2021

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 ONE OR MORE AVISIAN PUBLICATION FOR INDUSTRY NEWS.

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.

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 authenication 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.
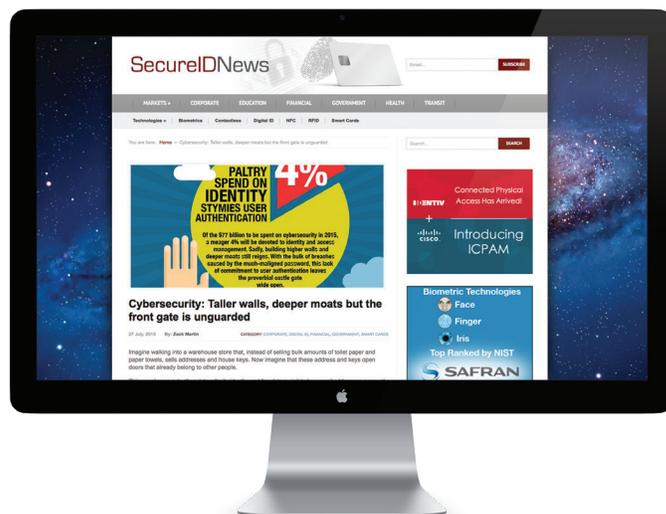
TECH CHANNELS:

/ DIGITAL ID
/ BIOMETRICS
/ CONTACTLESS/NFC
/ SMART CARDS

MARKET CHANNELS:

/ GOVERNMENT
/ CORPORATE
/ FINANCIAL
/ HEALTH

VISITORS BY REGION

Americas	47%
Asia	28%
Europe	20%

AD TYPE	DESCRIPTION	IAB AD STANDARD	SIZE
ONLINE DISPLAY AD	Run of site, right column	Medium Rectangle	300 x 250 | 40k
FEATURED PARTNER AD	Logo atop every site page	Custom	100 x 45 | 40k
EMAIL DISPLAY AD	Multiple ads per issue	Rectangle	180 x 150 | 40k

Sponsor package options:

SILVER

- Online Ads at SecureIDNews.com
- Email Ads (one insertion/month)
- Press release priority coverage

$7,500
Annual rate | 12 months

— or —
$799/month*
Cancel anytime

PLATINUM

- Online Ads at SecureIDNews.com
- Email Ads (one insertion/month)
- Press release priority coverage
- Featured Partner Ads
- Sponsor-created/bylined article submission (one piece/quarter)**

$10,500
Annual rate | 12 months

— or —
$1,199/month*
Cancel anytime

GOLD

- Online Ads at SecureIDNews.com
- Email Ads (one insertion/month)
- Press release priority coverage
- Featured Partner Ads

$9,000
Annual rate | 12 months

— or —
$999/month*
Cancel anytime

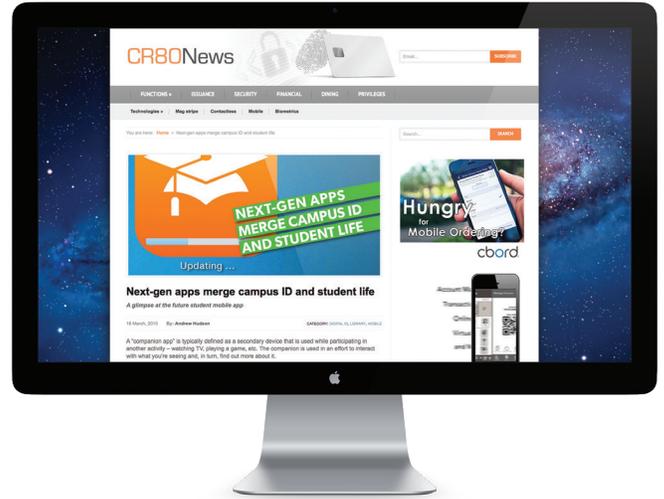* Monthly payment option requires autopay via credit card.
** Sponsored content can be used for thought leadership pieces, promotion of webinars/events, or to drive other marketing initiatives or goals.

CR80News / Online and Email

Visits per month _____ 12,000
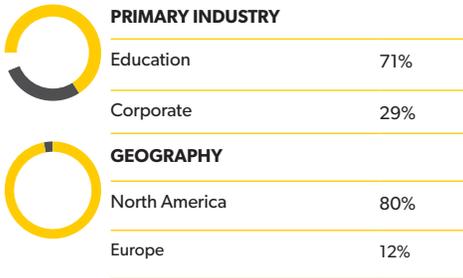Newsletter subscribers _____ 6,000

Since 2001, CR80News has helped define the campus card market exploring the use of mag stripe, barcode, prox, smart card, contactless, NFC 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 **6,000 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, student life and finance.

Subscriber Demographics

PRIMARY INDUSTRY

Education	71%
Corporate	29%

GEOGRAPHY

North America	80%
Europe	12%

TECH CHANNELS:

/ MAG STRIPE
/ CONTACTLESS/NFC
/ MOBILE
/ BIOMETRICS

SERVICE CHANNELS:

/ CARD ISSUANCE
/ SECURITY
/ FINANCIAL
/ DINING

AD TYPE	DESCRIPTION	IAB AD STANDARD	SIZE
ONLINE DISPLAY AD	Run of site, right column	Medium Rectangle	300 x 250 | 40k
FEATURED PARTNER AD	Logo atop every site page	Custom	100 x 45 | 40k
EMAIL DISPLAY AD	Multiple ads per issue	Rectangle	180 x 150 | 40k

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SILVER

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$7,500
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PLATINUM

- Online Ads at CR80News.com
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- Sponsor-created/bylined article submission (one piece/quarter)**

$10,500
Annual rate | 12 months

— or —
$1,199/month*
Cancel anytime

GOLD

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$9,000
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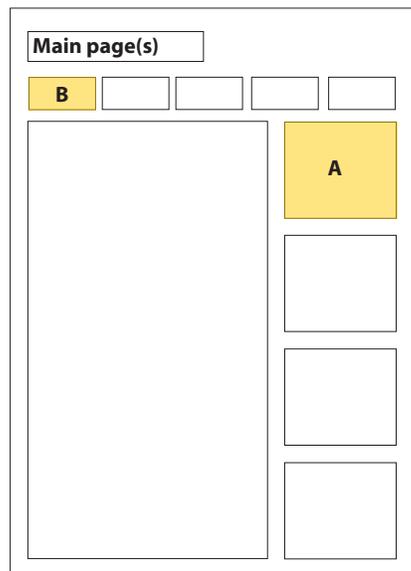
— or —
$999/month*
Cancel anytime

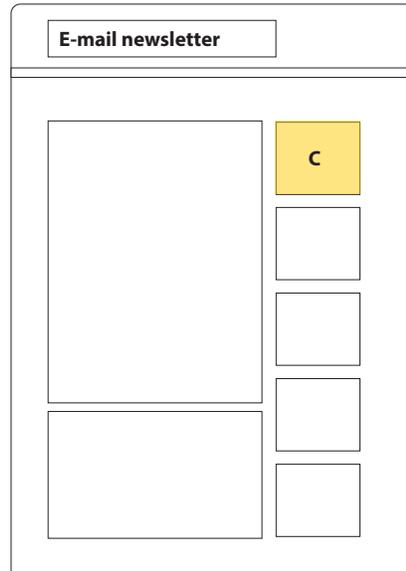* Monthly payment option requires autopay via credit card.
** Sponsored content can be used for thought leadership pieces, promotion of webinars/events, or to drive other marketing initiatives or goals.

Web / Ad Specifications

ONLINE AD OPTIONS:

Main page(s)

| B |

| A |

E-mail AD OPTIONS:

E-mail newsletter

| C |

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, mulitple 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.

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.

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.

Create your own content or more widely share your existing content using our trusted distribution channels. Or take advantage of our team of professional writers and marketers -- each well-versed in one or more areas of the identity and security industry -- to work with your subject matter experts to create custom content. Content can range from simple news distribution to byline or feature articles. Or use it to promote podcasts and videos, white papers or webinars.

Each article is promoted in the following 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

CONTENT MARKETING OPPORTUNITIES:	WITH SPONSOR PACKAGE	A LA CARTE OPTIONS
PRESS RELEASE PRIORITY COVERAGE A part of all sponsor packages, we provide expidited consideration of the company's relevant news releases for inclusion on appropriate site(s).	Included	$1000 per year
CUSTOMER-CREATED BYLINES OR ARTICLES 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
AVISIAN-CREATED FEATURE ARTICLES 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.	$3000 per article; 25% discount for four or more articles	Not available
PODCASTS AND VIDEOS* As an add-on to sponsor packages, 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.	Ask for details	Not available
WHITE PAPERS* As an add-on to sponor packages, use AVISIAN to extend the reach of your existing white papers to a global audience.	Ask for details	Not available
WEBINARS* 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.

SUCCESS STORY Webinar attracts 500 viewers, establishes presenter as go to source
AVISIAN helped generate massive buzz around a leading digital identity company's initiatives and mobile drivers license efforts. A pre-recorded webinar was promoted via the company's existing ads on SecureIDNews.com, a sponsored content article at SecureIDNews, the SecureIDNews email newsletter, and the @AVISIAN twitter feed. Using only promotional elements included in the company's Platinum sponsor package, the webinar attracted more than 500 viewers in the initial weeks following launch and continues to attract additional viewers each week via strong Google search results.

CONTENT MARKETING IS LIKE AN ANNUITY
IT PAYS DIVIDENDS FOR YEARS TO COME

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, multi-article content development effort -- focused on key identified terms and Google-trending questions -- AVISIAN's content marketing team built lasting quality content that ranks #1 in 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 80,000 readers have been exposed to this custom messaging and the number grows daily.