2017 Media Kit

Extending Your Reach!

Connect With Us

INTERNET of THINGS TODAY

WWW.IOT-TODAY.COM

www.IoT-Today.com

2017

Advertising Solutions:
- Website
- eNewsletter
- Internet of Things West Conference

About IoT Today

IoT Today is a media brand serving the Internet of Things market.

Based around the website, IoT-Today.com, the media components consist of a IoT Today website and news service, live events, publications including a monthly e-newsletter, social network sites, and market data services. The events include Internet of Things North America and IoT West.

"The Internet of Things is the next big wave of disruptive technology as the number of devices connected to the internet and The Cloud is skyrocketing," said David Webster, president of Webcom Communications Corp. "The presence of billions, some say trillions of connected devices will transform the performance capabilities of organizations and create new business opportunities throughout society. IoT Today is positioned to be the world's leading media brand devoted to business and technology development of this dynamic market."

Based in the Denver Technological Center of Greenwood Village, Colo., IoT-Today.com is a branch of Webcom Communication's connected world media tree. Other publications and events include: Remote-the Infrastructure Management Magazine, The Remote Conference, Antenna Systems and Technology and the Device Technology Conference (DeviceTech).

For more information, visit www.iot-today.com.

Contacts

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Advertising Inquires
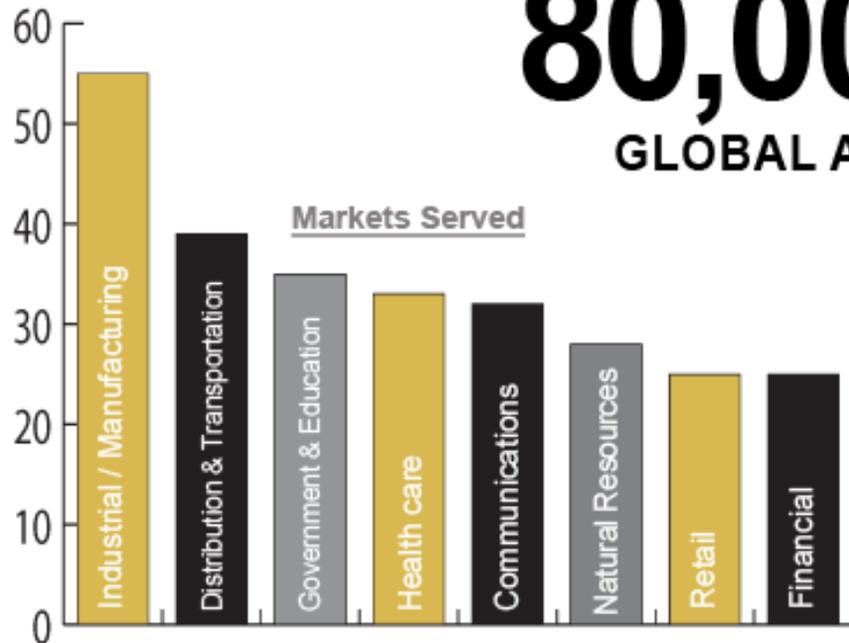Advertising@WebcomCommunications.com
720.528.3770 x 125

Webcom Communications Corp.
7355 E. Orchard Road, Suite 100
Greenwood Village, CO 80111

INTERNET OF THINGS TODAY

Website • eNewsletter • Blogs

Reach top prospects from multiple key markets all in one place

80,000+
GLOBAL AUDIENCE

Markets Served

Bar chart (scale 0–60):
- Industrial / Manufacturing: ~55
- Distribution & Transportation: ~39
- Government & Education: ~35
- Health care: ~33
- Communications: ~32
- Natural Resources: ~28
- Retail: ~25
- Financial: ~25

Job Function

Job Function	%
CEO/Executive	31%
Design/System Engineering	27%
IT	18%
Research & Development	11%
Operations Mgt	2%

GLOBAL PRESENCE
84% North America
9% Europe
7% Asia

Product / Service Interest

- **88% M2M**
- **63% Networks & Communications**
- **93% Standards & Certifications**
- **62% Data Acquisition**
- **80% Connectivity**
- **88% Applications**
- **90% System Intelligence**
- **80% Security**
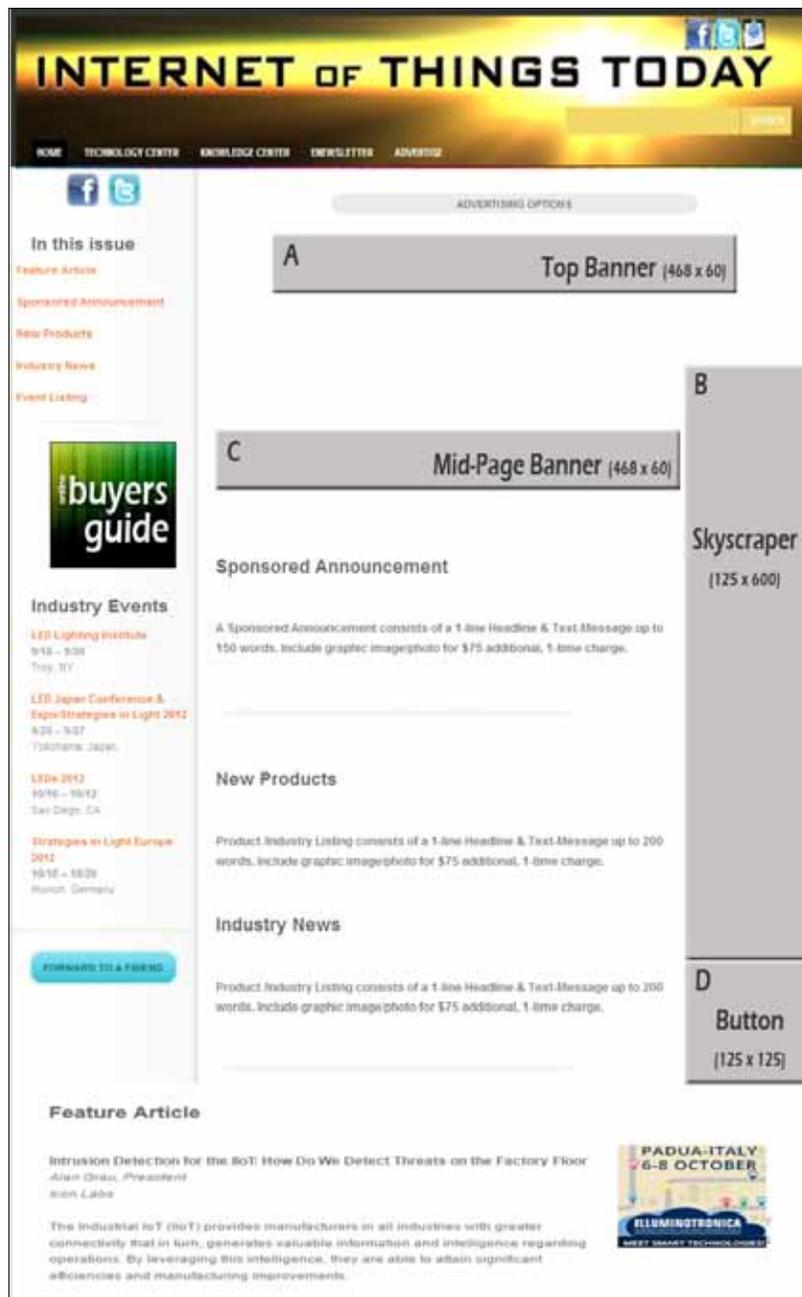- **43% Sensing**

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Website Advertising

www.iot-today.com has thousands of visitors each month that are looking for news on the latest in IoT Technology. The website includes up to date, relevant and informative information for technical contacts in the industry, as well as for OEMs in need of the latest solutions for use in their products. Advertising on www.iot-today.com is a great way to reach potential buyers of your products and services.

Monthly Rates (NET)

Size	1x	6x	12x
A Leaderboard 728 wide x 90 tall	$1,400	$800	$525
B Skyscraper 125 wide x 600 tall	$1,375	$675	$450
C Vertical Banner 125 wide x 240 tall	$850	$375	$300
D Square Button 125 wide x 125 tall	$350	$200	$150
E Logo Link 125 wide x 50 tall	$275	$225	$175

Banners should be in jpg, gif, animated gif, or flash format, 72 dpi, RGB color and the size specified above. All positions are sold on a 50% alternating basis. Add 30% to rate for 100% basis.

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eNewsletter Advertising

Twice a month the IoT-Today eNewsletter goes out to 20,000 readers that are looking for the latest in IoT technology. These readers include technical contacts in the IoT industry, as well as OEMs in need of the latest solutions for use in their products. Advertising in the eNewsletter is a great way to reach potential buyers of your products and services.

Size	1x	6x	12x
A Top Banner 468 wide x 60 tall	$1,125	$850	$575
B Skyscraper 125 wide x 600 tall	$950	$700	$475
C Mid-Page Banner 468 wide x 60 tall	$700	$500	$300
Sponsored Announcement * See below	$525	$400	$300
D Button 125 wide x 125 tall	$575	$400	$300
Product/News Posting ** See below	$575	$400	$300
Event Posting	$300	$250	$200
Job Posting	$300	$250	$200
White Paper Posting	$300	$250	$200

Sponsored Announcement and Product/News Postings consist of a 1-line Headline, Image(125 x 125), and Text Message up to 150 words.

Materials Deadlines

Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec
1/3	2/1	3/1	4/3	5/1	6/1	7/3	8/1	9/1	10/2	11/1	12/1

Internet of Things West

Internet of Things West (www.iot-west.com) is a new event covering advanced connectivity and cloud-based control of devices, equipment, facilities and enterprise operations. This conference will be the second "Internet of Things" trade show hosted by Webcom Communications, with IoT West serving the western US, Canada and Mexico. It will be held November 3-4, 2016 in Las Vegas, Nev. co-located with two other complementary events: DeviceWerx, Remote Monitoring and Control 2016 and the 2016 Antenna Systems Conference.

"Our Spring event, Internet of Things North America, has demonstrated the intense interest by end-users in commercial, industrial and government markets seeking to harness the enormous advantages of IoT technologies for improving their operational performance, as well as by product and service providers seeking to capture new business development opportunities," said Nick Depperschmidt, Conference Chairman, Internet of Things West. "This venue will bring the same educational focus and technology showcase to a convenient location in the Western US."

It will consist of two days of educational sessions showcasing solutions in:
- M2M and Machine Intelligence
- Cloud-based Monitoring and Control of Equipment, Assets, Facilities & Operations
- Big Data: Acquisition & Analytics
- The Connected Car
- Wearables and Health
- Integrating Multiple Networks & Communications Systems for Maximum Interoperability
- Smart Service Management