description on Petri.com Sponsor Page</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Petri.com SOV of Monthly Sponsor Impressions</td>
<td>500,000</td>
<td>400,000</td>
<td>300,000</td>
<td>200,000</td>
<td>100,000</td>
</tr>
<tr>
<td>Single-Month Sponsorship Cost</td>
<td>$4,000</td>
<td>$3,400</td>
<td>$2,700</td>
<td>$1,900</td>
<td>$1,000</td>
</tr>
<tr>
<td>Multi-Month Sponsorship Package Discount*</td>
<td>3% Off 3 consecutive months</td>
<td>3% Off 3 consecutive months</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td></td>
<td>5% Off 6 months</td>
<td>5% Off 6 consecutive months</td>
<td>5% Off 6 consecutive months</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td></td>
<td>10% Off 12 consecutive months</td>
<td>10% Off 12 consecutive months</td>
<td>10% Off 12 consecutive months</td>
<td>10% Off 12 consecutive months</td>
<td>N/A</td>
</tr>
</tbody>
</table>

Onsite Sponsors have advance opportunity to buy available High-Impact ad inventory each month before any other advertisers

*Multi-month Sponsorship discount may not be combined with any other volume discounts.
High Impact Ad Units are interactive and encourage brand engagements among our audience through strategic touchpoints and placements throughout the Petri.com site.

- High Impact Ad Unit is available to run for a minimum of 10,000 impressions campaign, based on availability, and is served on articles and category pages
- Ad is served to each unique visitor, regardless of which page they visit first. Ad is visible on screen until visitor clicks or closes
- 500x400 Ad unit is sized at 30% of screen resolution and displayed in center of screen for the user at a 4x5 or 4x3 ad sizing
- Client can provide creative or BWW Media Group's creative team can create ad unit
- Site direct only campaign dominates over programmatic ad units and ensures delivery by avoiding ad blockers
- 10,000 impressions are estimated to run in 1 day

*BONUS Petri.com Site Sponsors can buy high-impact ad unit impressions each month before any other advertisers

<table>
<thead>
<tr>
<th>Min Impressions</th>
<th>Max Impressions</th>
<th>CPM</th>
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<tbody>
<tr>
<td>10,000</td>
<td>99,999</td>
<td>$50.00</td>
</tr>
<tr>
<td>100,000</td>
<td>199,999</td>
<td>$45.00</td>
</tr>
<tr>
<td>200,000 and up</td>
<td></td>
<td>$40.00</td>
</tr>
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Petri.com Dedicated Email

- **Petri Dedicated Email**: $3,750/send
- **Office 365 Dedicated Email**: $3,100/send

Frequency discounts available
Petri.com Dedicated Email Sends

Send your email to our database as a valued Petri.com partner message.

- **List Size:** 100,000 send
- **Sent Monday - Thursday**
- **Audience:** IT Professionals (all levels)
- **Avg Open rate:** 10.49%
Petri.com Email Newsletter
Advertising Takeover

Office 365 Insider Newsletter
$2,750/send

Tech Tuesday Newsletter
$2,750/send

This Week in IT Newsletter
$2,750/send

Webinars & Resources Newsletter
Block 1: $2,165/send
Block 2: $1,800/send
Block 3: $1,300/send
Block 4: $950/send
Office 365 Insider Newsletter Advertising Takeover

Exclusive newsletter advertising takeover sponsorship.

- List Size: 30,000 send
- Sent twice per month on the first and third Wednesday of the month
- Avg Open rate: 11.86%
List Size: 100,000 send
Sent twice per month on the second and fourth Thursday of the month
Avg Open rate: 10.56%
Newsletter Takeover includes a solution spotlight and a newsletter ad unit

- List Size: 75,000 send
- Sent Weekly on Friday
- Avg Open rate: 10.33%
Petri.com Micro Campaigns

Quick Strike Newsletter Campaign
Block 1: $1,800/send
Block 2: $1,500/send
Block 3: $950/send

Petri.com Vibe Post with “How To” Reel
$3,500
Introducing the Petri.com Quick Strike Campaign: Reach 100,000 IT Pros and Maximize Your Brand's Impact!

Don't miss the chance to amplify your brand's reach to a vast network of 100,000 IT professionals through our exclusive newsletter spotlight. With costs as low as $950 per send, this powerful campaign enables you to directly reach a massive audience of 100,000 IT professionals through our targeted newsletter, ensuring your message resonates with precision and effectiveness. Don’t miss this opportunity to make a significant impact, expand your reach, and forge valuable connections with IT Pros seeking innovative solutions.
Introducing Petri.com’s Vibe Post with your own How-To Reel for our IT Pro audience. Every month we get 700,000 plus IT Pros reading our content and consuming our videos, now it can be your how-to video our audience is watching.

Our expert editorial team complements your video with an engaging written abstract, maximizing the impact of your how-to video.

With the Petri.com Vibe Post, your sponsored video post gains prominent visibility on our reputable platform. Reach industry professionals and enthusiasts who are eager to learn from your expertise.

We amplify your reach further through our extensive social media network, an online feature spot on Petri.com, and inclusion in a newsletter.

Available to combine with a lead-generation campaign. Reach out for more details!
Podcast Sponsorships

Unplug IT
$5,000
(2) Sponsorships

This Week in IT
$10,000
(5) Sponsorships
About *Unplug IT with Stephen Rose Podcast*

*Unplug IT* is a new IT Pro-focused podcast hosted by Petri.com’s new Chief Technology Strategist, Stephen Rose. As a 14-year Microsoft veteran, Stephen has helped companies and IT Pros deploy, adopt, and leverage Microsoft technologies like Windows, Office, OneDrive, and Teams, including the latest Teams 2.0.

As the former host of “Inside Microsoft Teams”, Stephen’s webcast garnered 2 million views over 18 months. In *Unplug IT*, Stephen goes beyond Teams, sitting down with industry experts to share hands-on demonstrations and help organizations maximize their tech investments. Podcast series available on Petri.com and YouTube. The inaugural season will include 12 episodes in the second half of 2023 (2 new episodes per month).

Sponsoring *Unplug IT* will provide excellent exposure for your business around a growing audience with new listeners every episode, as Stephen and his guests delve into IT Pro-focused topics with a hands-on and how-to approach into real-world examples, demos, and expert interviews to help IT Pros get the most out of their tech investments.
4-Episode Season Sponsor Package Includes:

- Exclusive Sponsor of 4 consecutive episodes (2 months)
- Sponsor Intro & Outro by Stephen Rose
- Live-read commercial by Stephen and/or a :30 video spot provided by the sponsor
- Petri.com episode post page mention/logo with a link back to the sponsor’s page
- Bonus: 2-month Petri.com Onsite Bronze Sponsorship (total 100,000 impressions). Premium positioning on servable pages avoids typical banner blindness and ad block technology by building sponsor blocks into article and category pages.
This Week in IT (better known as TWiIT) is a long-established IT-focused weekly video series with 214,000 views and 11,500 watch hours in the last 365 days hosted by Petri.com's Editorial Director, Russell Smith.

TWiIT provides a wrap-up of the most important news of the week for IT Pros. A complimentary newsletter accompanies the podcast each week, with a distribution of 100,000 email subscribers and is further amplified on our social channels - 300K+ followers - and has permanent placement on Petri.com and YouTube providing continuous brand exposure and value.

With more than 20 years of experience in IT, from small business to large government IT infrastructure, Russell has contributed to a variety of publications, including Petri.com, and industry blogs since the early 2000s. Russell has also written a book on Windows Security, authored several courses for Pluralsight, and co-authored another for Microsoft's MOAC series.

Sponsoring TWiIT will provide excellent exposure for your business around a continuously growing Petri audience as Russell and occasional special guests dive into IT Pro-focused topics of the week with hands-on experience and real-world examples to help IT Pros stay on top of industry trends and get the most out of their organization’s tech investments.
4-Week Sponsorship Package Includes:

- Exclusive Sponsor of 4 consecutive new episodes (1 month)
- Sponsor Intro & Outro by Russell Smith
- Live-read commercial spot by Russell or a :30 video spot provided by the sponsor
- Petri.com episode post page sponsor logo and a link back to the sponsor’s page
- This Week in IT email newsletter exclusive sponsor block for 4-weeks
- Bonus: 1-month Petri.com Onsite Sponsorship (total 50,000 impressions) during TWiIT sponsorship month. Premium positioning on servable pages avoids typical banner blindness and ad block technology by building sponsor blocks into article and category pages.
BWW Media Group
Annual Volume Discounts
**Bulk Discounts for Annual Commitments!**

<table>
<thead>
<tr>
<th>Non-Site Sponsorship Annual Volume Discount*</th>
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</tr>
</thead>
<tbody>
<tr>
<td>$30,000 Annual Commitment</td>
<td>5%</td>
</tr>
<tr>
<td>$50,000 Annual Commitment</td>
<td>7%</td>
</tr>
<tr>
<td>$100,000 Annual Commitment</td>
<td>10%</td>
</tr>
<tr>
<td>$200,000+ Annual Commitment</td>
<td>15%</td>
</tr>
</tbody>
</table>

*Volume discounts do not apply to Unplug IT podcast sponsorship, Petri.com Onsite Sponsorship, Content Syndication, or Micro-Campaigns as these programs are already packaged discounts, but spend will apply toward level of achievement.