

## 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
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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 website 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.

#### TARGETING BY 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.

#### TARGETING BY 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.

#### TARGETING BY 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.

### Other opportunities:

#### WHITE PAPER POSTING LEAD GENERATION

- › RFID Journal will list white papers in our dedicated white paper resource area.
- › You will receive a 300 x 250 vertical banner each with 100,000 impressions to promote each white paper.
- › RFID Journal will provide full contact details we receive for each download of each white paper.

#### 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.

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.

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

**Alan McIntosh**  
SENIOR DIRECTOR OF SALES  
212-584-9400 x 4  
amcintosh@rfidjournal.com

**Matthew Singer**  
SENIOR DIRECTOR OF SALES  
212-584-9400 x 6  
msinger@rfidjournal.com