2022 MEDIA KIT

For our technology properties:

For inquiries, contact: hello@bwwmediagroup.com
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, the IT Professionals are business heroes.

This Media Kit covers 2022 advertising opportunities on our technology properties:

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For inquiries, contact: hello@bwmediagroup.com
Two primary technology properties. Deep Tech & Tech Interests for IT Professionals
## Quick Audience Facts

### Company Size

<table>
<thead>
<tr>
<th>Company Size</th>
<th>Percent of Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Micro (1 - 9 Employees)</td>
<td>9%</td>
</tr>
<tr>
<td>Small (10 - 49 Employees)</td>
<td>17%</td>
</tr>
<tr>
<td>Medium-Small (50 - 199 Employees)</td>
<td>14%</td>
</tr>
<tr>
<td>Medium (200 - 499 Employees)</td>
<td>9%</td>
</tr>
<tr>
<td>Medium-Large (500 - 999 Employees)</td>
<td>8%</td>
</tr>
<tr>
<td>Large (1,000 - 4,999 Employees)</td>
<td>16%</td>
</tr>
<tr>
<td>XLarge (5,000 - 10,000 Employees)</td>
<td>7%</td>
</tr>
<tr>
<td>XXLarge (10,000+ Employees)</td>
<td>20%</td>
</tr>
</tbody>
</table>

### Company Revenue

<table>
<thead>
<tr>
<th>Revenue Range</th>
<th>Percent of Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Micro (&lt;$1MM)</td>
<td>11%</td>
</tr>
<tr>
<td>Small ($1MM-$10MM)</td>
<td>18%</td>
</tr>
<tr>
<td>Medium-Small ($10MM-$50MM)</td>
<td>19%</td>
</tr>
<tr>
<td>Medium-Large ($50MM-$100MM)</td>
<td>5%</td>
</tr>
<tr>
<td>Large ($100MM-$200MM)</td>
<td>7%</td>
</tr>
<tr>
<td>XLarge ($200MM-$1B)</td>
<td>14%</td>
</tr>
<tr>
<td>XXLarge ($1B+)</td>
<td>26%</td>
</tr>
</tbody>
</table>

### Functional Area

<table>
<thead>
<tr>
<th>Area</th>
<th>Percent of Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Information Technology</td>
<td>48%</td>
</tr>
<tr>
<td>Operations</td>
<td>8%</td>
</tr>
<tr>
<td>Government</td>
<td>7%</td>
</tr>
<tr>
<td>Medical/Health</td>
<td>7%</td>
</tr>
<tr>
<td>Finance</td>
<td>5%</td>
</tr>
<tr>
<td>Sales</td>
<td>5%</td>
</tr>
<tr>
<td>Engineering</td>
<td>5%</td>
</tr>
<tr>
<td>Education</td>
<td>4%</td>
</tr>
<tr>
<td>Marketing</td>
<td>2%</td>
</tr>
<tr>
<td>Legal</td>
<td>2%</td>
</tr>
<tr>
<td>HB</td>
<td>2%</td>
</tr>
</tbody>
</table>

### Industry

<table>
<thead>
<tr>
<th>Industry</th>
<th>Percent of Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Software</td>
<td>15%</td>
</tr>
<tr>
<td>Education</td>
<td>10%</td>
</tr>
<tr>
<td>Manufacturing</td>
<td>9%</td>
</tr>
<tr>
<td>Healthcare</td>
<td>8%</td>
</tr>
<tr>
<td>Finance</td>
<td>7%</td>
</tr>
<tr>
<td>Retail</td>
<td>6%</td>
</tr>
<tr>
<td>Business Services</td>
<td>5%</td>
</tr>
<tr>
<td>Government</td>
<td>5%</td>
</tr>
<tr>
<td>Construction</td>
<td>5%</td>
</tr>
<tr>
<td>Telecommunications</td>
<td>4%</td>
</tr>
<tr>
<td>Transportation &amp; Travel</td>
<td>3%</td>
</tr>
<tr>
<td>Insurance</td>
<td>3%</td>
</tr>
<tr>
<td>Media &amp; Internet</td>
<td>3%</td>
</tr>
<tr>
<td>Real Estate</td>
<td>2%</td>
</tr>
<tr>
<td>Non-Profit</td>
<td>2%</td>
</tr>
<tr>
<td>Wholesalers</td>
<td>2%</td>
</tr>
<tr>
<td>Hospitality &amp; Hotels</td>
<td>2%</td>
</tr>
<tr>
<td>Legal</td>
<td>2%</td>
</tr>
<tr>
<td>Resource Extraction</td>
<td>2%</td>
</tr>
<tr>
<td>Energy, Utilities &amp; Waste</td>
<td>2%</td>
</tr>
</tbody>
</table>

### Professional Group

<table>
<thead>
<tr>
<th>Group</th>
<th>Percent of Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business Professional</td>
<td>49%</td>
</tr>
<tr>
<td>IT Professional</td>
<td>27%</td>
</tr>
<tr>
<td>Small Business Professional</td>
<td>9%</td>
</tr>
<tr>
<td>Finance Professional</td>
<td>4%</td>
</tr>
<tr>
<td>Healthcare Professional</td>
<td>3%</td>
</tr>
<tr>
<td>Human Resources Professional</td>
<td>3%</td>
</tr>
<tr>
<td>Marketing Professional</td>
<td>2%</td>
</tr>
<tr>
<td>Fortune 500 Employee</td>
<td>2%</td>
</tr>
<tr>
<td>High Income Professional</td>
<td>1%</td>
</tr>
</tbody>
</table>

### Region

<table>
<thead>
<tr>
<th>Region</th>
<th>Percent of Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>North America</td>
<td>48%</td>
</tr>
<tr>
<td>EMEA</td>
<td>32%</td>
</tr>
<tr>
<td>APAC</td>
<td>16%</td>
</tr>
<tr>
<td>LATAM</td>
<td>2%</td>
</tr>
<tr>
<td>Other</td>
<td>2%</td>
</tr>
</tbody>
</table>
GET-IT: 1-DAY Virtual Conferences

GET-IT GOLD Sponsorship:
- Sponsor 1 Conference: $13,500 each
- Sponsor 2 Conferences: $11,750 each
- Sponsor 3 Conferences: $10,500 each
- Sponsor 4 Conferences: $9,000 each

GET-IT SILVER Sponsorship:
- Sponsor 1 Conference: $8,250 each
- Sponsor 2 Conferences: $7,425 each
- Sponsor 3 Conferences: $6,683 each
- Sponsor 4 Conferences: $6,015 each

GET-IT MULTI-SPONSORSHIP SAVINGS
Participate in more than one conference throughout the year and gain significant awareness for your brand and savings.

For inquiries, contact: hello@bwwmediagroup.com
Exceptional awareness, thought leadership, and lead generating activity for brands.

GET-IT: 1 Day Virtual Conferences

**ONLY 4 in 2022**

March 24, 2022
Microsoft 365 Collaboration and Productivity Accelerator for IT Pros

June 23, 2022
Microsoft Cloud Security and Compliance 1-Day Virtual Conference

September 22, 2022
Virtualization 1-Day Virtual Conference

December 8, 2022
Microsoft Teams 1-Day Virtual Conference

For inquiries, contact: hello@bwwmediagroup.com

2022 GET-IT: 1 Day Virtual Conferences
Building on the success of our GET-IT Conferences in 2021, BWW Media Group has decided to create four exceptional virtual conferences in 2022. Driving thousands of attendees and hundreds of leads for our sponsors.

Sponsorship details on following page
**GET-IT: 1-Day Virtual Conference Sponsorship Details**

**Gold Conference Sponsorship Includes:**

1. Your company is listed with logo and backlink to your company site on all conference pages, emails & promotional materials, and post-conference follow-up. Sponsors are also added to all social media posts regarding conference to our social audience of over 300,000 strong.

2. Opportunity to host a 30 to 45-minute educational session during the conference with live Q&A following session, managed by conference hosts, Paul Thurrott and Russell Smith.

3. Event is highly promoted, and sessions are given by Microsoft MVPs and recognized industry experts.

4. Session speakers provide an article on their session topic, culminating into an e-book which is delivered to all registered participants immediately following the conference. Sponsors are welcome to submit an article for this e-book to our Editorial team.

5. All conference leads prior, day of and 2-weeks post event are shared with Sponsor.

6. 250 lead minimum guarantee - Leads gathered through conference registration. Event is promoted on multiple channels – Twitter, Facebook, Petri.com, Thurrott.com, and YouTube – to draw as many users as possible on day of event for maximum brand exposure for our sponsors.

7. On-demand promotions continue for at least 2-weeks post-event.

8. Sponsor recognition throughout the conference day.


**Silver Conference Sponsorship Includes:**

All Gold Package components above, minus conference leads/guarantee (numbers 5 & 6 from list above)

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**GET-IT: 1 Day Virtual Conferences**

**ONLY 2 REMAINING**

**Exceptional awareness, thought leadership and lead generating activity**

March 24, 2022
Microsoft 365 Collaboration and Productivity Accelerator for IT Pros

June 23, 2022
Microsoft Cloud Security and Compliance 1-Day Virtual Conference

September 22, 2022
Virtualization 1-Day Virtual Conference

December 8, 2022
Microsoft Teams 1-Day Virtual Conference

For inquiries, contact: hello@bwwmediagroup.com
Microsoft Cloud Security and Compliance 1-Day Virtual Conference

As more organizations than ever before move data, apps, and services into the cloud, and employees access resources from outside the corporate firewall, there's a growing need to ensure secure access and provide more sophisticated security protections.

Ransomware has surged in recent years, becoming the number one threat for organizations. In this 1-day virtual event, industry experts and Microsoft Valuable Professionals (MVP) will cover how to secure endpoints, collect data and analyze it to prevent attacks before they take hold of your network, protect resources using a zero-trust model, and planning governance measures for security and compliance.

• Deploying Microsoft Defender for Endpoint
• What is Azure Sentinel and how it can help protect cloud and on-premises IT resources.
• Expert roundtable: Planning for governance of Microsoft 365 apps
• Protecting Microsoft Office apps from attack
• Azure Active Directory security: How Azure AD and identity management forms the foundation of zero-trust security in Microsoft 365

Virtualization 1-Day Virtual Conference

Flexibility is key as organizations move to provide employees and third parties with access to corporate resources from any location and securely. For many, virtualization and virtual desktop infrastructure (VDI) is a key part of the solution.

In this 1-day virtual learning event, industry experts and Microsoft Valuable Professionals (MVP) will walk you through evaluating Desktop-as-a-Service (DaaS) solutions from Microsoft, how to deploy your own VDI using VMware Horizon, understanding the storage requirements for VDI, and how to size your hardware to host a fast and reliable virtual server or desktop infrastructure.

• Windows 365 vs Azure Virtual Desktop - Which Solution to Choose and Why? (Dean Ellerby)
• Best Practices for Modernizing an Existing VDI by Migrating to Azure Virtual Desktop (Neil McLoughlin)
• Optimizing the VDI User Experience with FSLogix Containers, App Masking, and Java Version Control (Travis Roberts)
• Sponsored Session - Vadim Vladimirskiy
• Expert roundtable: Choosing the Right Virtualization Solution (Dean, Neil, Travis, Vadim, Speaker TBA, Sponsor 2 TBA)
• Securing Azure Virtual Desktop with Azure AD Conditional Access and multifactor authentication (MFA) (Speaker TBA)

For inquiries, contact: hello@bwmediagroup.com

Microsoft Teams 1-Day Virtual Conference

Petri’s annual Teams 1-Day Virtual Conference is back! Teams is the internal communication hub for small teams in large and small organizations. In this 1-day virtual learning event, you’ll learn how to get the most out of Teams and your Microsoft 365 licenses.

This year, industry experts and Microsoft Valuable Professionals (MVP) will provide you with solutions to some of your top concerns, including how to back up Microsoft 365 data, how to facilitate hybrid work, governance and compliance, and using reporting to monitor your workforce and improve productivity.

• Considerations for Backup and Recovery of Data in Microsoft 365
• Get Started with Hybrid Work and Teams Rooms
• Managing Information Governance, Security, and Compliance in Microsoft Teams
• Expert roundtable: How to Unlock the Power of Teams for Your End Users
• Using Teams and Microsoft 365 Reports to Improve Productivity and Increase Adoption
Webinars

Webinar: $15,000
Webinar + Techbrief: $18,000

For inquiries, contact: hello@bwwmediagroup.com
A favorite lead generation tactic for our clients.

HOST A WEBINAR ON PETRI.COM OR THURROTT.COM

Fully managed webinar program includes:

- 250 minimum lead guarantee
  - No filters (General IT Audience)
  - Leads with filters:
    - Adjusted by less Minimum Lead Guarantee, or $5 added per lead per filter
- Leads generated from registrations prior to live webinar event or from on demand promotion after live webinar date
- Every effort is made to guarantee 70% leads (175) prior to 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 / Thurrott expert or hosted solely by your subject matter expert(s)
  - Post webinar follow-up with registered and attended participants
    - Thank you!
    - On-demand webinar available
    - Tech brief ready for download
  - Full multi-touchpoint campaign reporting to client on registrants and attendees

For inquiries, contact: hello@bwwmediagroup.com
Content Services

PETRI.COM

Sponsored Post: $4,000
White Paper Creation: $10,000
Podcast Series: $5,750 per episode (minimum 5-episode series)

For inquiries, contact: hello@bwwmediagroup.com
SPONSORED POST PACKAGE

Petri.com Sponsored Post Features:
- Sponsored Posts on the Petri IT Knowledgebase
- Editorial team will work with sponsor to create an article that is a minimum of 750 words
- Article never sunsets
- Article will address an industry issue or trend, and name sponsor as a solution, but is not a product review
- Link to sponsor’s web site is included
- Article is Google indexed providing a continuous SEO value

Premium Feature Bonus:
- Sponsor receives exclusive on-page sponsorship, leveraging Petri’s premium sponsor presence, a rich engaging onsite presence built into the page, avoiding typical “banner blindness”
- Petri’s unique online experience ensures visibility even in the presence of Ad Block technology, with detailed performance reporting
- Sponsor can rotate sponsor module content monthly to ensure freshness
- 12-month exclusive on-page placement
- Option to extend on-page placement beyond 12 months (additional charge)

Performance Guarantee:
- BWW guarantees that Sponsored Post will receive a minimum of 1,000 pageviews in the first 12 months. We estimate that 75% of the pageviews to occur within the first 4 months.
- Opportunity to increase the performance guarantee to 3,000, 6,000, or 12,000 pageviews over 12 months (additional charge)

For inquiries, contact: hello@bwwmediagroup.com
The editorial team writes a 3 to 5-page whitepaper that covers an agreed upon topic important to your business and sponsored by you.
Working with you, we would develop a planned episode podcast series showcasing one of our experts, one of yours or both.

Microsoft 365 Knowledge Series Growth Per Episode

For inquiries, contact: hello@bwwmediagroup.com
Content Syndication

General IT Lead Cost:
$45/lead

Filters:
$5/lead per ‘most’ filters

Filters available on Country, 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.

For inquiries, contact: hello@bwwmediagroup.com
CONTENT SYNDICATION

Your content on our web properties promoted through all of our advertising mechanisms.

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

- Leverage your existing content and we will capture qualified leads with a monthly lead goal.

- Leads start at $45/lead and require $5 in addition per filter per lead.

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.

For inquiries, contact: hello@bwwmediagroup.com
Onsite Sponsorship & Advertising

PETRI.COM SITE SPONSORSHIP
See pages 18-22
- Gold Sponsorship: $10,000/month
- Silver Sponsorship: $6,500/month
- Bronze Sponsorship: $3,000/month

PETRI.COM MULTI-MONTH SPONSORSHIP SAVINGS
- 5% OFF: 2 – 3 months Sponsorship (any level)
- 7.5% OFF: 4 – 6 months Sponsorship (any level)
- 10% OFF – 7 plus months of Sponsorship (any level)

PETRI.COM OR THURROTT.COM ONSITE
- Petri.com High Impact Ad Campaign: See page 25
- Petri.com or Thurrott.com Guaranteed ROS Campaign: See pages 26-27

For inquiries, contact: hello@bwwmediagroup.com
Petri.com Sponsorship Premium Benefits
A rich engaging onsite presence built into the web site in order to showcase our Sponsors

Exclusive Benefits for Petri.com Sponsors

Sponsor Package Benefits

• All sponsors are featured on the Petri.com Sponsor Page -- here Gold, Silver and Bronze sponsors are all showcased.
• Gold and Silver sponsors also receive a unique landing page on Petri.com.
• Unique SOV% of Petri.com (15% Gold, 10% Silver, 5% Bronze)
• Sponsor blocks shown on all servable pages and avoid typical “banner blindness” and ad blockers
• Now with even more added value and bonus benefits

Plus NEW Premium Benefits – All package Levels

• Sponsors will receive a SOV of the Petri.com High-Impact ad unit as a bonus. SOV % and total impressions are determined by Sponsorship level. Ad is served to unique visitors on home, article and category pages.
• Sponsors receive an additional discount, based on Sponsor level, on all other BWW Media Group marketing programs including Dedicated Email & Newsletter takeovers, GET-IT 1-Day Conference Sponsorships, Fully Managed Webinar Program, Sponsored Post package, Whitepaper creation, and Podcast Sponsorships (when ordered during a Sponsorship month)

BONUS: Sponsors will have the opportunity to buy additional & limited High-Impact Ad Unit impressions each month before any other advertisers

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

Premium benefits reserved for our site sponsors and extended to all marketing programs

<table>
<thead>
<tr>
<th>Package Details</th>
<th>GOLD Sponsor Package</th>
<th>SILVER Sponsor Package</th>
<th>BRONZE 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>
</tr>
<tr>
<td>Unique Landing Page on Petri.com</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Petri.com SOV% of Monthly Sponsor Blocks on Servable Pages</td>
<td>15%</td>
<td>10%</td>
<td>5%</td>
</tr>
<tr>
<td><strong>BONUS</strong> Petri.com SOV% of Included High-Impact Ad Unit Monthly Impressions</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>7.5% (approx. 42,000 impressions or 4 days) $2,100 Value!</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5% (approx. 28,000 impressions or 2-3 days) $1,200 Value!</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2.5% (approx. 14,000 impressions or 1-2 days) $560 Value!</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>BONUS</strong> Discounted rate on Petri.com Additional High-Impact Impressions</td>
<td>15%</td>
<td>10%</td>
<td>5%</td>
</tr>
<tr>
<td>Sponsors have first choice of remaining available High-Impact ad unit impressions each month</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>BONUS</strong> Discount % on All Other Petri.com &amp; Thurrott.com Marketing Programs*</td>
<td>15%</td>
<td>10%</td>
<td>5%</td>
</tr>
<tr>
<td>Discount applies to Dedicated Email &amp; Newsletter takeovers, GET-IT 1-Day Virtual Conference sponsorship, fully managed Webinar program, Sponsored Post package, Whitepaper creation, Podcast Sponsorships &amp; more</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Single-Month Sponsorship Cost</td>
<td>$10,000</td>
<td>$6,500</td>
<td>$3,000</td>
</tr>
<tr>
<td>Multi-Month Sponsorship Package Discount**</td>
<td>5% Off 2-3 months (any level)</td>
<td>5% Off 2-3 months (any level)</td>
<td>5% Off 2-3 months (any level)</td>
</tr>
<tr>
<td></td>
<td>7.5% Off 4-6 months (any level)</td>
<td>7.5% Off 4-6 months (any level)</td>
<td>7.5% Off 4-6 months (any level)</td>
</tr>
<tr>
<td></td>
<td>10% Off 7+ months (any level)</td>
<td>10% Off 7+ months (any level)</td>
<td>10% Off 7+ months (any level)</td>
</tr>
</tbody>
</table>

*Bonus Sponsorship discount does not apply to Content Syndication programs.

**Multi-month Sponsorship discount may not be combined with Bonus Sponsorship or any other volume discounts.

For inquiries, contact: hello@bwwmediagroup.com
Petri.com Sponsorship Overview (Page 1 of 5)
A rich engaging onsite presence built into the web site in order to showcase our Sponsors

Petri.com Sponsor Page & Landing Pages

All sponsors are featured on the Petri.com Sponsor Page -- here Gold, Silver and Bronze sponsors are all showcased. Gold and Silver sponsors both receive a unique landing page on Petri.com.

Gold Sponsorship

• $10,000/month*
• Unique landing page on Petri.com
• Sponsoring 15% of Petri.com
• Sponsor blocks shown on 15% of servable page

Silver Sponsorship

• $6,500/month*
• Unique landing page on Petri.com
• Sponsoring 10% of Petri.com
• Sponsor blocks shown on 10% of servable pages

Bronze Sponsorship

• $3,000/month*
• Sponsoring 5% of Petri.com
• Sponsor blocks shown on 5% of servable pages

*Multi-month and full-year commitment pricing available
For inquiries, contact: hello@bwwmediagroup.com

Ex: Gold or Silver Sponsor Landing Page
Onsite Sponsorship on Petri.com

Sponsor 5%, 10% or 15% of Petri.com.

Stand out through our unique Brand Sponsorship Blocks built into our website and served throughout the Petri.com experience.

Sponsorship blocks showcase your brand and serve links, in-block video or audio content, and even give the user the ability to download your content assets.

A powerful branding and awareness tool for your technology solutions – able to reach hundreds of thousands of IT Professionals and decision makers every month.

Your logo and content are served throughout Petri.com pages in several different sponsor blocks.

Avoids ‘Banner Blindness’ and Ad Blockers.

For inquiries, contact: hello@bwwmediagroup.com
Sponsorship Blocks included in Your Petri.com Sponsorship

**Brand Showcase Block**
- Title of Content Here
- More From (Company Name)
- Type of Content Here
- Follow (Company Name) on Social Media

**Sponsor Thank You**

**Sponsor Window**
- Links to your sponsor page or your website
- Logo (transparent background)
- Link to on-site of off-site article of choice (article sponsorship not included)

**In Content Premium Block**
- Logo (transparent background)
- All links to on-site of off-site article of choice (article sponsorship not included)

**Items Needed from Sponsor**

**Brand Showcase Block:**
- Link off site to your website, blog or other content
- Logo (transparent background)
- Links to Relevant (if any) social media accounts
- Select type of A/B/C Widget

**Thank You Widget:**
- Links to your sponsor page or your website
- Logo (transparent background)

**Sponsor Window:**
- Links to your sponsor page or your website
- Logo (transparent background)
- Link to on-site of off-site article of choice (article sponsorship not included)

**In-Content Premium Widget:**
- Logo (transparent background)
- All links to on-site of off-site article of choice (article sponsorship not included)

For inquiries, contact: hello@bwmediagroup.com
All sponsors have a Brand Showcase Block to be delivered on Petri.com

**Brand Showcase Block**

Your unique Brand Showcase Block presents any 3 advertising modules of your choice.

Modules are described on following page.

(For the Brand Showcase Block, choose 3 items to display in block from below)

Modules include:

- **Video File** (training vid/ how to/ informational/ etc)
  - Please provide a video file (mp4 or WebP) no larger than 20MB and sized to 720p

- **Audio File** (podcast/sound bite/etc)
  - Please provide an audio file (mp3) no larger than 20MB

- **Downloadable content asset** (article/ whitepaper/ ebook/ etc)

- **List of articles** (max 3)

- **Featured article** (please include photo)

For inquiries, contact: hello@bwwmediagroup.com
Petri.com Sponsorship Overview cont. (Page 5 of 5)
Brand Showcase Block Modules
Sponsors choose any 3 modules to display in the Brand Showcase Block

Document Download

Downloadable Assets (article/ whitepaper/ebook/ etc)
- Please submit cover of the content that is being downloaded or an image associated with the content
- Please submit the image as a jpeg
- Please submit the title of the article along with a short description of the article
- To help guarantee readability, we ask for a maximum of 115 characters for all titles and a maximum of 250 characters for all descriptions

Learn More with Image

Learn More without Image

Embedded Video

Video File (training vid/how to/informational/etc)
- Please provide the title of the video (limited to 115 characters)
- Please provide a video file (mp4, wmv, mov, avi, etc)

Learn More

Embedded Audio

Audio File (podcast/sound bite/etc.)
- Please provide the title of the media (limited to 115 characters)
- Please provide an audio file (mp3)

Learn More

Article List

List of articles (max 3)
- Please submit up to 3 articles you would like to include in this module
- To help guarantee readability, we ask for a maximum of 115 characters for all titles

Learn More

Featured Article (with or without a photo)
- Photo should be at least 111x111px and in a square format
- Please submit an article you would like to include in this sponsorship block
- Please submit the title of the article along with a short description of the article
- To help guarantee readability, we ask for a maximum of 115 characters for all titles and a maximum of 250 characters for all descriptions
Petri.com High-Impact Campaign

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 home, articles, and category pages
- Ad is served 1x per 12-hour period to each unique visitor, regardless of which page they visit first
- 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
- Ad is visible on screen until visitor clicks or closes
- Client can provide creative or BWWMediaGroup’s creative team can create ad unit
- Site direct only campaign dominates over programmatic ad units and ensures delivery by avoiding ad blockers
- Sponsorship package discount can be applied to general rates below

Rates:

<table>
<thead>
<tr>
<th>Min Impressions</th>
<th>Max Impressions</th>
<th>CPM</th>
</tr>
</thead>
<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+</td>
<td>plus</td>
<td>$40.00</td>
</tr>
</tbody>
</table>

BONUS: Petri.com Site Sponsors will have the opportunity to buy additional & limited High-Impact Ad Unit impressions each month before any other advertisers

For inquiries, contact: hello@bwwmediagroup.com
PETRI.COM GUARANTEED RUN OF SITE CAMPAIGN

Broad reach run of site (ROS) campaign provides a variety of ad unit sizes and placements guaranteed to be delivered throughout the Petri.com site

- Site direct placements will take priority over programmatic units on servable pages
- Choose between or choose all available banner sizes
- Set your own impression count and flight dates (50,000 minimum impressions)

Rates:
$8.00 CPM right rail 300 x 250
$12.00 CPM right rail skyscraper 160x600
$18.00 CPM in-content 300x250

For inquiries, contact: hello@bwmediagroup.com
Please contact BWW Media Group for display advertising directly on Thurrott.com. We have many custom opportunities to put your brand in front of the millions of views on Thurrott.com.

Average Traffic:
400,000-500,000 page views per month
200,000-300,000 Unique Visitors
40,000 business domains

Available Impressions:
50,000 per week

Rates:
$8.00 CPM right rail 300 x 250
$12.00 CPM right rail skyscraper 160x600
$18.00 CPM in-content 300x250
$35-40 CPM top leaderboard 728x90

For inquiries, contact: hello@bwwmediagroup.com
# Podcast Sponsorships

For inquiries, contact: hello@bwwmediagroup.com

<table>
<thead>
<tr>
<th>Podcast</th>
<th>Sponsorship Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>First Ring Daily</td>
<td>$5,000/month, $300/episode (5 episode minimum)</td>
</tr>
<tr>
<td>Sams Report</td>
<td>$2,000/month, $600/episode</td>
</tr>
<tr>
<td>MJF Chat</td>
<td>$850/episode</td>
</tr>
<tr>
<td>Enterprise Dish</td>
<td>$490/episode</td>
</tr>
</tbody>
</table>
Sponsor First Ring Daily, a daily podcast hosted by Paul Thurrott and Brad Sams, where industry news of the day gets covered.

Sponsorship includes:

- Multiple brand impressions throughout Thurrott.com during sponsorship period
- Intro/outro sponsorship mentions during sponsorship period
- Mid-roll commercial play or live commercial read at a natural break in the episode
- Thurrott Daily Newsletter Takeover - 1 per week per sponsorship period
- Daily show averages: **4,000 plays per episode**
- Available through:
  - Multiple Brand Placements = Thousands of Impressions
  - For inquiries, contact: hello@bwwmediagroup.com
Sponsor First Ring Daily, a daily podcast hosted by Paul Thurrott and Brad Sams, where industry news of the day gets covered.

Sponsorship includes:

- Multiple brand impressions throughout Thurrott.com during sponsorship period
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- Thurrott Daily Newsletter Takeover - 1 per week per sponsorship period
- Daily show averages: **4,000 plays per episode**
- Available through:
  - Apple Podcasts
  - Spotify
  - Google Podcasts
  - RSS Feed
  - YouTube

**INTERESTS:**
Technology, Collaboration Software, Peripherals, Mobile Computing, Software/Business & Productivity Software, Consumer Electronics / Game Consoles / Sony PlayStation, Telecom / Mobile Phone Services

**Age of Viewers**

- 13-17 years: 0%
- 18-24 years: 0.5%
- 25-34 years: 15.2%
- 35-44 years: 27.2%
- 45-54 years: 28.2%
- 55-64 years: 17.0%
- 65+ years: 12.0%

**Top Geographies**

- United States: 59.5%
- United Kingdom: 9.7%
- Canada: 6.6%
- Australia: 3.5%
- Germany: 1.0%

**Watch Time From Subscribers**

- Subscribed: 67%
- Not Subscribed: 33%

For inquiries, contact: hello@bwwmediagroup.com
Sponsor Sams Report, a weekly podcast hosted by Brad Sams, where he spotlights the big stories of the week and answers audiences’ questions.

Sponsorship includes:

- Multiple brand impressions throughout Thurrott.com during sponsorship period
- Intro/outro sponsorship mentions during sponsorship period
- Mid-roll commercial play or live commercial read at a natural break in the episode
- Weekly show averages: 8,700 plays per episode

Available through:

For inquiries, contact: hello@bwwmediagroup.com
Sponsor Sams Report, a weekly podcast hosted by Brad Sams, where he spots light the big stories of the week and answers audiences’ questions.

Sponsorship includes:

- Multiple brand impressions throughout Thurrott.com during sponsorship period
- Intro/outro sponsorship mentions during sponsorship period
- Mid-roll commercial play or live commercial read at a natural break in the episode
- Weekly show averages: **8,700 plays per episode**
- Available through:
  - Apple Podcasts
  - Spotify
  - Google Podcasts
  - RSS Feed
  - YouTube

For inquiries, contact: hello@bwwmediagroup.com
Sponsor the MJFChat podcast and have a mid-roll audio commercial play at a natural break during the episode’s interview.

Every 2 weeks, on MJFChat, Mary Jo Foley interviews a guest from the industry asking questions of technology professionals that IT Pros want to know.

Each episode averages 1,300 listens

Each episode is audio recorded and transcribed and hosted on Petri.com.

Available through:

- Apple Podcasts
- Google Podcasts
- Spotify
- RSS

For inquiries, contact: hello@bwwmediagroup.com
Dedicated Email Sends

DEDICATED EMAILS

- Petri Dedicated: $3,750/send
- Thurrott Dedicated: $2,800/send
- Office 365 Dedicated: $3,100/send

For inquiries, contact: hello@bwwmediagroup.com
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: 6.2%

Avg CTR: 6.6%
Thurrott.com Dedicated Email Sends

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

List Size: 25,000 send

Sent on Tuesday & Thursday

Avg Open Rate: 15.15%

Avg CTR: 7.9%

For inquiries, contact: hello@bwwmediagroup.com
## Newsletters Advertising

### PETRI.COM NEWSLETTER TAKEOVER ADVERTISING

- **Petri - Tech Tuesday Newsletter:** $2,750/send
- **Petri - This Week in IT Newsletter:** $2,750/send
- **Petri – Webinars & Resources Newsletter:**
  - Block 1: $2,165/send
  - Block 2: $1,800/send
  - Block 3: $1,300/send
  - Block 4: $950/send

### THURROTT.COM NEWSLETTER TAKEOVER ADVERTISING

- **Thurrott – Thurrott Daily Newsletter:** $1,650/send
- **Office 365 Insider:** $2,750/send

For inquiries, contact: hello@bwwmediagroup.com
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: 6.29%

Avg CTR: 7.74%
PETRI.COM WEBINARS & RESOURCES NEWSLETTER

List Size: 100,000 send

Sent twice per month on the second and fourth Thursday of the month

Avg Open rate: 6.44%

Avg CTR: 5.3%

For inquiries, contact: hello@bwwmediagroup.com
Newsletter Takeover includes a solution spotlight and a newsletter ad unit

List Size: 75,000 send

Sent Weekly on Tuesday

Avg Open rate: 6.7%

Avg CTR: 7.54%
Newsletter Takeover includes a solution spotlight and a newsletter ad unit

List Size: 75,000 send

Sent Weekly on Friday

Avg Open rate: 6.4%

Avg CTR: 6%

For inquiries, contact: hello@bwwmediagroup.com
Thurrott Daily Newsletter Takeover

Newsletter Takeover includes a solution spotlight and a newsletter ad unit

List Size: 20,000 send

Sent Monday – Friday

Avg Open Rate: 19.25%

Avg CTR: 16.92%

For inquiries, contact: hello@bwwmediagroup.com
Discounts for Annual Volume Commitments

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

*Volume discounts do not apply to Petri.com Onsite Sponsorship Packages or Content Syndication Programs

For inquiries, contact: hello@bwwmediagroup.com