



# 2024

## MEDIA KIT

For more than 20 years,  
Petri.com is the most  
trusted IT Pro  
knowledgebase.



**bwwmediagroup**  
FUEL FOR SERIOUS TECHNOLOGISTS







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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.

**1.5M**  
Unique Visitors

## 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

**2.2M**  
Unique Page Views

## 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



## Social Audience

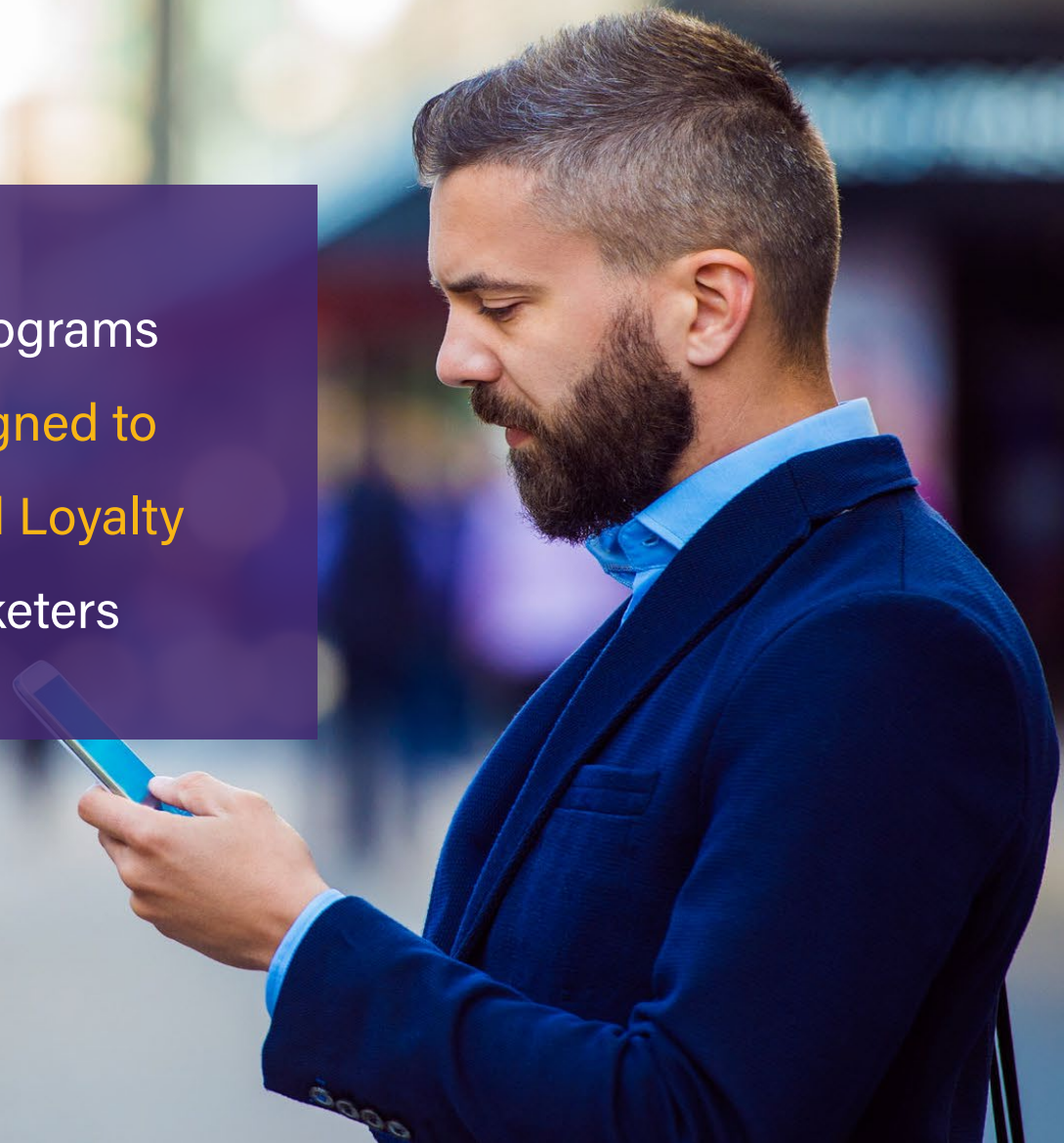
**X** 184K

**f** 10K

**in** 3K



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**.

Connect with the BWW Media Group audience at every stage of the IT decision-making & purchasing journey	Brand Awareness/ Recognition	Lead Generation	Thought Leadership	Customer Education	New Product Launch
Petri.com Onsite Sponsorship	X	X	X	X	X
Petri.com High Impact Ad Unit	X	X			X
Petri Dedicated Email Marketing	X	X		X	X
Petri Email Newsletter Takeover	X	X		X	X
Petri.com Sponsored Content	X		X	X	X
Petri.com Real Field Review <sup>TM</sup>	X			X	X
GET-IT Conference Sponsorship	X	X	X	X	
Fully Managed Webinar Program or How-To Tutorial Video	X	X	X	X	X
Content Syndication/Lead Gen	X	X			
Dedicated White Paper or Ebook			X	X	
Podcast Sponsorship	X			X	X
Custom Programs (i.e.: Sponsor a reader survey/results, Podcast or video miniseries creation, Challenge contest/sweepstakes, etc. )	X	X	X	X	X



**BrightWork**

red  canary®

**netwrix**

 **AvePoint®**

**veeAM**

 **ALERT LOGIC®**

**ManageEngine** 

 **semperis**

 **CoreView**

  
**BeyondTrust**

**smartDeploy**  
POWERED BY PDQ.COM

**IS Decisions**

**Cayosoft**

*Devolutions*

 **Microsoft**



# Fully Managed **Webinars**

## **Fully Managed Webinar**

\$15,000

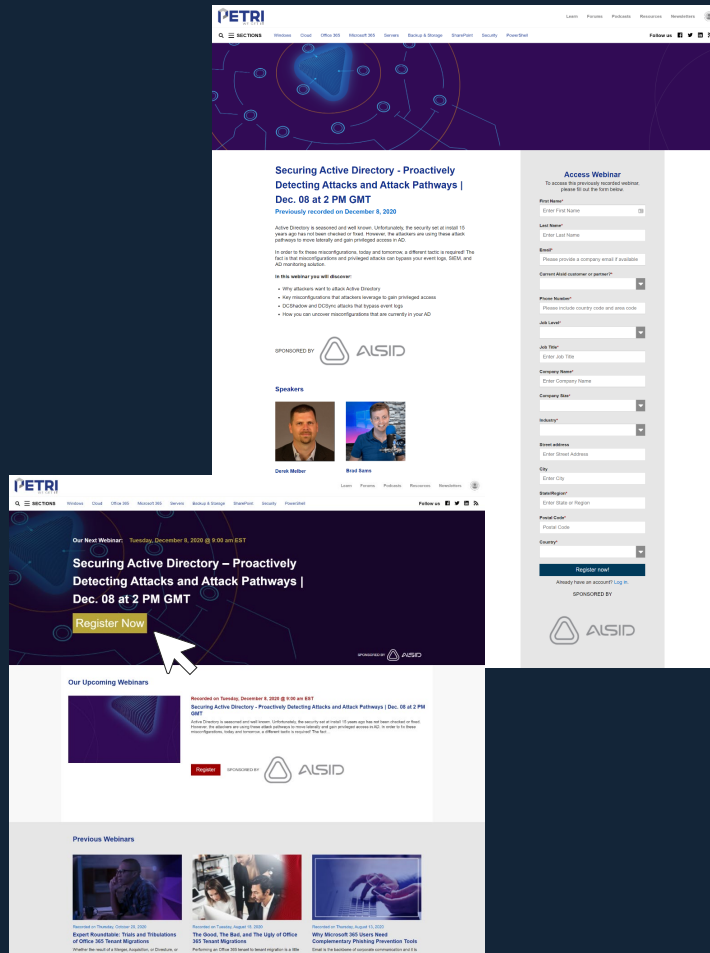
## **Webinar + Techbrief**

\$18,000

## **Lead Filters**

starting at \$5 per lead/  
per filter





## 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



A man and a woman are walking down a long, brightly lit aisle in a server room. The aisle is flanked by rows of black server racks on both sides. The floor is light-colored and reflective. The ceiling has recessed lighting. The man is on the left, wearing a light blue shirt and dark pants, gesturing with his hands. The woman is on the right, wearing a light blue blazer and dark pants, holding a tablet. A semi-transparent purple banner is overlaid across the middle of the image, containing the text 'Custom Content Services'.

# Custom Content **Services**

**Petri.com Guest Post**  
\$1,000 per post

**Custom Article Sponsor**  
\$4,000

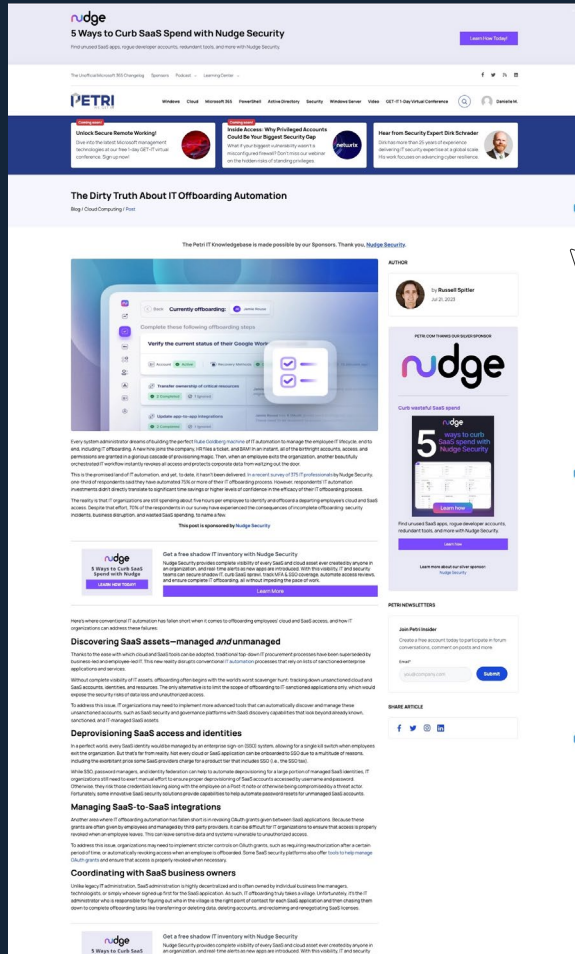
**Petri Dish Real Field Story**  
(starting at) \$5,000

**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/>

**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/>
- <https://petri.com/top-microsoft-365-tools-for-simplified-project-management/>

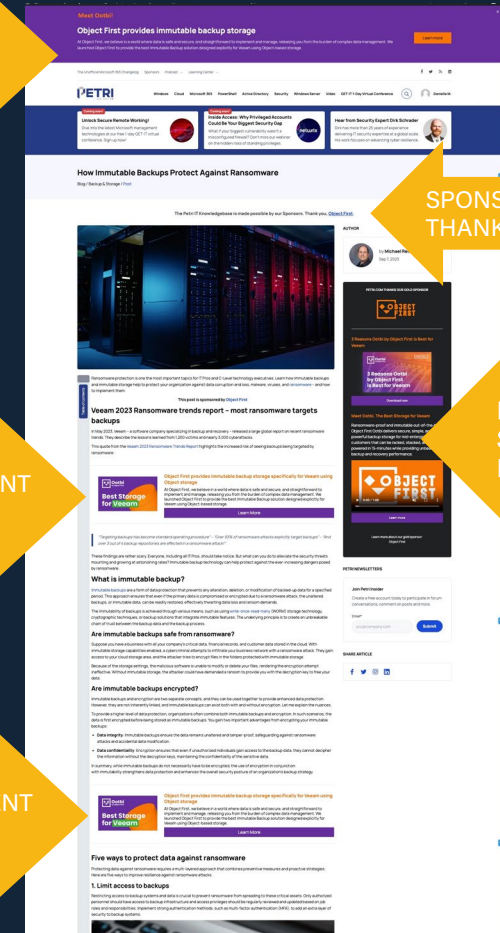
SPONSOR  
HEADER

SPONSOR  
THANK YOU

IN CONTENT  
PREMIUM

RIGHT RAIL  
SPONSOR  
BLOCK

IN CONTENT  
PREMIUM



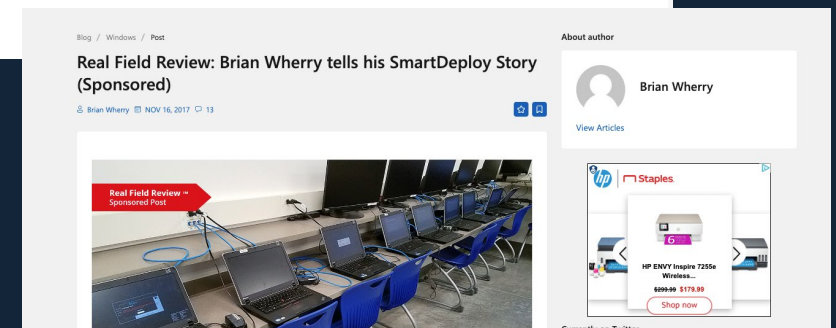
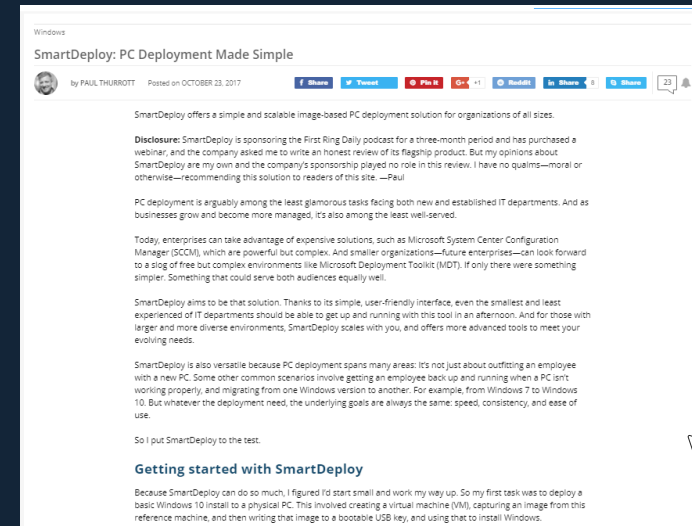


It is extremely important to Petri.com that our point of view on products and platforms remains trustworthy and the person delivering them is an SME in that particular area of IT.

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

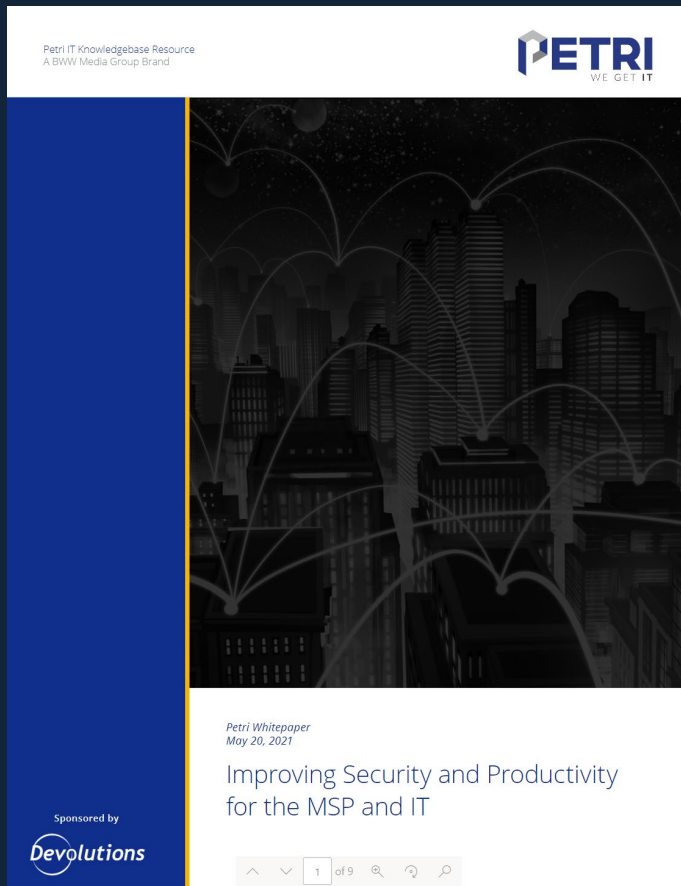
- ✓ Client will provide a customer or an SME to share a case study or a success story that a Petri writer will bring to life with our audience.
- ✓ Petri writer will test, trial, and/or review the product if possible (time & cost will vary) and document the entire process.
- ✓ The Petri Dish Real Field 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>
- <https://www.thurrott.com/windows/144196/real-field-review-brian-wherry-tells-smartdeploy-story-sponsored>





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.

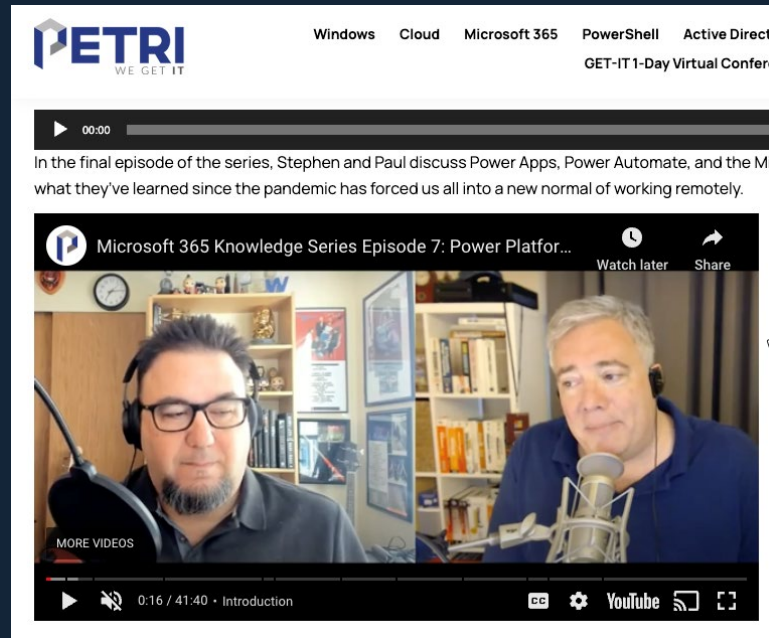
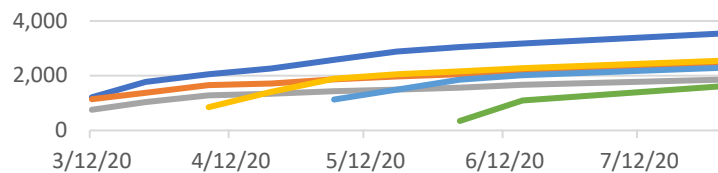
**Example:**

- <https://petri.com/whitepaper/choosing-an-mfa-solution-for-your-active-directory-environment-ask-these-15-questions/>

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.

Microsoft 365 Knowledge Series  
Growth Per Episode



#### 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.



The screenshot shows the PETRI website with a navigation bar at the top. The main content area features a large banner for 'Mastering SharePoint Forms' with a 'Download Whitepaper' button. Below the banner, there is a section titled 'Download the SharePoint Forms Whitepaper' with a mouse cursor pointing to a 'Download Now!' button. To the right of this section is a form for downloading the whitepaper, which includes fields for First Name, Last Name, Email, Phone Number, Job Level, Job Title, Company Name, Company Size, Industry, State/Region, Postal Code, and Country. A 'Download Now!' button is at the bottom of the form. Below the form, there is a section titled 'About KWizCom' with a paragraph about their services and a 'Microsoft Partner' badge.

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.



A photograph of two men in a server room. The man on the left is Black, wearing a dark blue long-sleeved shirt and a red lanyard with a blue ID badge. The man on the right is Asian, wearing a grey turtleneck and a blue lanyard. They are both looking at a silver laptop held by the man on the right. The background shows rows of server racks with blue indicator lights. A semi-transparent purple banner is overlaid across the middle of the image, containing the text.

# Petri.com Onsite Sponsorship & High Impact Advertising



# Petri.com Onsite Sponsorship Premium Benefits

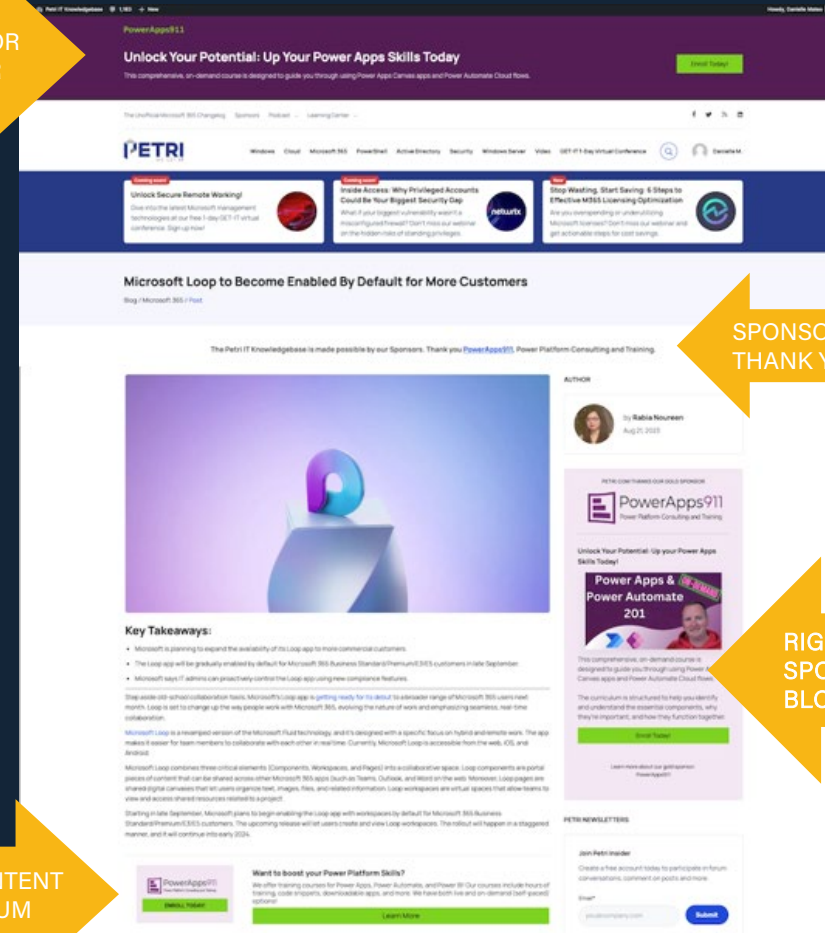
- Standout through multiple brand placements with content strategically built into article pages and served throughout the Petri.com experience.
- Sponsor units are built into all servable article and category pages and avoid typical “banner blindness” and ad blockers.
- Sponsorship blocks showcase your 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.
- 1<sup>st</sup> 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.

SPONSOR  
HEADER

IN CONTENT  
PREMIUM

SPONSOR  
THANK YOU

RIGHT RAIL  
SPONSOR  
BLOCK





# Petri.com Onsite Sponsorship Package Details

These Premium benefits that are reserved for our site sponsors

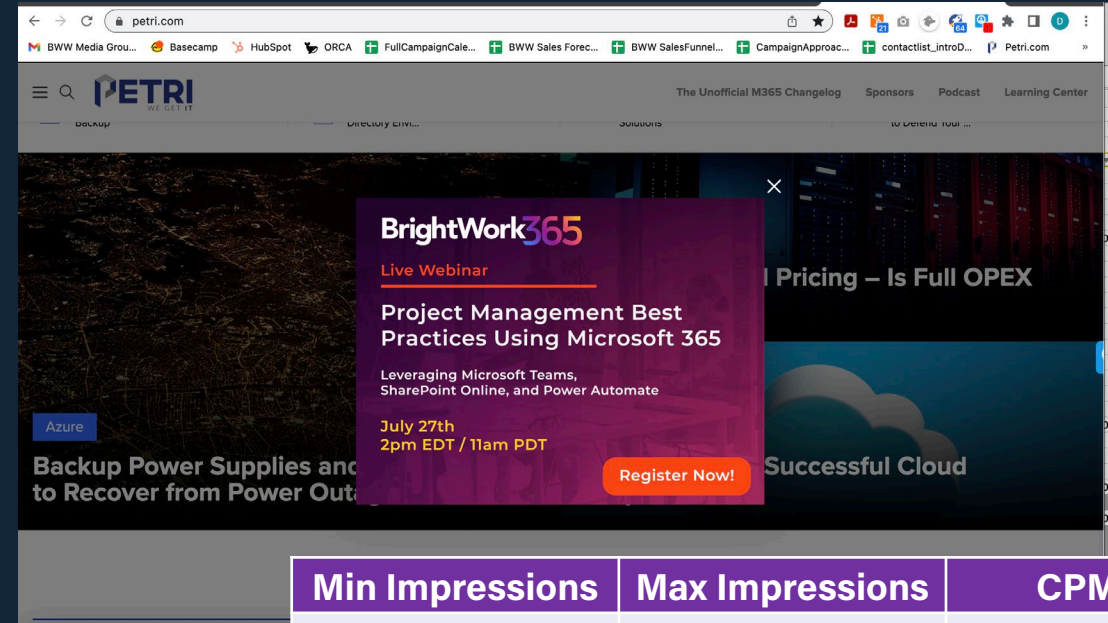
Package Details	PLATINUM Sponsor Package	GOLD Sponsor Package	SILVER Sponsor Package	BRONZE Sponsor Package	Sponsor Package
Company Logo/Link & Description on Petri.com Sponsor Page	✓	✓	✓	✓	✓
Petri.com SOV of Monthly Sponsor Impressions	500,000	400,000	300,000	200,000	100,000
Single-Month Sponsorship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

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

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



Min Impressions	Max Impressions	CPM
10,000	99,999	\$50.00
100,000	199,999	\$45.00
200,000	and up	\$40.00

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



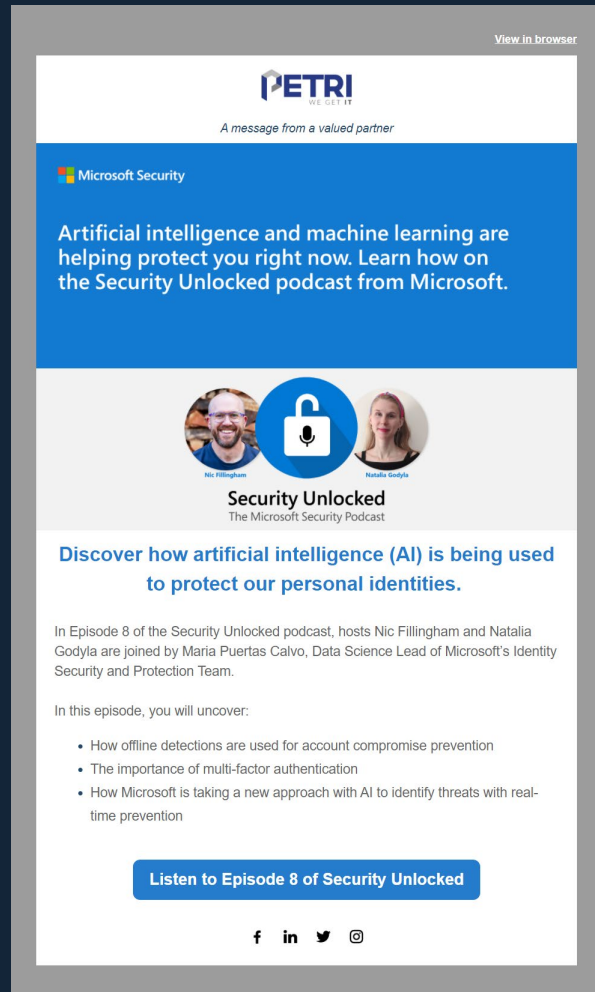
A man with a beard and glasses is looking at a computer screen. The image is partially obscured by a purple overlay containing text.

# Petri.com **Dedicated Email**

**Petri Dedicated Email**  
\$3,750/send

**Office 365 Dedicated Email**  
\$3,100/send

Frequency discounts available



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**

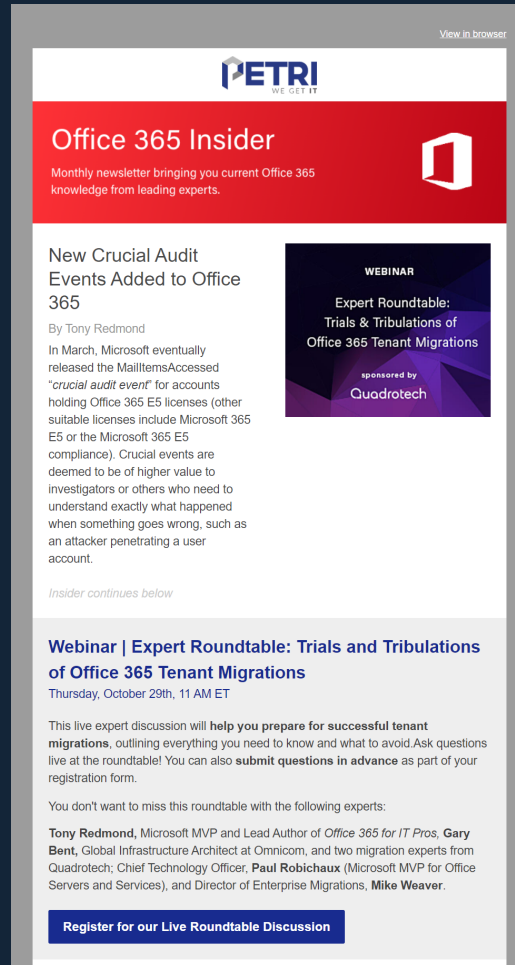
Block 1: \$2,165/send

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%



BLOCK 1

BLOCK 2

BLOCK 3


BLOCK 4


View in browser

**PETRI**  
WE GET IT

## Webinars & Resources

Showcasing industry-leading content that you access from Petri.com


SPONSORED BY: 




**GET-IT SHAREPOINT VIRTUAL CONFERENCE**  
FEBRUARY 9, 2021  
[LEARN MORE](#)

**GET-IT SharePoint 1-Day Virtual Conference | Streaming Live on February, 9th**

On February 9th, we will be streaming to YouTube, Twitter, Facebook, Petri.com, and other locations to make it easy for you to watch SharePoint Day. Why SharePoint? With the explosive growth of remote work during the year (usage doubled to 200 million monthly users), making sure that your users are on-boarded correctly, collaborating securely, and organized efficiently, is more important than ever.  
[View sessions and learn more.](#)


PRODUCED BY: 



**The importance of third party security solutions for Microsoft 365 Webinar**

**On-Demand Webinar and complimentary trial of FileWall | The importance of third party security for Microsoft 365**

Ransomware gangs are targeting Microsoft CSPs to not only attack these businesses but also as a gateway to reach their customers. A successful penetration on a Microsoft CSP can easily mushroom into a ransomware threat on 10's or 100's of businesses and lead to thousands of dollars in ransom demands or lost time circumventing the breach. CSPs are the new target of large scale, calculated attacks.  
[Access webinar & your free trial.](#)




**Professional Learning Credits Now Available on Petri.com**  
[Learn More](#)


**Seminars | Professional Learning Credits on Petri.com**

Explore the new Petri.com Learn Center and get professional training on topics such as:

- Tips and Tricks for Protecting Microsoft 365 and On-Boarding New Employees
- Understanding Secure Score
- Moving to Risk Based Password Policies
- Analyzing Your Office 365 Data for Potential Vulnerabilities.

**TAILORING TEAMS EBOOK**



**Make Teams More Productive For your Organization**  
sponsored by 

**eBook | Using and Tailoring Microsoft Teams for your Organization**

Microsoft Teams has seen an unprecedented surge in adoption and usage since March 2020 due to an increase in remote work and its use as being the premier hub for collaboration and teamwork. However, with this surge organizations are realizing that they cannot set and forget their Teams deployment as issues can begin to arise.

- ✓ List Size: 100,000 send
- ✓ Sent twice per month on the second and fourth Thursday of the month
- ✓ Avg Open rate: 10.56%



SOLUTION  
SPOTLIGHT

AD UNIT

View in Browser

**PETRI**  
WE GET IT

## Tech Tuesday

Showcasing this weeks latest articles on business technology from Petri.com

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**Microsoft to Crackdown on High Volume Microsoft 365 Email Offenders**

If your organization has mailboxes that are overflowing with data and you have been ignoring the warnings that they have surpassed the receiving limits for the account, you will need to start paying more attention. Microsoft has announced that it will be strictly enforcing limits across all mailboxes to protect the health of its system.

[Read More >](#)

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**Live Webinar | The 4 Pillars of Active Directory Security**

Tuesday, March 30th at 1 PM ET / 10 AM PT

Often organizations obtain a few Active Directory security-related tools, but there are always gaps. It is these gaps that the attackers are investigating and exploiting. If the same tools allow the same gaps each time, it only makes sense to fill the gaps, which will stop the attacks.

In this webinar you will learn:

- Where traditional log-based security solutions fall short
- How proactive security can reduce your attack surface
- What you need to do in order to protect AD now

[Register and Learn How to Protect AD](#)

---

**How to Enable PowerShell Remoting in Windows 10**

Last year, I wrote about the Office 365 substrate, a little understood but critical component of how Microsoft is developing their cloud services. That article followed a talk by Microsoft Fellow Jeffrey Snover at the Ignite 2019 conference. Now boasting the title of CTO for Modern Workforce Transformation, Snover recently explored the same topic at the Microsoft Higher Education conference. His remarks helped me understand some additional aspects about the Microsoft 365 substrate. Perhaps these notes will help others get to grips with this important topic.

[Read More >](#)

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**MJFChat: Understanding Microsoft's Employee Experience Vision**

Our latest MJFChat is all about Microsoft's just-announced Viva employee-experience platform. My special guest is Jennifer Mason, Vice President of Workforce Transformation and Learning for Planet Technologies. Jennifer also is a Microsoft Most Valuable Professional (MVP) and Regional Director (RD) who is well-versed in all things Office-related.

[Read More >](#)

---

**Real-time detection of attacks and attack pathways is essential.**

[Register and learn how to protect your AD install >](#)

---

**Microsoft Adds 'Meet Now' to Teams but It**

Newsletter Takeover includes a solution spotlight and a newsletter ad unit

- ✓ List Size: 75,000 send
- ✓ Sent Weekly on Tuesday
- ✓ Avg Open rate: 10.84%

SOLUTION  
SPOTLIGHT

AD UNIT

**PETRI**  
This Week in IT  
Your Friday coverage of the most impactful Petri.com articles from the week.

**Microsoft has new Clouds for Financial Services, Manufacturing, and Nonprofit**

When you hear the word cloud, you likely think of a data center off in some magical place that (hopefully) has five 9s or more levels of reliability. But the reality is that the "cloud" is a grouping of hardware and software that comes together to offer a solution for business customers.

During the past year, Microsoft has announced two clouds for specific industries, Retail, and Healthcare. These clouds are a package of solutions that are targeted at specific scenarios with the goal of reducing the challenges of onboarding while improving the customer experience as they adopt the technology.

[Read more >](#)

**Brad Samis,**  
Executive Editor  
@bdsamis, Petri.com

**Live Webinar | The 4 Pillars of Active Directory Security**  
Tuesday, March 20th, 1 PM ET

Often organizations obtain a few Active Directory security-related tools, but there are always gaps. It is these gaps that the attackers are investigating and exploiting. If the same tools allow the same gaps each time, it only makes sense to fill the gaps, which will stop the attacks.

You will learn:

- When traditional log-based security solutions fall short
- How proactive security can reduce your attack surface
- Why real-time detection of attacks and attack pathways is essential
- When threat hunting is important to perform

[Learn How to Reduce Your Attack Surface in AD](#)

**Must-reads on Petri.com this week**

**How To Select the Correct Azure Storage Service for Your Operation**  
Selecting an Azure Storage Service doesn't have to be difficult, yet you can take some steps to make sure you make good decisions. In this blog post, Microsoft MVP Rick Vanover provides some of his perspectives and tips to allow you to make the right choice upfront.  
[Read more >](#)

**Veeam adds 150 new Features to its Backup and Recovery Suite with v11**  
When it comes to ensuring your corporate data, backup and recovery is a critical component of your operation. And when it comes to solutions in this segment, Veeam is always near, or at the top, of performance metrics.  
[Read more >](#)

**How to Access Planner and To Do Content in Teams**  
Microsoft launched its latest powerhouse application, Teams, on March 14, 2017, a somewhat surprising 4 years ago. In my most humble marketing perspective, Microsoft has been designing and developing Teams to be the end-all, be-all of productivity applications, small data in the center of the Microsoft 365 solution stack.  
[Read more >](#)

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**LIVE WEBINAR**  
**THE 4 PILLARS OF ACTIVE DIRECTORY SECURITY**  
TUESDAY, MARCH 20TH - 1:00PM EST

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## 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

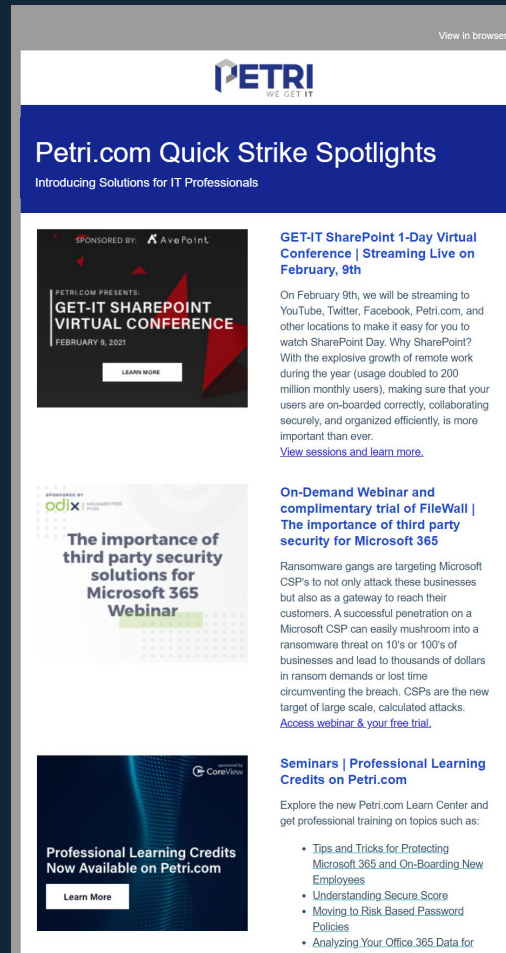
**Petri.com Vibe Post with  
"How To" Reel**  
\$3,500

# Petri.com Quick Strike Newsletter Campaign

BLOCK 1

BLOCK 2

BLOCK 3



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.



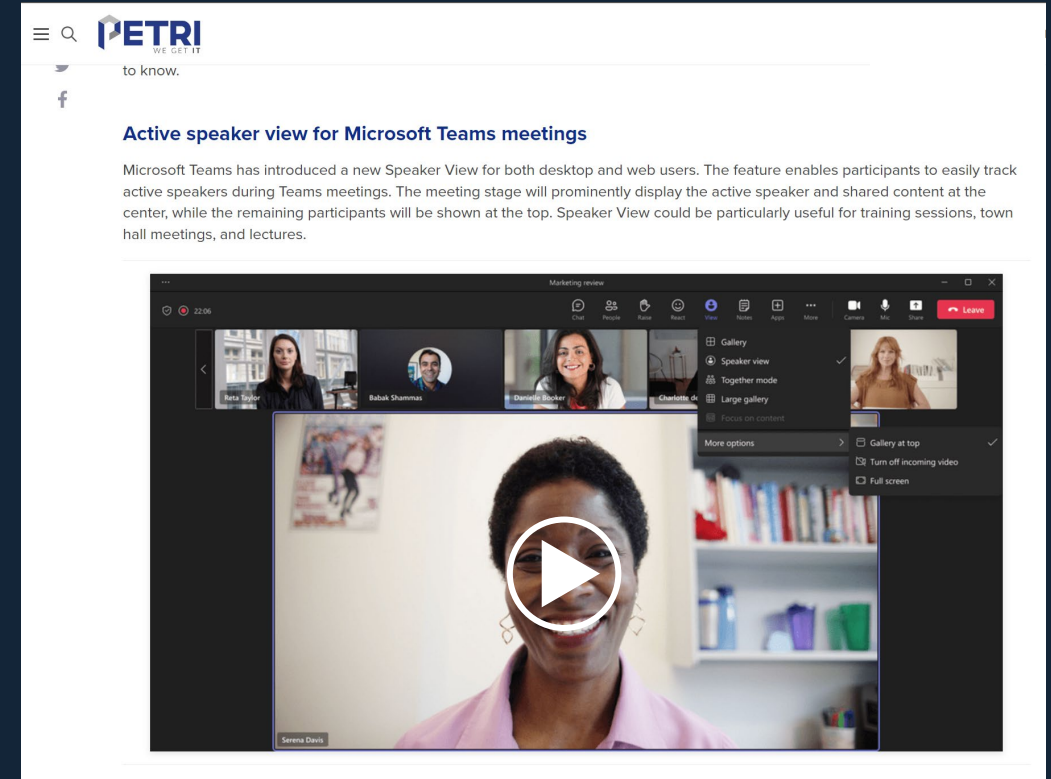
# Sponsored Vibe Post with “How To” Reel

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.

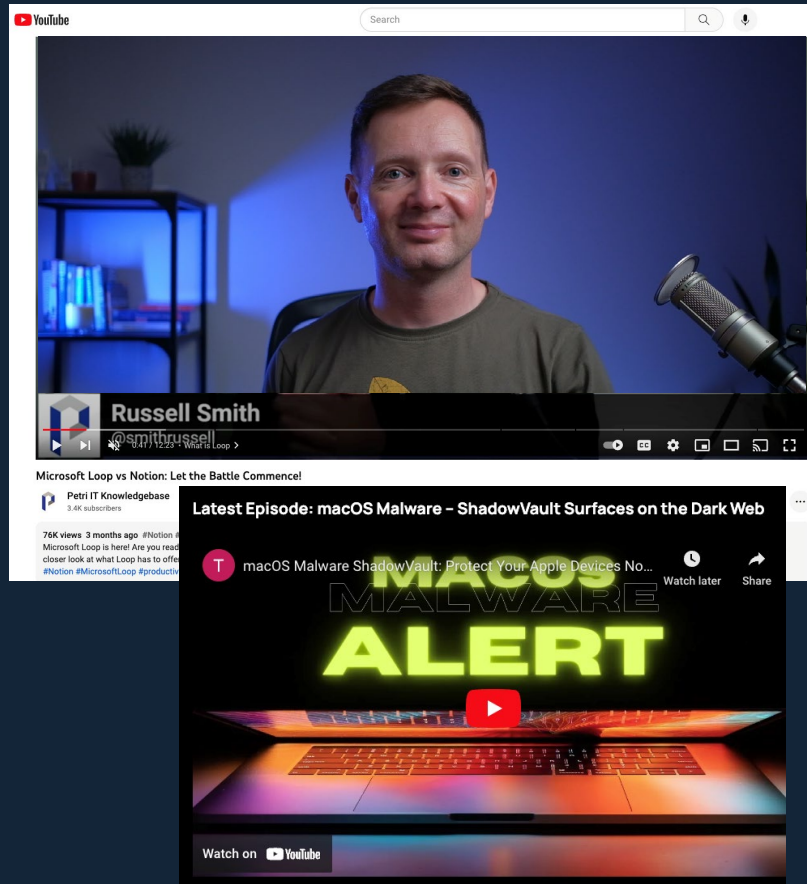


## 4-Episode Season Sponsor Package Includes:

- 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.



# About *This Week in IT* Podcast



*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.

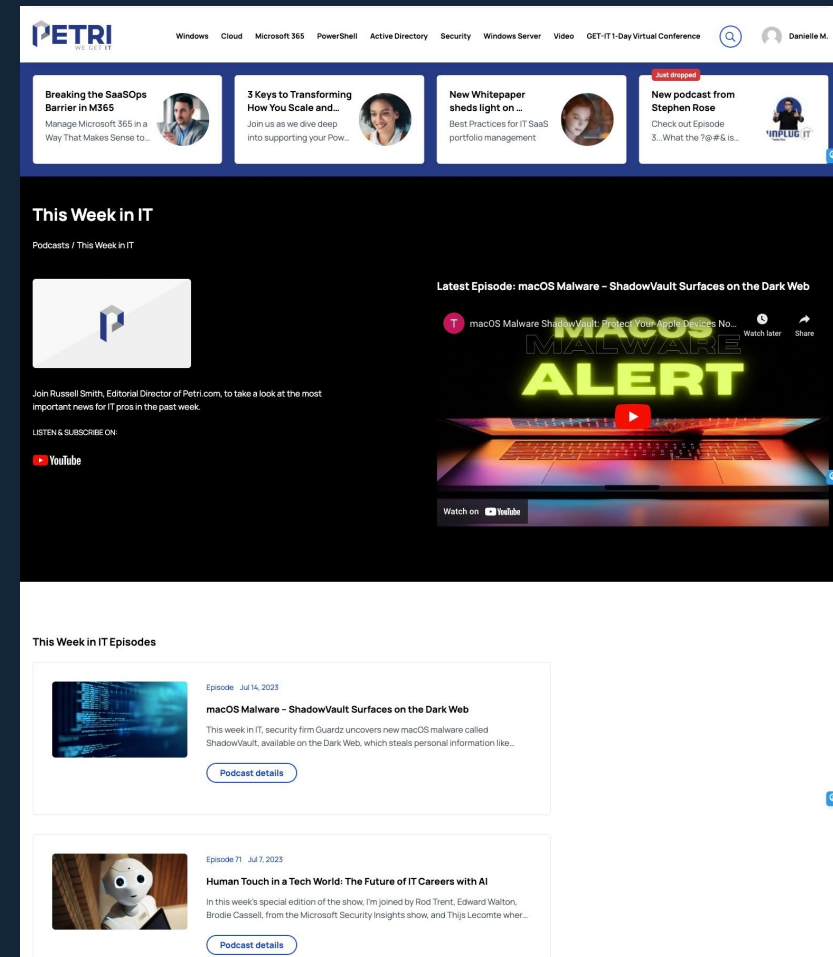
*TWiIT* provides a wrap-up of the most important news of the week for IT Pros. A complimentary newsletter accompanies the podcast each week, with a distribution of 100,000 email subscribers and is further amplified on our social channels - **300K+ followers** - and has permanent placement on Petri.com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

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- 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 *TWiT* sponsorship month. Premium positioning on servable pages avoids typical banner blindness and ad block technology by building sponsor blocks into article and category pages.







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\*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