

E-NEWSLETTER ADVERTISING

RFID Journal e-newsletters provide timely coverage of the rapidly evolving industry, and are how more than 50,000 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 a general-interest newsletter, a newsletter for premium subscribers, and newsletters covering the retail/CPG, health-care/pharmaceutical and manufacturing sectors, as well as deployments in Europe and Brazil.

Reach more than 50,000 key decision-makers

The screenshot shows the 'RFID Journal Newsletter' interface. It includes sections for 'FEATURED STORY' (Global Logistics Company Monitors Shipments' Temperatures), 'EDITOR'S NOTE' (Connecting End Users and RFID Providers), 'EXPERT VIEW' (Tracking Your Competitors), 'ASK THE EXPERTS FORUM' (Are There Any RFID Systems Used in the Home?), 'ADVERTISEMENT' (RFID Journal LIVE Europe—Scandinavia), 'RFID JOURNAL VIDEO LIBRARY' (Getting Started: Key Considerations for RFID Pilots and Deployments), 'UPCOMING RFID JOURNAL EVENTS' (FACE-TO-FACE EVENTS, VIRTUAL EVENTS), and 'SPONSORED LINKS' (VICIS Item Level RFID Initiative).

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

- 1 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.
- 2 VERTICAL BANNER** (120 x 240 pixels, 12K maximum file size) Location: Right-hand column
- 3 TAB** (120 x 90 pixels, 10K maximum file size) Location: Right-hand column
- 4 SPONSORED LINK** (\$500 per newsletter)

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 (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:

- 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*.
- 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.
- 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.
- 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.
- Video, pop-up and sound are not accepted. Animated ads can loop no more than 4 times and have no more than 4 slides.
- Ads must not resemble *RFID Journal* editorial content and must not include reference to *RFID Journal* unless part of an

- authorized partnership.
- Click counting is not guaranteed by *RFID Journal* for third-party or rich-media ads.
- 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).

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

E-NEWSLETTER

2017 E-NEWSLETTER CALENDAR

Our general-interest newsletter covers topics relevant to all readers, while the others focus on RFID's use in Brazil and Europe, as well as the retail, pharmaceutical and manufacturing sectors.

JANUARY

Europe	09
Manufacturing	10
Brazil	11
General	12
Retail	17
General	19
Health Care	24
General	26

FEBRUARY

General	02
Europe	06
Manufacturing	07
Brazil	08
General	09
Retail	14
General	16
Health Care	21
General	23

MARCH

General	02
Europe	06
Manufacturing	07
Brazil	08
General	09
Retail	14
General	16
Health Care	21
General	23
General	30

APRIL

Europe	03
Manufacturing	04
Brazil	05
General	06
Retail	11
General	13
Health Care	18
General	20
General	27

MAY

Europe	01
Manufacturing	02
Brazil	03
General	04
Retail	16
General	18
Health Care	23
General	25

JUNE

Europe	05
Manufacturing	06
Brazil	07
General	08
Retail	13
General	15
Health Care	20
General	22
General	29

JULY

Europe	03
Manufacturing	11
Brazil	12
General	13
Retail	18
General	20
Health Care	25
General	27

AUGUST

General	03
Europe	07
Manufacturing	08
Brazil	09
General	10
Retail	15
General	17
Health Care	22
General	24
General	31

SEPTEMBER

Europe	04
Manufacturing	12
Brazil	13
General	14
Retail	19
General	21
Health Care	26
General	28

OCTOBER

Europe	02
General	05
Manufacturing	10
Brazil	11
General	12
Retail	17
General	19
Health Care	24
General	26

NOVEMBER

General	02
Europe	06
Manufacturing	07
Brazil	08
General	09
Retail	14
General	16
Health Care	28
General	30

DECEMBER

Europe	04
Manufacturing	05
Brazil	06
General	07
Retail	12
General	14
Health Care	19
General	21

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