



**2022**

AVISIAN PUBLISHING

**MEDIA GUIDE**

SecureIDNews | CR80News

END USERS AND ISSUERS RELY ON AVISIAN FOR UP-TO-DATE, OBJECTIVE INSIGHT ON **IDENTITY, CREDENTIALING, PAYMENT, AND SECURITY SOLUTIONS.**

**MAJOR TRADE ASSOCIATIONS CHOOSE AVISIAN** TO DELIVER INDUSTRY-LEADING PUBLICATIONS AS A MEMBER BENEFIT.

**TENS OF THOUSANDS OF LOYAL SUBSCRIBERS AND ONLINE READERS** RELY ON AVISIAN PUBLICATIONS FOR INDUSTRY NEWS AND RESEARCH TO MAKE BUYING DECISIONS.

**THOUSANDS OF PEOPLE ARE SENT BY GOOGLE SEARCH** TO EXPLORE PRODUCT OPTIONS AT AVISIAN SITES EVERY WEEK.

**THIRTY+ LEADING COMPANIES ADVERTISE WITH AVISIAN,** TRUSTING CROSS-CHANNEL MARKETING EFFORTS THAT DELIVER.

# CR80News / Online and Email

Visits per month \_\_\_\_\_ 12,000  
 Newsletter subscribers \_\_\_\_\_ 6,000

For 20 years, CR80News has helped define the campus card market exploring the use of ID, payment, and security technologies. Today, we are helping facilitate the move to mobile credentials, wireless access control, integrated campus apps, and decentralized card issuance. CR80News is the only publication focused exclusively on campus card and transaction systems and the application of identity management in the education market.

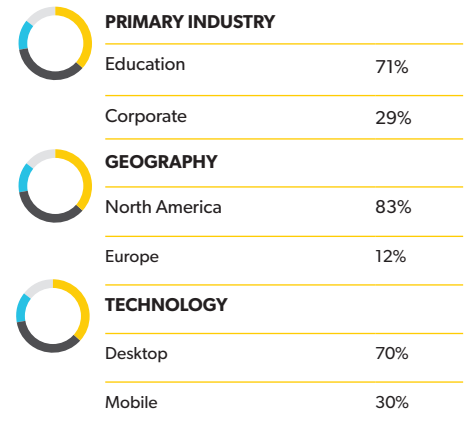
CR80News.com serves more than 12,000 visitors per month with an estimated **16,000 loyal, repeat readers**. The CR80News weekly e-mail newsletter serves more than **6,000 subscribers** including all members of the National Association of Campus Card Users (NACCU). More than 70% of CR80News readers are higher education administrators, from campus departments including card programs, auxiliary services, security, IT, student life and finance.



| AD TYPE             | DESCRIPTION               | IAB AD STD.      | SIZE            |
|---------------------|---------------------------|------------------|-----------------|
| ONLINE DISPLAY AD   | Run of site, right column | Medium Rectangle | 300 x 250   40k |
| FEATURED PARTNER AD | Logo atop every page      | Custom           | 100 x 45   40k  |
| EMAIL DISPLAY AD    | Right column              | Rectangle        | 180 x 150   40k |



## Subscriber Demographics



## Sponsor package options:

| SILVER   | PLATINUM  | GOLD   |
|--|---|--|
| <ul style="list-style-type: none"> <li>• Online Display Ads</li> <li>• Email Ads (one insertion/month)</li> <li>• Press release priority coverage</li> <li>• Event promotion via calendar</li> </ul> | <ul style="list-style-type: none"> <li>• Online Display Ads</li> <li>• Email Ads (one insertion/month)</li> <li>• Press release priority coverage</li> <li>• Event promotion via calendar               <ul style="list-style-type: none"> <li>• Featured Partner Ads</li> </ul> </li> <li>• Sponsor-created/bylined article submission (one piece/quarter)***</li> </ul> | <ul style="list-style-type: none"> <li>• Online Display Ads</li> <li>• Email Ads (one insertion/month)</li> <li>• Press release priority coverage</li> <li>• Event promotion via calendar               <ul style="list-style-type: none"> <li>• Featured Partner Ads</li> </ul> </li> </ul> |
| <p><b>\$8,500</b><br/>Annual rate   12 months**</p> <p>— or —<br/><b>\$1,050/month*</b><br/>3 month minimum</p>  | <p><b>\$12,500</b><br/>Annual rate   12 months**</p> <p>— or —<br/><b>\$1,450/month*</b><br/>3 month minimum</p>  | <p><b>\$10,500</b><br/>Annual rate   12 months**</p> <p>— or —<br/><b>\$1,250/month*</b><br/>3 month minimum</p>   |

\* Monthly payment option requires autopay via credit card.

\*\* Annual package requires payment in full at start of contract period.

\*\*\* Sponsored content can be used for thought leadership pieces, promotion of webinars/events, or to drive other launches/initiatives.

# SecureIDNews / Online and Email

Visits per month \_\_\_\_\_ 15,000  
 Newsletter subscribers \_\_\_\_\_ 7,500

For more than fifteen years, SecureIDNews.com has been the leading source for news and insight on the use of smart cards, biometrics and advanced ID technologies. Topics center around enterprise and government use of credential-based and digital identity programs. In the physical identity realm, we deliver industry-leading coverage of initiatives including electronic passports, PIV credentials, national IDs, mobile driver licenses, and converged corporate IDs. In the digital realm we set the bar for insight related to mobile ID, derived credentials, customer and employee identity and access management, and modern approaches to adaptive authentication and password replacement.

Our audience includes government and corporate decision makers from around the globe. Our editorial team strives to build content relevant to these card and credential issuers, as well as the relying parties who consume or accept the IDs for access and authentication transactions.

Several years ago, more than ten unique publications -- each focused on an important aspect of identity, credentialing and security -- were combined to form SecureIDNews. Each of these titles continues to serve their worldwide audience with compelling content and sponsorship opportunities, but now as unique "channels" at the SecureIDNews site.



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| FEATURED PARTNER AD | Logo atop every page      | Custom           | 100 x 45   40k  |
| EMAIL DISPLAY AD    | Right column              | Rectangle        | 180 x 150   40k |



| VISITORS BY REGION |     |
|--------------------|-----|
| Americas           | 47% |
| Asia               | 28% |
| Europe             | 20% |

## Sponsor package options:

### SILVER

- Online Display Ads
- Email Ads (one insertion/month)
- Press release priority coverage
- Event promotion via calendar

## \$8,500

Annual rate | 12 months\*\*

— or —

## \$1,050/month\*

3 month minimum

### PLATINUM

- Online Display Ads
- Email Ads (one insertion/month)
- Press release priority coverage
- Event promotion via calendar
- Featured Partner Ads
- Sponsor-created/bylined article submission (one piece/quarter)\*\*\*

## \$12,500

Annual rate | 12 months\*\*

— or —

## \$1,450/month\*

3 month minimum

### GOLD

- Online Display Ads
- Email Ads (one insertion/month)
- Press release priority coverage
- Event promotion via calendar
- Featured Partner Ads

## \$10,500

Annual rate | 12 months\*\*

— or —

## \$1,250/month\*

3 month minimum

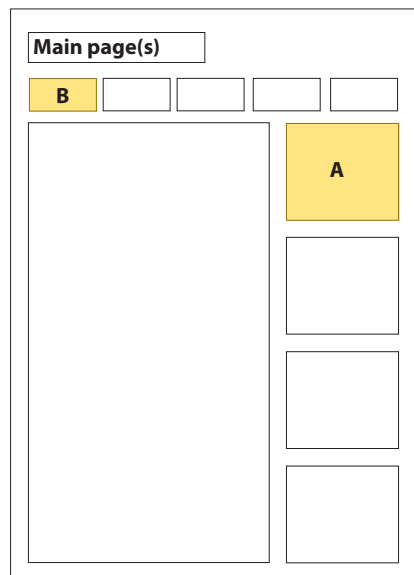
\* Monthly payment option requires autopay via credit card.

\*\* Annual package requires payment in full at start of contract period.

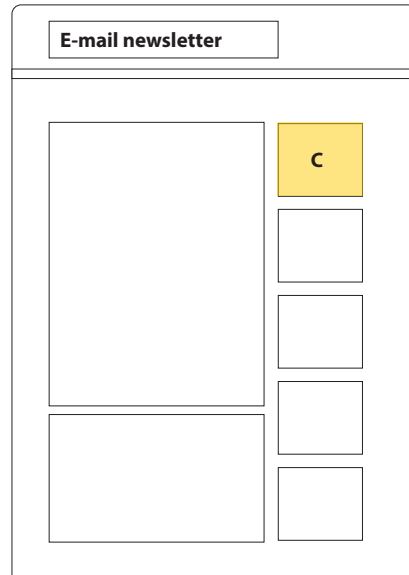
\*\*\* Sponsored content can be used for thought leadership pieces, promotion of webinars/events, or to drive other launches/initiatives.

# Web / Ad Specifications

## ONLINE AD OPTIONS:



## E-mail AD OPTIONS:



### File formats for ONLINE ADS:

- GIF (animated or still), JPG, and PNG formats are accepted. Note: Flash (SWF) files are no longer accepted as they are now blocked by leading browsers.
- Dimensions should be 300x250 pixels. Maximum file size is 60k.
- Animated ads should rotate no more than 10 times.
- For animated ads, please ensure that the initial and final frames contain relevant information so ad remains relevant pre and post animation.
- Specify the URL for ad linking purposes.

### File formats for FEATURED PARTNER ADS:

- Please provide a color, high-resolution company logo in vector (AI or EPS) format.
- Specify the URL for ad linking purposes.

### File formats for EMAIL ADS newsletter ads:

- GIF (animated or still), JPG and PNG formats are accepted.
- Dimensions should be 180x150 pixels. Maximum file size is 60k
- Animated ads should rotate no more than 10 times.
- For animated ads, please ensure that the initial and final frames contain relevant information as some e-mail clients do not display animations and default to show the initial frame only.

### Ad server information:

- Multiple ads can be run in rotation or ads can be swapped in and out throughout the life of the contract. If multiple ads are supplied, indicate if they should be launched at once and displayed randomly or if a single ad should be launched and run for a specified time frame.
- Ad tracking via third-party ad servers can be supported in most cases. If this option is selected, no click or view data will be reported by publisher.
- Please allow 48 hours for launch of new ad materials.

### Send materials to:

- E-mail to [advertise@AVISIAN.com](mailto:advertise@AVISIAN.com).

## ONLINE AD OPTIONS:

### A. ONLINE AD

(300 x 250 pixels)

Multiple units per page. Run of site.

The Online Ad is an IAB standard ad size (Medium Rectangle) that runs in the column on the right side of every page of the site. Multiple Online Ads run on each page, and ads are displayed in randomized order. This "run of site" method ensures that your ad will appear in the top position and in other positions in an equal frequency.

### B. FEATURED PARTNER AD

(100x 45 pixel logo)

Multiple units per page. Run of site.

The Featured Partner Ad is a company logo (with link to site) that runs in a bar atop every page of the site. The bar features PBS-style "Featured Partner" branding. In the bar atop each page, multiple units will display in a randomized, run of site manner.

## EMAIL AD OPTIONS:

### C. EMAIL AD

(180 x 150 pixels)

Multiple units per issue.

The Email Ad is an IAB standard ad size (Rectangle) that runs in the column on the right side of the email newsletter. Multiple Email Ads run in each newsletter issue, and all sponsor packages include an insertion in one issue per month.

# Content Marketing / Offerings and pricing

## USE AVISIAN PUBLISHING'S REPUTATION AND REACH

TO DISTRIBUTE YOUR CONTENT TO A GLOBAL AUDIENCE

Identity, security and credentialing markets are rapidly evolving and the decision makers at organizations investing in solutions rely on a select number of sources to stay up to speed. As well, peripheral communities -- regulators looking for insight, investors seeking the next big thing, prime contractors in search of partners, large companies targeting acquisitions -- rely on these same sources to gauge the market pulse. As a thought leader in this key market, AVISIAN helps its sponsor companies cut through the noise to reach these potential customers, partners and investors.

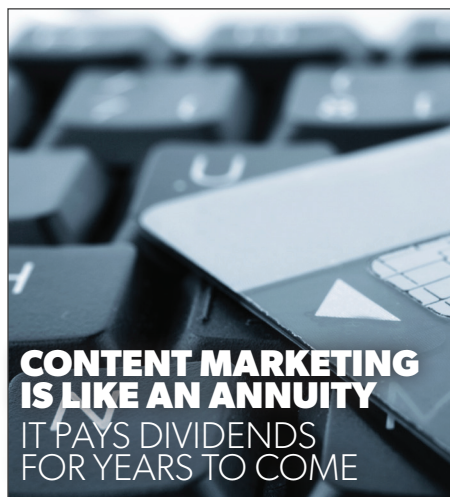
Let us create content for you or more widely share your existing content using our trusted distribution channels. Our team of professional writers and marketers -- each well-versed in one or more areas of the identity and security industry -- work with your subject matter experts to create custom content. Content can range from feature articles, byline articles, video or audio segments, and more. Or use it to promote product launches, customer wins, white papers or webinars.

**Each sponsored content item is promoted in a variety of cross-channel ways:**

- Online in home page news feed
- Online in targeted Channel(s) news feed
- Home page Featured Content area – duration 1 week
- Email newsletter inclusion as featured item
- Twitter announcement of article's availability
- In Google search, via AVISIAN's strong SEO/position

| SPONSORED CONTENT/<br>CONTENT MARKETING OPPORTUNITIES:   | WITH SPONSOR<br>PACKAGE   | A LA CARTE<br>OPTIONS |
|--|---|-----------------------|
| <b>PRESS RELEASE PRIORITY COVERAGE</b><br>A part of all sponsor packages, we provide expedited consideration of the company's relevant news releases for inclusion on appropriate site(s).   | Included  | \$1000 per year       |
| <b>CUSTOMER-CREATED BYLINES OR ARTICLES</b><br>A part of the Platinum package, sponsors can publish pre-approved byline articles to establish company representative(s) as thought leaders around key topics. Available a la carte as well.  | Four included with Platinum package   | \$1250 per submission |
| <b>AVISIAN-CREATED FEATURE ARTICLES</b><br>As an add-on to sponsor packages, AVISIAN's editorial team can work with your marketing team to develop articles around an identified topic. Interviews with company and other industry subject matter experts help shape the content via quotes and insight. | \$2500 per article;<br>\$1750 per article (30% discount) with four or more articles | Not available         |
| <b>PODCASTS AND VIDEOS*</b><br>As an add-on to sponsor packages, work with AVISIAN's editorial team to create audio and video content featuring your company's products or subject matter expertise in an innovative, mobile-friendly format.  | Ask for details   | Not available         |
| <b>WHITE PAPERS*</b><br>As an add-on to sponsor packages, use AVISIAN to extend the reach of your existing white papers to a wider audience.   | Ask for details   | Not available         |
| <b>WEBINARS*</b><br>As an add-on to sponsor packages, promote your already-scheduled webinars or create new webinars and capitalize on our engaged, proactive audience.  | Ask for details   | Not available         |

\*For details or to discuss custom project ideas, contact Chris Corum at [chris@avisian.com](mailto:chris@avisian.com).



### SUCCESS STORY

#### Content marketing drives traffic to mobile credential offering

A leading provider of security technology was seeking a way to increase the campus community's understanding of modern approaches to mobile credentials. Via a coordinated, multi-piece content development effort, CR80News' content marketing team helped to build lasting, quality content that ranks on the front page of Google results for key search terms. *Results: Each day, this effort drives campus decision makers to unbiased, insightful content that promotes the company's pro-security message. Already more than eight thousand readers have been exposed to this custom messaging and the number grows daily.*

### SUCCESS STORY

#### Webinar attracts hundreds of potential clients to new product launch

CR80News helped generate buzz around a leading campus transaction system provider's new product launch. Via a sponsored content article, ongoing promotion in the weekly email newsletter, online ads, and the @CR80News twitter feed, signup for the webinar topped 100 registrants. Post-event promotion in the initial weeks following launch drove an additional 100 additional viewers, and strong Google search position continues to attract viewers each week.