## TABLE of CONTENTS

DSC CONTACTS ................................................................. 3
DSC AT A GLANCE .......................................................... 4
DSC AUDIENCE ............................................................... 5
BANNERS ADS ............................................................... 6
SPONSORED WEB CONTENT .......................................... 6
WEBINAR ................................................................. 7
PODCAST ................................................................. 7
EMAIL BLASTS ............................................................. 8
PRODUCT SPOTLIGHT ................................................ 8
DSC WEEKLY .............................................................. 9
SPONSORED VIDEOS ................................................... 9
CONTENT NEWSLETTER .............................................. 10
SPONSORED ENEWSLETTER CONTENT ..................... 10
SPECIFICATIONS .......................................................... 11
CONTACTS

RAQUEL DIXON
Digital Sales Associate
770-817-5908
rdixon@exponation.net

JASON KUSHNER
Digital Content Manager
770-817-5912
jkushner@exponation.net

CHELSEA FRY
Sales Process Manager
678-514-3090
cfry@exponation.net
AT A GLANCE

GET CONNECTED TO PROSPECTS. STAY CONNECTED TO CUSTOMERS.

As the sister portal to Digital Signage Expo, Digital Signage Connection (DSC) provides a year-round resource of industry and product news and education to DSE attendees, weekly newsletter subscribers and the digital signage community at large.

With multiple advertising programs to assist with all of your company’s objectives, it is easy to take advantage of what DSC has to offer. Use our audience to your company’s marketing advantage:

- Increase awareness of your brand
- Generate leads
- Acquire new clients
- Retain loyal customers
- Create customized programs
- Connect with industry professionals

WEBSITE monthly avg.

- Visitors: 11,620
- New Visitors: 75%
- Average Time on Site: 3:46

SITE TRAFFIC STATS

TOP COUNTRIES FOR VISITORS
1. United States
2. Canada
3. India
4. Australia
5. United Kingdom
6. Germany
7. China
8. Japan
9. Mexico
10. France

TOP CHANNELS

- Organic Search: 56.7%
- Paid Search: 26.7%
- Referral: (Other)
- Social: 26.7%
- Direct: 56.7%

WE REACH DECISION MAKERS IN THESE CATEGORIES:

- Ad Agencies
- Banking
- Bars/ Nightclubs
- Brand Marketers
- Casinos
- Corporate Campuses
- DOOH Networks
- Educational Facilities
- Government
- Healthcare
- Hospitality
- Houses of Worship
- Museums
- Restaurants
- Retail
- Stadiums
- Systems Integration
- Transportation

AUDIENCE SAMPLE

SAMPLE OF DSE 2019 ATTENDEES
BANNER ADS

A maximum of 10 advertisers per ad position means greater exposure for you!

Run-of-Site (ROS) banner ads will be displayed in standard positions across all pages of the site, except sponsored vertical pages.

**Leaderboard: 1080 x 90**

**Rectangle: 300x250**

**Rates:**

<table>
<thead>
<tr>
<th></th>
<th>3 mo.</th>
<th>6 mo.</th>
<th>12 mo.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard</td>
<td>$2,700</td>
<td>$4,300</td>
<td>$6,500</td>
</tr>
<tr>
<td>Rectangle</td>
<td>$2,100</td>
<td>$3,200</td>
<td>$4,300</td>
</tr>
</tbody>
</table>

PREMIUM SPONSORED CONTENT

*(Limit 3 Advertisers)*

If you are looking for an advertorial position—this is it! Put your content on display, front and center, with this premium position on the DSC homepage. You will receive one of the rotated positions, which will link to a DSC page dedicated to your content.*

**Use sponsored content for:**

- Case studies
- White papers
- Videos
- Articles
- New product announcements
- Installations
- And much more...

**Rates:**

<table>
<thead>
<tr>
<th></th>
<th>1 mo.</th>
<th>3 mo.</th>
<th>6 mo.</th>
<th>12 mo.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$1,500</td>
<td>$4,000</td>
<td>$7,200</td>
<td>$12,000</td>
</tr>
</tbody>
</table>

All materials submitted for Sponsored Content must be within 700 words and are subject to review by the DSC editorial team to ensure content is of editorial and informational value and not solely a sales pitch.
WEBINAR

As part of our Education on Demand channel, webinars are a key means to share your company’s expertise with our audience, as well as generate leads for your sales team. Webinar sponsors will receive all of the registrant contact information after the event.

You will receive:

• A live webinar event, which will be recorded and then hosted on DSC
• All registered leads from live webinar
• 3 pre-webinar promotional email blasts
• Banner ad on DSC and DSE sites for webinar promotion
• DSC eNewsletter promotion

You may also choose to have your pre-recorded webcast hosted on our site.

Rates:

WEBINAR

<table>
<thead>
<tr>
<th></th>
<th>1x</th>
<th>3x</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$2,000</td>
<td>$5,000</td>
</tr>
</tbody>
</table>

HOSTED WEBCAST

<table>
<thead>
<tr>
<th></th>
<th>3 mo.</th>
<th>6 mo.</th>
<th>12 mo.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$500</td>
<td>$1,200</td>
<td>$1,800</td>
</tr>
</tbody>
</table>

PODCAST SPONSOR

Launched in 2018, Digital Signage Stories is the official DSC/DSE podcast. It has generated more than 5,200 downloads and has listeners in 50 countries. Hosted by industry veteran Alesia Hendley, the podcast delivers on Thursdays.

You will receive:

• 300x250 banner on Podcast page
• “Sponsored by:” on every podcast and podcast promo
• Introduction as sponsor at beginning of podcast

Rates:

<table>
<thead>
<tr>
<th></th>
<th>3 mo.</th>
<th>6 mo.</th>
<th>12 mo.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$3,000</td>
<td>$5,000</td>
<td>$10,000</td>
</tr>
</tbody>
</table>
CUSTOM EMAIL BLASTS

Utilize our email lists to connect with our exclusive audience of 20,000+ end users, integrators, distributors, installers and other industry professionals. You may also send to DSE attendees only. You supply the HTML and a subject line and leave the rest to us!

Rates (DSE exhibitors receive discount):

<table>
<thead>
<tr>
<th>Product Spotlight</th>
<th>Full List (Exhibitors)</th>
<th>DSE Attendees Only (Exhibitors)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>1x</strong></td>
<td>$1,600</td>
<td>$900</td>
</tr>
<tr>
<td><strong>6x</strong></td>
<td>$8,500</td>
<td>$4,800</td>
</tr>
<tr>
<td><strong>12x</strong></td>
<td>$15,000</td>
<td>$8,500</td>
</tr>
</tbody>
</table>

PRODUCT SPOTLIGHT

This monthly email blast is a great way to communicate a product or service to 20,000+ industry professionals at a rate that is sure not to break your budget. A limit of 10 companies per Spotlight eblast increases your visibility!

Rates:

<table>
<thead>
<tr>
<th>Product Spotlight</th>
<th>Full List (Exhibitors)</th>
<th>DSE Attendees Only (Exhibitors)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>1x</strong></td>
<td>$350</td>
<td>$1,600</td>
</tr>
<tr>
<td><strong>12x</strong></td>
<td>$3,000</td>
<td>$8,500</td>
</tr>
</tbody>
</table>
WEEKLY DSC eNEWSLETTER

Gain exposure on a weekly basis in the eNewsletter that delivers fresh features, headlines and product news to 23,000+ opted-in subscribers every Thursday!

Leaderboard: 600x100
Horizontal Banner: 600x100

Rates:

<table>
<thead>
<tr>
<th></th>
<th>1 mo.</th>
<th>6 mo.</th>
<th>12 mo.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard</td>
<td>$1,000</td>
<td>$5,400</td>
<td>$9,600</td>
</tr>
<tr>
<td>Horizontal Banner</td>
<td>$900</td>
<td>$4,800</td>
<td>$8,600</td>
</tr>
</tbody>
</table>

SPONSORED eNEWSLETTER VIDEOS

Be the industry expert in trends, client solutions or help your customers do their jobs better with a sponsored video in the weekly DSC eNewsletter and/or the bi-weekly Content eNewsletter. This is a great advertorial opportunity with huge exposure!

Provide a video (2 minutes or less is recommended) for DSC subscribers to view with their eNewsletter. These Sponsored Videos can be used in DSC’s weekly eNewsletter or bi-weekly Content eNewsletter.

Rates:

$800/wk.       $2,500/mo.
(Monthly package rates also available)
This bi-weekly eNewsletter is for all things content! It goes out every other Tuesday to 23,000+ opted-in subscribers. If you do content, this is for you!

Leaderboard: 600x100
Horizontal Banner: 600x100

**Rates:**

<table>
<thead>
<tr>
<th></th>
<th>1 mo.</th>
<th>6 mo.</th>
<th>12 mo.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard</td>
<td>$800</td>
<td>$4,300</td>
<td>$7,700</td>
</tr>
<tr>
<td>Horizontal Banner</td>
<td>$700</td>
<td>$3,800</td>
<td>$6,700</td>
</tr>
</tbody>
</table>

**SPONSORED CONTENT IN eNEWSLETTERS**

Have solid, relevant information for digital signage pros? Sponsor content in one of our eNewsletters. This is a great opportunity to have your video, article, case study, whitepaper, etc. displayed to the right audience. Promotional space on the eNewsletter links directly to your sponsored article that lives in the website’s feed and archives and can be viewed by site visitors.

**Rates:**

<p>| | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>$800/wk.</td>
<td>$2,500/mo.</td>
<td></td>
</tr>
</tbody>
</table>
BANNER ADS:
• Leaderboard: 1080x90 pixels; JPG, PNG, Animated GIF; 80k max
• Rectangle: 300x250 pixels; JPG, PNG, Animated GIF; 80k max

Advertiser must supply URL where ads should be linked.

PRODUCT SPOTLIGHT:
• Image (300x250 pixels; JPG; 40K max.) or video of your product or service.
• 50 words of copy
• Headline of up to 12 words
• URL to link to the image/headline

eNEWSLETTERS:
• Leaderboard: 600x100 pixels; JPG, PNG; 40k max
• Horizontal Banner: 600x100 pixels; JPG, PNG; 40k max

Advertiser supplies all creative materials and URL.

EBLAST:
Advertiser to provide:
• HTML that is ready to email
  - Images MUST be hosted on your website
  - For best results, use inline style and tables in your HTML
• TEXT version of the email
• Subject Line - not to exceed 50 characters, including spaces
• Seed List - no more than 5 email addresses for the test mailing

Email materials MUST be received within 5 business days prior to the eblast date to allow for a test.

PREMIUM SPONSORED CONTENT (WEBSITE):
Materials are due 15 business days prior to launch date.

Advertiser to supply:
• Company Logo – EPS format
• URL
• Featured Photo - 800 pixels wide minimum
• Headline - maximum 60 characters, including spaces
• Article - Word document (minimum 500 words) - if providing additional images or supporting materials, you will need to indicate in the document where you want the items placed
• Company About Info - brief paragraph about the company to appear at the end of the article
• Optional - Writer’s headshot and 2-line bio
• Optional - Additional images or links for materials that supplement the article (video, whitepaper, etc.)

SPONSORED eNEWSLETTER CONTENT
Materials are due 10 business days before eNewsletter delivery date.

Advertiser to supply:
• Headline - maximum 60 characters, including spaces
• Article Summary - 175 characters max, including spaces
• Article - Word document (minimum 500 words) - if providing additional images or supporting materials, you will need to indicate in the document where you want the items placed
• Featured Photo - 800 pixels wide minimum
• Company Logo – EPS format
• Company About Info - brief paragraph about the company to appear at the end of the article
• Optional - Writer’s headshot and 2-line bio
• Optional - Additional images or links for materials that supplement the article (video, whitepaper, etc.)

SPONSORED VIDEOS (eNEWSLETTERS):
Video must be an advertorial piece, not a commercial. Materials are due at least 5 business days before eNewsletter delivery date.

Advertiser to supply:
• Video Embed Code
• Company Logo - EPS format
• Headline – maximum 55 characters, including spaces
• Description - 30 words or less
• Optional Video Thumbnail Image - We will use the default thumbnail image that your video platform provides. If you prefer to supply the thumbnail, it should be a JPG or PNG; 600 pixels wide; 80K max. You will also need to supply the URL link.

Optional - Additional images or links for materials that supplement the article (video, whitepaper, etc.)