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CONTACTS

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GET CONNECTED TO PROSPECTS. STAY CONNECTED TO CUSTOMERS.

As the sister site 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

SITE TRAFFIC STATS

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

TOP CHANNELS

- 57% Organic Search
- 28% Social
- 12% Paid Search
- 5% Referral
- 3% (Other)

WEBSITE monthly avg.

- Visitors 12,925
- New Visitors 78%
- Sessions 16,150
- Pageviews 21,550

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

*Google Analytics monthly average, October 2019 - March 2020.*
AUDIENCE SAMPLE
BANNER ADS

Banner ads will be displayed in standard positions across all pages of the site, across all platforms. A maximum of 10 advertisers per ad position means greater exposure for you!

**Leaderboard Ad Sizes:**
- Desktop: 1080 x 100 / Tablet: 970 x 90 / Mobile: 320 x 50

**Medium Rectangle:**
- Desktop & Tablet: 300 x 250 / Mobile: 320 x 100

**Rates:**

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

(Limit 3 Advertisers)

Looking for a way to position your company as a thought leader in the industry? This is it! You receive an “above-the-fold” banner on the DSC homepage and a right-rail banner on all interior pages; banners link to a DSC page dedicated to your content.* You provide the text and visuals, we create the rest, including:

- Page layout of your content
- All platform banners
- Social promotion on DSC channels

**Use sponsored content for:**

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

**Rates:**

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<tr>
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<td>$2,500</td>
<td>$6,000</td>
<td>$10,000</td>
<td>$15,000</td>
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*Materials are subject to review by DSC to ensure content is of editorial and informational value.
WEBINAR

Our webinar package is a prime way to share your company’s expertise and gain valuable visibility to our audience, as well as generate leads for your sales team.

Package includes complete turnkey support:

• Landing page on DSC for pre-webinar promotion
• A live webinar hosted by DSC and presented by your in-house expert(s). The event will be recorded and then carried on the DSC site.
• 3 pre-webinar promotional email blasts
• Banner ad on DSC site for webinar promotion
• Social promotion on DSC channels - before and after the webinar
• DSC eNewsletter promotion - before and after the webinar
• All registered leads from live webinar

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

Rates:

WEBINAR

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<tr>
<td></td>
<td>$3,000</td>
<td>$7,200</td>
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HOSTED WEBCAST

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<tr>
<td></td>
<td>$500</td>
<td>$1,200</td>
<td>$1,800</td>
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</table>
Our high-impact banners provide unforgettable messaging options for your brand. Dominant ad positions and limited availability ensure your message gets through to our exclusive audience. With 70/30 viewership desktop/device, we have you covered with ad sizes for all environments. Ad positions are available on a first-come, first-served basis.

HOMEPAGE INTERSTITIAL
(Limit 3 Advertisers)

This position runs front and center over the homepage — DSC’s most visited page! The flexible format supports static image or HTML video ads. Ads run 1/24 (one time per unique visitor, per platform in a 24-hour period) and time out, unless visitors interact with them.

Ad Size: 640 x 480 Desktop / Tablet / Mobile

Rates:

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<th>6 mo.</th>
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<tbody>
<tr>
<td>1 mo.</td>
<td>$2,500</td>
<td>$6,750</td>
<td>$12,000</td>
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STICKY FOOTER - RUN OF SITE
(Limit 3 Advertisers)

Sticky banners have been shown to receive 40 percent higher click-through rates than standard banners and double the view-ability. As DSC visitors scroll through pages on the site, either on desktop or device, they will see your message anchored to the browser window.

Ad Sizes: Desktop: 1080 x 100 / Tablet: 970 x 90 / Mobile: 320 x 50

Rates:

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<th>6 mo.</th>
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<tbody>
<tr>
<td>1 mo.</td>
<td>$3,000</td>
<td>$8,100</td>
<td>$14,400</td>
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HIGH-IMPACT ADVERTISING

HALF-PAGE BANNER
(Limit 3 Advertisers)

This eye-catching position offers an abundant amount of messaging real estate and runs at the top of the right rail on all DSC interior pages. The flexible format supports static image or HTML video ads on desktop and tablet. On mobile, the ad placement becomes a static leaderboard.

**Ad Sizes:** Desktop & Tablet: 300 x 600 / Mobile: 320 x 50

**Rates:**

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<tbody>
<tr>
<td></td>
<td>$2,500</td>
<td>$6,750</td>
<td>$12,000</td>
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</table>

STICKY FLY-IN
(Limit 3 Advertisers)

Motion and stickiness makes this ad position doubly effective as it flies in from the left and sticks to the side as visitors scroll down interior pages. The format supports static image or HTML ads on desktop; static image ads on tablet and mobile. Ads run 1/24 (one time per unique visitor, per platform in a 24-hour period).

**Ad Sizes:** Desktop: 300 x 250 / Tablet & Mobile: 200 x 200

**Rates:**

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<tbody>
<tr>
<td></td>
<td>$2,000</td>
<td>$5,400</td>
<td>$9,600</td>
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MAX VISIBILITY PACKAGE

Have a product launch or vital company announcement that requires amplified promotion? Our Max Visibility Package offers exclusive ad placement on the Homepage Interstitial, Sticky Footer and Half-Page Banner for $3,000/wk. Available on a first-come, first-served basis.
EMAIL ANNOUNCEMENTS

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):

**FULL LIST (EXHIBITORS)**

<table>
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<tr>
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<th>12x</th>
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</thead>
<tbody>
<tr>
<td>$1,600</td>
<td>$8,500</td>
<td>$15,000</td>
</tr>
</tbody>
</table>

**FULL LIST (NON-EXHIBITORS)**

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<th>12x</th>
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<tbody>
<tr>
<td>$2,000</td>
<td>$11,000</td>
<td>$20,000</td>
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</table>

**DSE ATTENDEES ONLY (EXHIBITORS)**

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<tr>
<th>1x</th>
<th>6x</th>
<th>12x</th>
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<tbody>
<tr>
<td>$900</td>
<td>$4,800</td>
<td>$8,500</td>
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</table>

**DSE ATTENDEES ONLY (NON-EXHIBITORS)**

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<th>12x</th>
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</thead>
<tbody>
<tr>
<td>$1,600</td>
<td>$8,500</td>
<td>$15,000</td>
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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:

```
1x  | 12x  |
$350 | $3,000 |
```
WEEKLY eNEWSLETTER

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

Leaderboard: 600 x 100
Horizontal Banner: 600 x 100

Rates:

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<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>
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SPONSORED eNEWSLETTER VIDEOS

Be the industry expert in trends, client solutions or help your customers do their jobs better with a sponsored video in one of our eNewsletters. 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.

Rate:

$800/wk.

(Monthly package rates also available)
eNEWSLETTERS

CONTENT eNEWSLETTER

This bi-weekly eNewsletter is for all things content! It goes out every other Tuesday to 23,000+ subscribers. If you do content, this is for you!

Leaderboard: 600 x 100
Horizontal Banner: 600 x 100

Rates:

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<th>12 mo.</th>
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<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>
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SPONSORED eNEWSLETTER CONTENT

Have solid, relevant information for digital signage pros? Sponsor content in one of our eNewsletters. This is a great opportunity to have your article, case study, white paper, etc. displayed to the right audience. Promotional space on the eNewsletter links directly to your full article on the DSC website.

Rate:

$800/wk.

(Monthly package rates also available)
## DETAILS

### AD SPECIFICATIONS

#### WEBSITE BANNERS:
- Leaderboard: 1080 x 100, 970 x 90, 320 x 50; 80k max
- Medium Rectangle: 300 x 250; 320 x 100; 80k max

#### HIGH-IMPACT WEBSITE BANNERS:
- Homepage Interstitial: 640 x 480; 150k max
- Sticky Footer: 1080 x 100; 970 x 90; 320 x 50; 80k max
- Half-Page: 300 x 600; 320 x 50; 80k max
- Sticky Fly-In: 300 x 250; 200 x 200; 80k max

Banner sizes are in pixels. Acceptable formats for website banners: JPG, PNG, GIF (can be animated), HTML5 (for desktop and tablet). Flash ads are not accepted for any web graphic ad units. Advertiser supplies finished ad and URL where ad should be linked.

**IMPORTANT:** If you are using HTML5, you must host the HTML5 code and send only the URL where the code is hosted. (Ex. https://www.yourURL.com/index.html) This method will not allow us to track clicks through our ad server, so any performance reports will only include impressions. Please use your own website analytics to track clicks through.

#### PRODUCT SPOTLIGHT:
- Image (300 x 250 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: 600 x 100; 40k max
- Horizontal Banner: 600 x 100; 40k max

Banner sizes are in pixels. Acceptable formats for newsletter banners: JPG, PNG. Advertiser supplies finished ad and URL where ad should be linked.

#### EMAIL ANNOUNCEMENTS:
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 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, white paper, etc.)

#### SPONSORED eNEWSLETTER VIDEOS:
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 URL to YouTube or Vimeo
- Company Logo – EPS format
- URL for company logo
- 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.

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

Advertiser to supply:
- Headline – maximum 55 characters, including spaces
- Article Summary - 50 words or less
- 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
- URL for company logo
- 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, white paper, etc.)