

The World's Most Targeted RFID Marketing Tool

Now you can target the most qualified buyers interested in YOUR specific RFID solution.

RFID Journal has introduced the ability to deliver ads to our highly qualified audience based on any or all of the following criteria:

- ▶ INDUSTRY
- ▶ COUNTRY OR U.S. STATE
- ▶ KEYWORDS OR PHRASES IN ARTICLES
- ▶ DAY OF THE WEEK
- ▶ READER FREQUENCY

Targeted marketing means you'll never waste money advertising to those who are not your target audience. This is the most powerful, cost-effective marketing tool for RFID companies!

HOW IT WORKS:

TARGETING BY

▶ INDUSTRY

RFID Journal's Web site is segmented by industries in which RFID is making an impact, including automotive, apparel and footwear, manufacturing, and retail. Ads can be displayed only on pages within these particular sections, so that you reach potential customers in the vertical industry you want.

▶ KEYWORDS

Ads can be displayed based on keywords in any given article. Want to reach people interested in jewelry tags, for instance, or medical cabinets? We can display your ads only to readers who have clicked on an article related to the specific topics you choose, so you'll know you are reaching potential customers interested in your products or services. You can purchase any keyword, including your company's name—and those of your competitors.

▶ LOCATION

Ads can be targeted by country or U.S. state for optimal geo-targeting. Need to reach customers in California, Germany, Korea or India? No problem—we can target any country in the world.

▶ TARGETING BY DAY

Ads can be targeted by particular days of the week, so that you can ensure you get your message in front of prospects at optimal times.

▶ USER FREQUENCY (FREQUENCY CAP)

Ads can be served to a particular user a set number of times per week or month, to ensure broadest exposure. Increase the efficiency of your advertising by controlling how often your message is viewed by repeat visitors.

To learn more about how you can microcast your ads to the most qualified buyers in the RFID universe, call one of our sales representatives today.

OTHER OPPORTUNITIES:

CONTENT SPONSORSHIP

Sponsor a feature or section of RFIDJournal.com and achieve guaranteed promotion and exposure to thousands of RFID decision makers around the world.

VENDOR WHITE PAPER POSTING

Gain exposure to visitors seeking RFID information by featuring your white paper in RFID Journal's White Paper Library. Contact us about our new white paper lead generation program

CALL OUR SALES TEAM TO CREATE A CUSTOMIZED INTEGRATED MARKETING CAMPAIGN TODAY!

Alan McIntosh | 212-584-9400 x 4 | amcintosh@rfidjournal.com | **Matthew Singer** | 212-584-9400 x 6 | msinger@rfidjournal.com

Qiu Qi | CHINA SALES REPRESENTATIVE | +86 137 1898 1204 | qiuqi@rfidjournal.com

Rate Card and Terms: Online Advertising

RFIDJournal.com is the industry's most trusted source for RFID information and the largest online resource for the RFID Community worldwide. RFIDJournal.com reaches than more than 200,000 unique visitors per month, providing the largest, most targeted audience of recommenders, specifiers and approvers with the authority to purchase RFID products and services.



Banner Advertising Options

- **TOP HORIZONTAL BANNER** (728 x 90 pixels)
Location: Top of web page • **Maximum file size:** 30K
Rate: \$60 CPM • **With targeting:** \$75 CPM
- **TOP RIGHT BANNER** (300 x 250 pixels)
Location: Right-hand column • **Maximum file size:** 25K
Rate: \$50 CPM • **With targeting:** \$65 CPM
- **TOP RIGHT BANNER** (120 x 240 pixels)
Location: Right-hand column • **Maximum file size:** 12K
Rate: \$35 CPM • **With targeting:** \$50 CPM
- **LOWER RIGHT BANNER** (300 x 250 pixels)
Location: Right-hand column • **Maximum file size:** 25K
Rate: \$40 CPM • **With targeting:** \$50 CPM
- **MID RIGHT BANNER** (120 x 240 pixels)
Location: Left-hand column • **Maximum file size:** 12K
Rate: \$30 CPM • **With targeting:** \$45 CPM
- **TOP BUTTON** (31 x 88 pixels)
Location: Right-hand column • **Maximum file size:** 5K
Rate: \$20 CPM • **With targeting:** \$25 CPM
- **MID BUTTON** (31 x 88 pixels)
Location: Right-hand column • **Maximum file size:** 5K
Rate: \$15 CPM • **With targeting:** \$20 CPM
- **LOW BUTTON** (31 x 88 pixels)
Location: Right-hand column • **Maximum file size:** 5K
Rate: \$10 CPM • **With targeting:** \$15 CPM
- **LOWER RIGHT BANNER** (120 x 240 pixels)
Location: Left-hand column • **Maximum file size:** 12K
Rate: \$30 CPM • **With targeting:** \$45 CPM



Notes:

- ▶ All ads receive RFIDJournal.com home-page and run-of-site placement.
- ▶ Rates are CPM (cost per thousand ad impressions). All rates are at net cost.
- ▶ Minimum purchase: 50,000 ad impressions.
- ▶ Accepted formats: JPEG, GIF, Image Map, HTML, Flash.
- ▶ Maximum number of ad loops and slides: four.
- ▶ Additional sizes available upon request.

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E-Newsletter Advertising

RFID Journal e-newsletters provide timely coverage of the rapidly evolving industry and are how more than 45,000 decision makers including senior executives and implementers at leading companies around the world stay up to date on RFID and applications of RFID. We publish an RFID general-interest newsletter, industry-specific newsletters to serve the retail/cpg, health care/pharmaceutical and manufacturing industries, as well as a newsletter covering RFID deployments in Europe. Each provides a powerful tool to reach a broad yet highly-qualified audience with a targeted, timely communication.

Reach more than 45,000 key decision makers



Advertising Options

	1x	3x	6x	12x
Text ad	\$1,395	\$1,345	\$1,245	\$1,195
Banner ad	\$795	\$745	\$645	\$595

Text and Banner Ad Sizes

- **TEXT ADS** 4 lines of text, 70 characters per line (including spaces); the fifth line is a live link to the advertiser's URL. Additional lines (in excess of 4): \$200 per line.
- **VERTICAL BANNER** (120 x 240 pixels, 12K maximum file size)
Location: Right-hand column
- **TAB** (120 x 90 pixels, 10K maximum file size)
Location: Right-hand column

Notes:

- ▶ Prices are per e-newsletter.
- ▶ Ad copy is due a minimum of two business days prior to scheduled run date.
- ▶ A 50% cancellation fee will apply.
- ▶ Accepted banner formats: JPEG, GIF, animated GIF, EPS (no Flash).
- ▶ Maximum number of ad loops and slides: four.
- ▶ Contact your sales rep for schedule.
- ▶ Ad clickthrough data for each issue available upon request.

Terms:

- 1 Due dates: Insertion orders and creative must be received 5 business days prior to flight date. For third-party or rich-media ads, please allow 7 business days prior to flight date for testing purposes. Your impression buy is not guaranteed until a signed insertion order is received by RFID Journal.
- 2 Tracking and reporting: RFID Journal gives advertisers access to online performance reports, which include impressions, clicks and yield. Complete instructions, including URL, user name and password, are sent upon flight date.
- 3 Guarantee: All RFID Journal schedules are 100% guaranteed, based on traffic. In the event of a shortfall, we will deliver make-good impressions during or immediately following the flight.
- 4 Creative may be changed on a monthly or biweekly basis, if set up prior to campaign start. 4.0 browser-compliant and rich media ads must detect for browser or appropriate plug-in. If these are not present, you must serve a GIF.
- 5 Video, pop-up and sound are not accepted. Animated ads can loop no more than 4 times and have no more than 4 slides.
- 6 Ads must not resemble RFID Journal editorial content and must not include reference to RFID Journal unless part of an authorized partnership.
- 7 Click counting is not guaranteed by RFID Journal for third-party or rich-media ads.
- 8 All creative submissions are subject to RFID Journal approval. We retain the right to pull any campaign for any reason (such as questionable content, broken images or links, interference with our site or user experience, or conflicts with RFID Journal's own products or advertising).



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