



2017

AVISIAN PUBLISHING

MEDIA KIT

Online and Email /SecureIDNews



SecureIDNews

Visits per month _____ 30,000
 Newsletter subscribers _____ 12,000

Since 2003, SecureIDNews has been the leading source for news and insight on the use of smart cards, biometrics and advanced ID technology for converged physical and logical access solutions as well as large scale identification physical and digital identity programs. In the physical identity realm, we deliver industry-leading coverage of initiatives including electronic passports, FIPS 201/PIV credentials, national IDs, driver licenses, and converged corporate IDs. In the digital realm we are setting the bar for insight related to mobile ID, derived credentials, NSTIC, 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, and the relying parties who consume or accept the IDs for access or 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.

TECHNOLOGY CHANNELS:

/ BIOMETRICS

Formerly ThirdFactor.com, the Biometric channel investigates the application of the wide range of biometric modalities across the spectrum of identification and security markets.

/ CONTACTLESS

The Contactless channel, created from ContactlessNews.com, explores the use of 13.56 MHz smart card technologies -- including ISO 14443, ISO 15693, Mifare®, DESFire®, iCLASS™, FeliCa™ -- in identity and security applications.

/ DIGITAL ID

The Digital ID channel, formerly DigitalIDNews.com, explores the issuance, management, and protection of digital identities, logical security and online life.

/ NFC

NFCNews.com is now the NFC channel, exploring the development and implementation of Near Field Communications, a short-range contactless technology that is revolutionizing ID, credentialing, access, and more via handsets and mobile devices.

/ SMART CARDS

At the SecureIDNews Smart Card channel, the use chip cards for the wide range of identity and security functions is explored from a cross-industry perspective.

MARKET-FOCUSED CHANNELS:

/ CORPORATE

The Corporate ID channel, formerly EnterpriseIDNews.com, explores identity and security technologies for employee ID, physical access control and closed campus applications.

/ FINANCIAL

Advanced ID technologies in banking, payment and other financial systems is the focus of the Financial ID Channel, formerly FinancialIDNews.com.

/ GOVERNMENT

Federal, state and local government ID applications and programs in the U.S. and around the globe are explored via the Government ID Channel, formerly GovernmentIDNews.com.

/ HEALTH

The Health ID channel, created from HealthIDNews.com, covers patient and provider ID solutions for hospitals, practitioners, insurers, pharma and more.

SPANISH LANGUAGE CHANNEL:

/ IDNoticias (español)

As the identity industry's leading Spanish language resource, IDNoticias.com provides up-to-date insight for Spain and Latin American audiences. As the SecureIDNews Espanol channel, this leadership position will expand and grow.



GEOGRAPHIC BREAKDOWN OF VISITORS

North America	49%
Europe	23%
Asia	21%

Online and E-mail Newsletter Ad Rates

ONLINE ADS:	DESCRIPTION	12 MONTHS	6 MONTHS	3 MONTHS	IAB AD STANDARD	SIZE
DISPLAY AD	Run of site, right column	\$900	\$1300	\$1500	Medium Rectangle	300 x 250 40k
CHANNEL AD	Specific content-only	500	650	800	Rectangle	180 x 150 40k
Email ADS:		24 ISSUES	12 ISSUES	3 ISSUES	IAB AD STANDARD	SIZE
Email AD (MULTIPLE PER ISSUE)		250	300	350	Rectangle	180 x 150 40k

Online and Email / CR80News



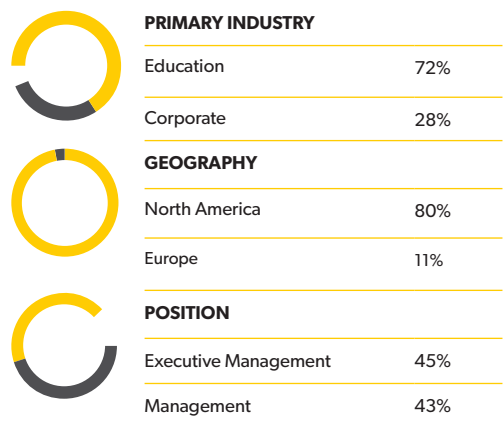
Since 2001, CR80News has helped define the campus card market exploring the use of magnetic stripe, barcode, prox, smart card and biometric technologies. It is the only publication focused exclusively on campus card and transaction systems and the application of identity management in the education market. Though higher education is the core target, K-12 (primary and secondary education) campuses are also represented in both the content and audience.

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 **6,500 subscribers** including all members of the National Association of Campus Card Users. More than 70% of CR80News readers are higher education administrators, from campus card programs, auxiliary services, security, student life and finance.

Electronic Ad Rates

ONLINE ADS:	DESCRIPTION	12 MONTHS	6 MONTHS	3 MONTHS	IAB AD STANDARD	SIZE
DISPLAY AD	Run of site, right column	\$750	\$900	\$1000	Medium Rectangle	300 x 250 40k
CHANNEL AD	Channel specific, right column	350	450	550	Medium Rectangle	300 x 250 40k
EMBEDDED AD*	Keyword-specific, in-article	300	400	500	Rectangle	180 x 150 40k
*Sold in blocks of 100 articles						
EMAIL ADS:		24 ISSUES	12 ISSUES	3 ISSUES	IAB AD STANDARD	SIZE
EMAIL AD (MULTIPLE PER ISSUE)		250	300	350	Rectangle	180 x 150 40k

Subscriber Demographics



Content Marketing

Identity, security and credentialing markets are rapidly evolving and the decision makers at educational institutions investing in solutions rely on a select number of sources to stay up to speed. As a thought leader in this key market, CR80News helps its sponsor companies cut through the noise to reach these potential customers.

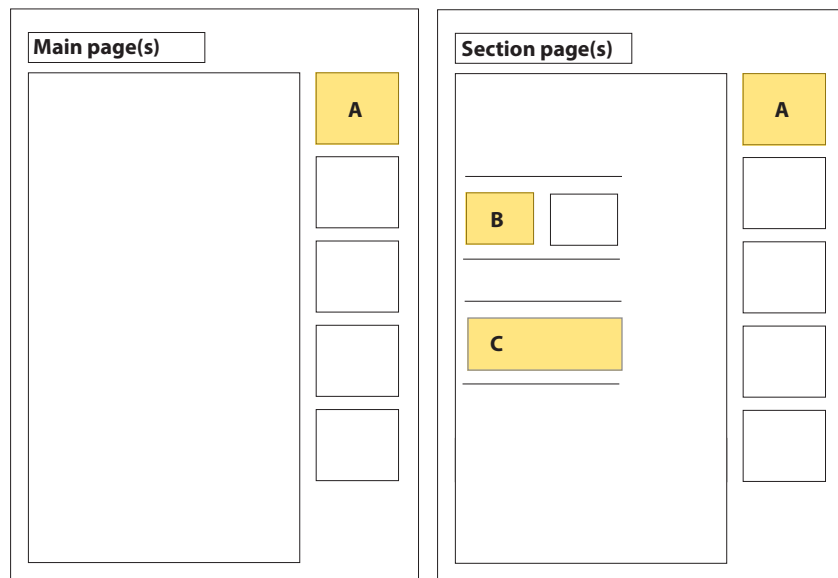
Traditional advertisements have been -- and continue to be -- a key method to do this, but a new approach to customized content creation and delivery is helping marketing execs spread desired messages in the modern media environment. AVISIAN is leading this charge through its PriorityOne Program.

Our team of professional writers and marketers -- each well-versed campus identity and security technology -- work with your subject matter experts to create custom content or distribute your existing content. Content can range from simple news distribution to feature articles, podcasts, custom video, white papers and webinars.

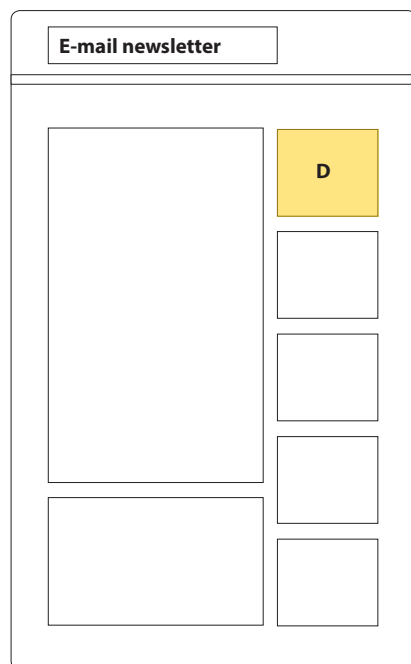
To learn more about these powerful marketing options with CR80News in the Content Marketing section of the document.

Web / Ad Specifications

ONLINE AD OPTIONS:



E-mail AD OPTIONS:



ONLINE AD OPTIONS:

A. DISPLAY AD
(300 x 250 pixels)
Multiple units per page. Run of site.

B. CHANNEL AD RECTANGLE
(180 x 150 pixels)
Multiple units per page. Targeted to specific content by Article Category.

C. CHANNEL AD BANNER
(585 x 72 pixels)
Multiple units per page. Targeted to specific content by Article Category.

E-mail AD OPTIONS:

D. E-mail AD
(180 x 150 pixels)
Multiple units per issue.

File formats for online ads:

- GIF (animated or still), JPG, and PNG and SWF formats are accepted. Note: Flash (SWF) files are no longer accepted as they are now blocked by leading browsers. Maximum file size is 40k.
- Animated ads (GIF) should rotate no more than 10 times.
- Please ensure that the initial and final frames contain relevant information so ad remains relevant post animation.
- Specify the URL for ad linking purposes.

File formats for e-mail newsletter ads:

- GIF (animated or still), JPG and PNG formats are accepted.
- Animated ads (GIF) should rotate no more than 10 times.
- 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 run. 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 is 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.

Content Marketing / Overview

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.

Traditional advertisements have been -- and continue to be -- a key method to do this, but a new approach to customized content creation and delivery is helping marketing execs spread desired messages in the modern media environment. AVISIAN is leading this charge in the identity and security industry through its PriorityOne Program.

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 or distribute your existing content. Distribution options are numerous and include heavily trafficked online sites, weekly opt-in email newsletters, print magazines and social media channels. Content can range from simple news distribution to feature articles, podcasts to custom video, and white papers to webinars.

USE AVISIAN PUBLISHING'S REPUTATION AND REACH TO DISTRIBUTE YOUR CONTENT TO A GLOBAL AUDIENCE

**WEBINAR
PODCAST
FEATURE
BYLINE
WEB VIDEO
EMAIL NEWS
PRINT
SOCIAL
IN-PERSON**

PriorityONE CONTENT MARKETING CHANNELS:
PRESS RELEASE/NEWS COVERAGE Guaranteed next day consideration of your company's relevant news releases for inclusion on appropriate site(s).
BYLINE SUBMISSIONS Develop a pre-approved single or package of byline submissions to establish company representative(s) as industry thought leaders around identified topics. Bylines can be submitted or collaborative or ghost written on behalf of the named author.
FEATURE ARTICLES Develop a pre-defined single piece or series of AVISIAN-created articles around an identified topic. Our editorial team works with your marketing team to define and build the content and includes interviews with your company and other industry subject matter experts for quotes and insight.
PODCASTS AND VIDEOS Work with AVISIAN's rich media team to create audio and video content featuring your company's products or subject matter expertise in an innovative, mobile-friendly format.
WHITE PAPERS Use AVISIAN's reach to extend the reach of your existing white papers or work with our team to create custom white papers to promote your company's message to our audience and yours.
WEBINARS Go deeper into specific content areas with an engaged, proactive audience via an AVISIAN webinar series. See separate section for details.



SUCCESS STORY

Content marketing introduces world to mobile driver licenses

AVISIAN helped generate massive buzz around the nation's first mobile driver license pilot that occurred in Iowa in 2015. Beginning with several short news items at the start of the program, SecureIDNews online and email newsletters let a global audience know of the initiative, meet the leaders and the learn about participating companies. Several months into the pilot, a podcast interviewed the program head from the state of Iowa and a subject matter expert from the lead vendor. This podcast was complemented with additional details and repurposed as a feature article that launched online, in newsletters and as a short print piece in re:ID Magazine. Finally, the insight learned in Iowa is one key section of the Spring 2016 re:ID Magazine cover story on mobile driver licenses. At multiple points in the process, specific content was highlighted via the AVISIAN twitter feed.

RESULTS: In sum, the content marketing effort will drive more than 100,000 impressions across channels and deliver returns for years to come via high search engine rank for key terms.

Content Marketing / Packages and pricing

PriorityOne Approach

Any successful content marketing campaign relies on a well planned and executed schedule. AVISIAN works actively with PriorityOne sponsors to create content schedules and execute upon deliverables.

A typical overview schedule is as follows:

1. Identify content focus. This could be your company or product name (e.g. ACME ID, ACME Biometric DNA Reader), product or service area (e.g. biometric DNA readers), or thought leadership topic (e.g. advancements in biometric modalities).
2. Establish baseline goals (e.g. traffic, views, SEO rank).
3. Establish the plan for content development and a calendar for content delivery. For example:
 - Week 1 & 2: Initial high-level introductory article with SEO-focus
 - Week 3 & 4: Detailed company and product profile
 - Week 5 & 6: Podcast interview with company subject matter expert or exec
 - Week 7 & 8: White paper promotion
 - Week 9 & 10: Detail follow-up to initial article to advance SEO-focus
 - Week 11 & 12: Webinar reviews white paper findings and promote company/product
4. Collaborate on content development and creation or

assign responsibilities to authors/teams.

5. Deploy items via pre-determined methods including web site(s), email newsletters, print magazine(s), and social media. As applicable, utilize text and banner advertisements to drive additional readers to created content.
6. Employ search engine optimization best practices at all points in the custom content process to maximize search-driven readers to content items.
7. Use post-campaign promotions to continue positive results. Following a PriorityOne campaign, content lives on in perpetuity and the benefits continue to accrue for the sponsor. To maximize these benefits, subject matter portal pages (e.g. DNA biometrics portal) can be created to continue to raise search engine attention. Text and banner ads can be tied to these pages and articles only -- or expanded to other articles in the AVISIAN archives containing the relevant keywords or subject terms -- to give the PriorityOne initiative an ongoing, ever-increasing return on investment.

CONTENT MARKETING IS LIKE AN ANNUITY
AS IT WILL PAY DIVIDENDS FOR YEARS TO COME

PriorityOne CONTENT SERVICES	SILVER	GOLD	PLATINUM
Online in front page news feed	•	•	•
Online in one targeted Channel news feed	•	•	•
Online in home page Featured Content area duration 1 week	•	•	•
Email newsletter inclusion	•	•	•
Twitter announcement of article's availability	•	•	•
Inclusion in print issue of re:ID or CR80News Magazine		•	•
Podcast episode promoting content item		•	•
Webinar promoting content item			•
FEE PER CONTENT ITEM	\$3000	\$4500	\$6500
DISCOUNT FOR 4 OR MORE ITEMS	25% off	25% off	25% off
DISCOUNT FOR CUSTOMER-CREATED ITEM	\$500 off	\$500 off	\$500 off



SUCCESS STORY

Content marketing drives search traffic to advanced card tech

A leading manufacturer of secure card materials was seeking a way to increase the end issuer community's understanding of card durability, fraud resistance and embedded security options. Via a coordinated year-long content development effort -- focused on key identified terms and Google-trending questions -- AVISIAN's content marketing team was able to build lasting quality content that ranks atop leading search engines. In addition to this message, the company's product and subject matter experts also appear atop these results and are embedded throughout the content.

Results: Each day, this effort drives end issuers from around the globe to unbiased, insightful content that promotes the company's pro-security message. Already more than 70,000 readers have been exposed to this custom messaging.

Webinars / Options and pricing

AVISIAN-sponsored webinars provide direct access to a targeted audience of national or international identity professionals and decision makers. A sponsored webinar is an ideal lead generation effort that can create actionable sales opportunities for your organization. Each 30 to 45 minute session is promoted, hosted, and produced by AVISIAN's professional staff. You and your team assist in development and delivery of the content ... and we do the rest.

The reputation and credibility earned by AVISIAN during a decade+ of identity-related publishing is leveraged to attract high-level attendees actively interested in your topic. Your speakers – whether they are staff or client representatives – are instantly considered subject matter experts, and your organization is viewed as a leader in the focus area. This, of course, occurs with attendees and post-event attendees, but it also occurs with non-attendees that see the ongoing messaging and promotions related to the event.

We offer two options: live webinars and pre-recorded webinars. While live webinars have long been considered the norm, many organizers are finding benefits in pre-recording events, easing the pressures for presenters and logistics and ensuring the highest quality end product.

SPONSOR BENEFITS:

AVISIAN webinars deliver top-quality generated leads including registrants, attendees and post-event viewers. Leads are provided within 24 hours following a live event, and again at the close of the 30-day post-event access period. With pre-recorded webinars, leads are provided on a bi-weekly basis for the 45-day run. Full contact details, custom data collected at registration, and data collected via interactive polling (if applicable) during the event make AVISIAN webinars a robust lead gen tool.

- Co-branding with AVISIAN adds credibility to your message
- Promoting the event via AVISIAN's suite of print, online and e-mail newsletter titles brings quality attendees
- Outsourcing the software and hosting frees you from licensing costs and technical headaches
- Collaborating on content development improves overall presentation quality

LIVE WEBINARS / INCLUDED SERVICES:

Event promotion for 21 days prior to event

- Online ads: Display Ads (run-of-site) and targeted Channel Ads (if applicable to webinar topic)
- E-mail newsletter ads in three issues leading up to the event
- Three weekly dedicated e-mail blasts to targeted list
- Editorial: Write-up previewing webinar with key points and quote(s) from sponsor/speaker (~500 words) to run at online and in the e-mail newsletter issue three weeks prior to event

Event promotion for 21 days post to event

- Online ads: Display Ads (run-of-site) and targeted Channel Ads (if applicable to webinar topic)
- E-mail newsletter ads during two issues following the event
- Editorial: Write-up recapping webinar with key points and quote(s) from sponsor/speaker (~500 words) to run at SecureIDNews.com and in the e-mail newsletter issue immediately following event

Logistics for all aspects of event registration and hosting

- Online registration with custom data collection options
- Reminder e-mails to registrants sent at predetermined intervals (two weeks prior, one week prior, one day prior, one hour prior)
- Practice session/dry run one week prior to scheduled live event
- Hosting and technical support for event
- Follow-up e-mail and thank you for attendees and no shows
- Metrics on attendee participation and poll results (if applicable)

Recorded version of event hosted and promoted for 30 days following LIVE event

- Live capture (audio and video) from event hosted at AVISIAN site or client site
- Promotion of recorded version via online banner ads and e-mail newsletter ads (see post-event promotion above)
- Registration required for on-demand viewing to continue lead generation after the event
- Following the 30 day window, the event will continue to be available at AVISIAN site(s) for on-demand viewing without registration requirements/lead generation

PRE-RECORDED WEBINARS / INCLUDED SERVICES:

Event promotion for 45-day duration of event

- Online ads: Display Ads (run-of-site) and targeted Channel Ads (if applicable to webinar topic)
- E-mail newsletter ads in five issues during the run
- Dedicated e-mail blasts to targeted list – First: During launch week Second: Two weeks after launch; Third: Four weeks after launch
- Editorial: Write-up previewing webinar with key points and quote(s) from sponsor/speaker (~500 words) to run at online and in the e-mail newsletter issue during launch week
- Editorial: Write-up reviewing webinar with key points and quote(s) from sponsor/speaker (~500 words) to run online and in the e-mail newsletter in week four following launch

WEBINAR Messaging and Fees	LIVE	PRE-RECORDED
Online Display Ads	45 days	45 days
Targeted Channel Ads (if applicable to topic)	45 days	45 days
Email Newsletter Ads	5 issues	5 issues
Dedicated email blast to targeted list	3 mailings	3 mailings
Social media promotion	3 mentions	3 mentions
Editorial Preview: Online intro post	•	•
Editorial Review: Online review post	•	•
WEBINAR FEE	\$5500	\$4000
MULTI-WEBINAR DISCOUNT (25%)	\$4125	\$3000
SELF-HOSTED DISCOUNT (30%)	\$3850	\$2800

***Self-hosted option:** If you prefer to use internal resources for logistics and hosting, you can utilize AVISIAN for co-branding, promotion, etc.

NEXT STEPS:

To discuss webinar options, please contact Chris Corum at 850-391-2273 or chris@avisian.com.