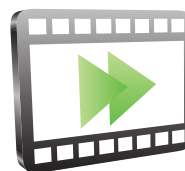


'19

MEDIA KIT



OnlineVideo.net
ONLINE VIDEO MARKETING STRATEGIES AND TIPS



Marketing Industry News
Video Advertising Updates
Expert Tips
Ad Campaign Planning

Marketing How-To's
Advertising Best Practices
Ultimate Guides
Breaking Announcements

WWW.ONLINEVIDEO.NET



ABOUT ONLINEVIDEO.NET

➡ Online advertising and marketing is growing at a tremendous rate, posting impressive year-over-year gains, and online video advertising is leading that growth. While online video marketing once meant posting videos to YouTube, the field has become much more complex. The platforms and formats seem to multiply by the month, and keeping track of it all is a full-time job.

But you don't have to face it alone. **OnlineVideo.net** is your insider guide to all the news and how-to's your company needs to succeed. Whether you work for a brand, agency, or publisher, you'll find timely advice that will help you connect to consumers. And whether your company is a nonprofit or a Fortune 500, you'll find advice you can put to work immediately. Our focus is making sure you have the information you need to grow effective strategies, and the foresight to plan for tomorrow.

The editors at **OnlineVideo.net** constantly scour industry connections to learn what's working now and what's coming next. Today's marketers are concerned with social platforms, mobile viewers, return on investment, cross-platform strategies, artificial intelligence, and brand safety. Tomorrow, they'll be focused on something new. Whatever the essential topics are, **OnlineVideo.net** will be there to shed light and lead the way.

OnlineVideo.net, because there's too much at stake to go in without a strategy.

- Tips for planning multi-screen brand campaigns
- Up-to-the-minute coverage of breaking news
- Interviews with thought leaders in online video marketing
- Ultimate Guides that take a 360° view of critical topics
- Buyer's Guides for important product categories
- Insider info that keeps readers in the loop
- Advice for succeeding on essential platforms, such as Facebook, YouTube, and Instagram
- Coverage of major industry events

➡ TOPICS YOU'LL FIND

- Online Video Marketing Strategies
- Cross-Platform Planning Tips
- Advertising Industry News
- New Tools and Platforms for Marketers
- Stats on Industry Growth
- The KPIs and Other Metrics That Matter
- Mobile Video
- Live Event Streaming
- Monetization Options
- Social Publishing Strategies
- Connected TV Recommendations
- Brand Safety and Viewability Trends
- AI, Ads.txt, and Tomorrow's Critical Topic

➡ INDUSTRY VERTICALS COVERED

- Small and Medium-Sized Businesses
- Enterprise
- Marketing Agencies
- Publishers
- Nonprofits
- Consumer Goods and Services
- Ecommerce
- Retail/Wholesale
- Financial
- Travel/Leisure/Transportation/Hospitality
- Real Estate
- Healthcare
- Education



ABOUT THE STAFF



Troy Dreier, Editor

Troy is OnlineVideo.net's editor and lead writer. He is also senior associate editor of StreamingMedia.com. He was previously a full-time freelance writer focusing on consumer technology, especially all thing related to digital audio and video. Before that, he was a staff editor with *PC Magazine*. His book, *CNET Do-It-Yourself Home Video Projects*, was published by McGraw-Hill.



Joel Unickow, VP/Publisher

Since 2003, Joel has been responsible for the business side of Streaming Media, which includes StreamingMedia.com, *Streaming Media* magazine, and the Streaming Media shows. Previous to that, Joel was associate publisher of *Streaming* magazine from 1999–2003. Prior to that, Joel worked hands-on inside the streaming industry in sales, bringing many radio stations, record labels, and major media properties online in audio and video.



Contributing Writers

- › **Stjepan Alaupovic** is creative director and producer at Clear Online Video. A seasoned video marketing pro, his years of experience show in his straightforward, thorough advice.
- › **Bree Brouwer** is a professional writer focused on content marketing, online video, and technology. She researches groundbreaking topics and explains them to the OnlineVideo.net reader.



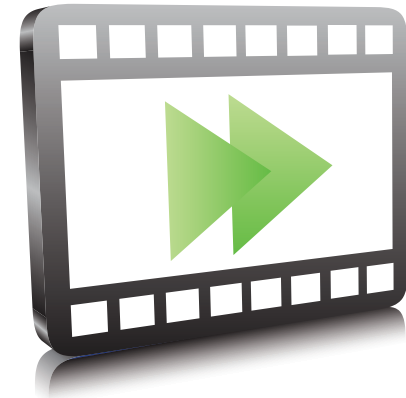
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ABOUT STREAMINGMEDIA.COM

- OnlineVideo.net is published by the same team that's responsible for **Streaming Media**. An Information Today, Inc. company, Streaming Media is a diversified news media company serving and educating the streaming media industry and community. Originally founded in 1998, the company was sold by Penton Media to Information Today, Inc. in December 2002. Our business consists of three core areas: **StreamingMedia.com**, exhibitions and conferences, and research and publications. Led by a team of recognized industry experts, **Streaming Media** is dedicated to providing industry professionals and corporations using digital media technology with global real-time news, resources, and services through editorial, discussion lists, feature articles, and much more.



ABOUT INFORMATION TODAY, INC.

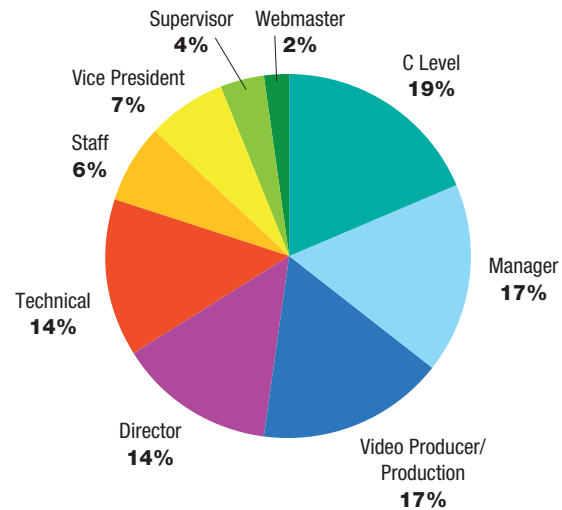
- **Information Today, Inc. (ITI)** is the publisher of *Information Today*, as well as other periodicals, books, directories, and online products, and is the organizer of Computers in Libraries, Streaming Media, Enterprise Search & Discovery, KMWorld, and other prestigious conferences and exhibitions for the library, information, and knowledge management communities. **ITI's** goal is to provide users and producers of information, knowledge, and content management products and services with the information they need to do their jobs as effectively as possible. We welcome your suggestions for new products and services as well as comments on existing ones.



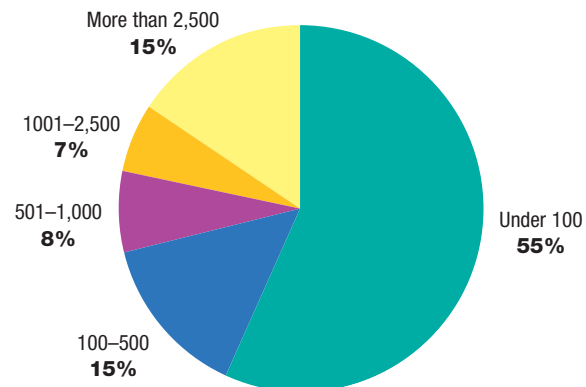


ABOUT THE AUDIENCE

➤ JOB TITLE

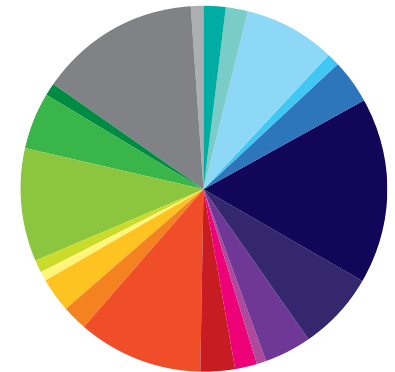
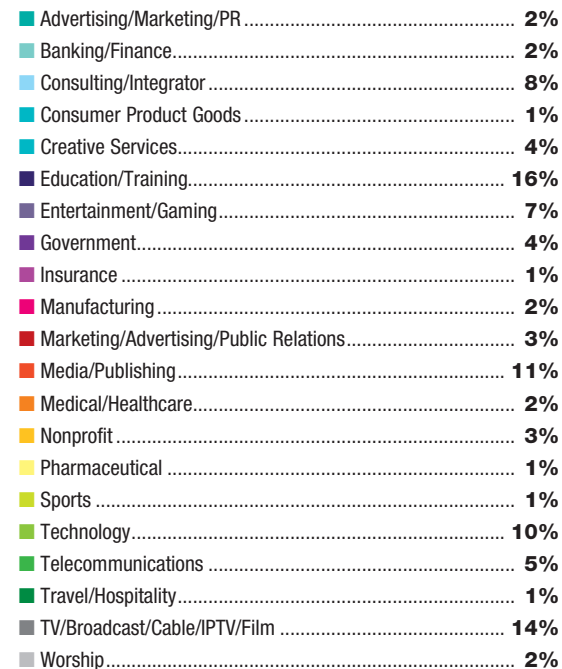


➤ COMPANY SIZE (number of employees)



Average number of employees = **598**

➤ PRIMARY INDUSTRY





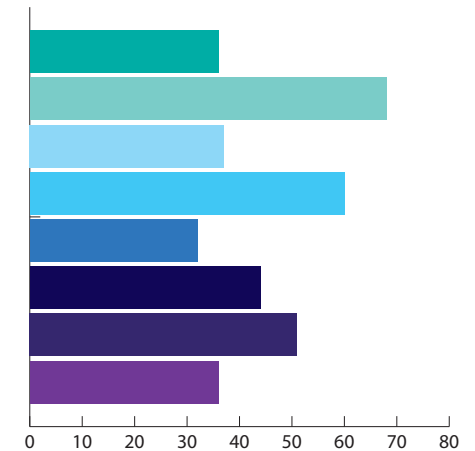
ABOUT THE AUDIENCE (continued)

➔ AUDIENCE INTEREST LEVELS

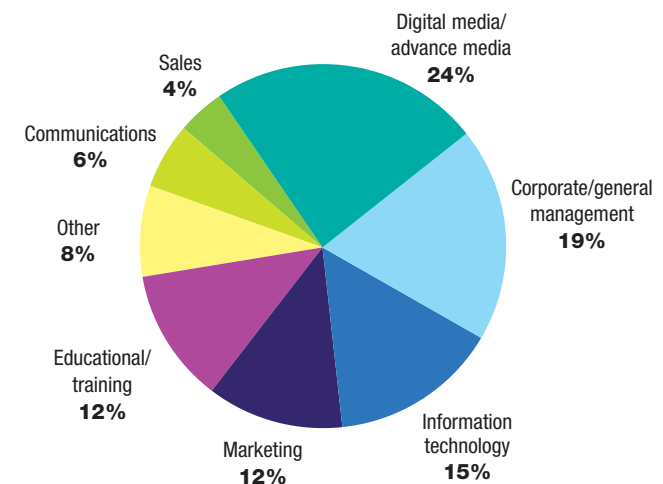
	MOST INTERESTING	LEAST INTERESTING
Video technology and software	87%	13%
Video	86%	14%
Expert advice	83%	17%
Mobile video	82%	18%
Live video creation and delivery	79%	21%
Online video industry news	78%	22%
Video analytics and metrics	65%	35%
Video marketing strategies	62%	38%
Video distribution and syndication	60%	40%
Video SEO	54%	46%
Video advertising	52%	48%
Ecommerce Video	40%	60%
B2B video marketing	40%	60%

➔ USES OF VIDEO CURRENTLY PRODUCED

36%	Advertising
68%	Branding and marketing videos
37%	Customer testimonials
60%	Educational/instructional
32%	Entertainment
44%	Product videos
51%	Webcasting of events or announcements
36%	Webinars (live or on-demand video combined with slides)



➔ DEPARTMENT



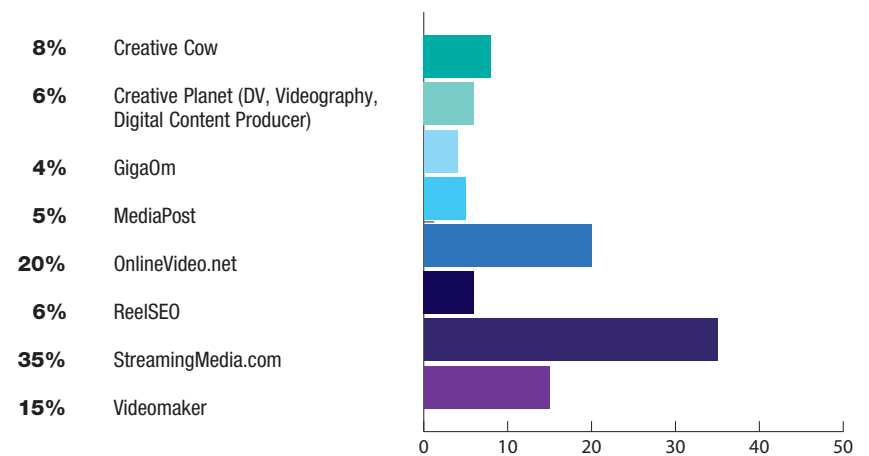


ABOUT THE AUDIENCE (continued)

➤ USEFULNESS OF ARTICLES

	MOST USEFUL	LEAST USEFUL
Product reviews	83%	17%
Interviews with video innovators	79%	21%
Buyer's Guides for hardware and software	73%	27%
Case studies—real-world marketing success stories	71%	29%
How-to articles on marketing strategies	69%	31%
News reports	66%	34%

➤ MOST HELPFUL SITE/PUBLICATION



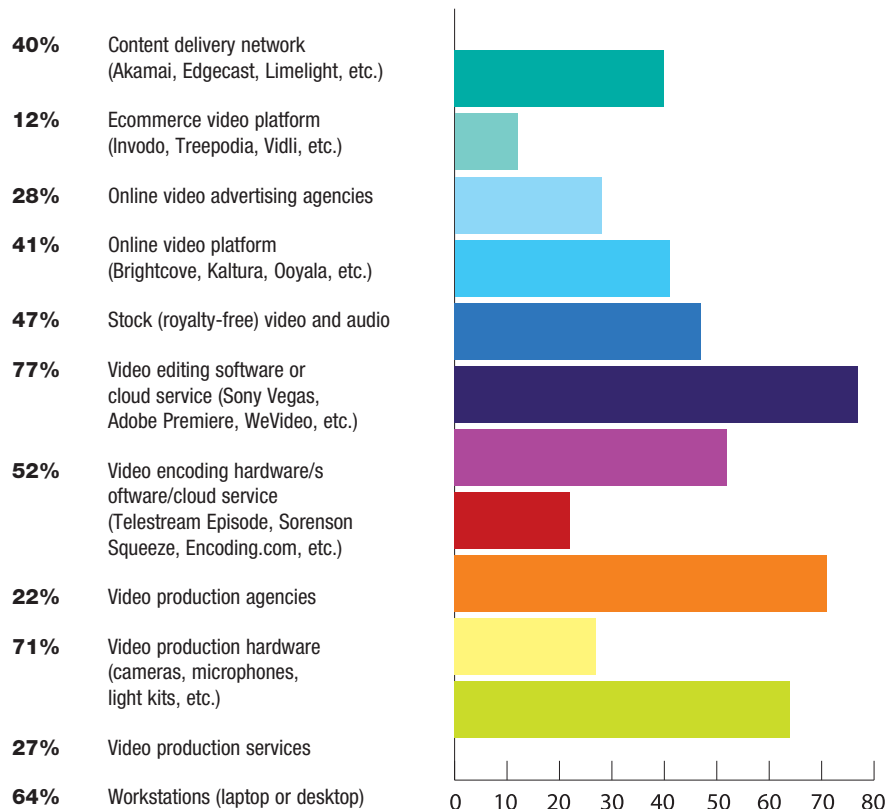
➤ 2016 BUDGETS

	NO BUDGET	LESS THAN \$1,000	\$1,000–\$10,000	\$10,000–\$25,000	\$25,000–\$50,000	\$50,000–OR MORE	DON'T KNOW
Video-related hardware (cameras, lights, audio, editing workstations)	12%	14%	34%	13%	8%	9%	10%
Video-related software (editing, effects, virtual sets)	10%	25%	32%	8%	5%	6%	14%
Video production services	34%	12%	16%	8%	6%	11%	13%
Video delivery services (online video platform, live streaming, content delivery network)	17%	21%	21%	9%	9%	10%	13%



ABOUT THE AUDIENCE (continued)

➤ TECHNOLOGIES OR SERVICES CURRENTLY USED OR ARE PLANNED TO BE USED IN THE NEXT 12 MONTHS



➤ USE ONLINE VIDEO FOR MARKETING



Reader survey conducted February 2016.



ADVERTISING OPPORTUNITIES

➤ Onsite Advertising

OnlineVideo.net offers a variety of banner size options, as well as rich media advertising opportunities. The site utilizes DoubleClick for Publishers (DFP) ad serving technology (formerly Google Ad Manager).

All banners must conform to the following specifications: animated or rich media creative.

› All ads are served through DoubleClick for Publishers (DFP).

➤ Counting Impressions & Clicks

DoubleClick for Publishers counts impressions only when a creative is viewable in a user's browser. Clicks are recorded at the moment it writes the redirect to the system. We employ aggressive filtering detection methods for both impressions and clicks.

➤ Reporting

Reports detailing campaign performance are available.

➤ Banners

SIZE	LOCATION	MINIMUM	COST
728x90	Leaderboard	15,000	\$60 CPM
300x250	Right Side (run of site)	15,000	\$50 CPM
300x250	Middle (homepage)	15,000	\$40 CPM
300x100	Right Side	Static/Month	\$900

➤ Feature Your Video Content on OnlineVideo.net

Give us your video, up to a 15-minute spot, and we'll run it in our Featured Sponsored Video Channel "A-Roll" on OnlineVideo.net/video, dedicated to providing our readers with breaking news, instructional how-to videos, promotions, and more, made directly by you, the sponsor.

1 month – \$1,000

3 months – \$2,400

6 months – \$3,900

➤ Newsletter—Opt-in List size 15,800

The **OnlineVideo Playlist** arrives each Tuesday with fresh and meaningful news, new tutorials, reviews, and coverage of the most relevant topics for those wanting to get hands-on with online video.

› Exclusive Sponsorship

1x \$950

3x \$900

6x \$850

12x \$800



ONLINEVIDEO.NET'S LEAD-GENERATION PROGRAM: THE ONLINE VIDEO ULTIMATE GUIDE SERIES

➡ **OnlineVideo.net's** editorial team will be taking a deep dive into the most challenging questions and issues of 2019. We want to spotlight YOUR solution to help buyers choose.

Each quarterly installment of the Ultimate Guide Series will include approximately 25 expert-written articles offering background, how-to advice, tips from professional video marketers, and real-world examples. These indispensable reference installments also give you the opportunity to showcase your solution by contributing sponsored content to the publication. OnlineVideo.net collects the contact information from everyone who downloads the installment as leads for you, the sponsor.

➡ **Ultimate Guide Series Topics**

(publication in order of sponsor booking):

- **Cross-Platform Planning Essentials:** Creating an online-only video campaign is just as short-sighted as creating a TV-only campaign. Marketers need to use all the resources available to them to speak to consumers. Here's how.
- **Programmatic Video Advertising Guide:** Programmatic buying is well-established by this point, but it comes with its own set of challenges. This guide explains how to use programmatic the right way.
- **Facebook Video Marketing Guide:** For brands, Facebook has quickly taken the lead over YouTube. However, succeeding on Facebook requires a whole new strategy.
- **Millennials Matter:** Guide to Reaching Young Adults With Video Marketing: Millennials watch more online video than other groups and are more influenced by online video advertising. Here's how to speak to them.

➡ *Minimum content contribution is approximately 2,000 words & two images (four pages), subject to editors' approval. OnlineVideo.net creates the layout.

LEAD GUARANTEE	EXPOSURE	PRICE	EDITORIAL CONTRIBUTION
200 Min	4 Months	\$3,500	15 Pages
500 Min	6 Months	\$5,000	18 Pages
1000 Min	12 Months	\$7,000	20 Pages

➡ **Specifications:**

Text may be provided in Word, or TXT format, images 300 DPI preferred or vector based (i.e. EPS).

➡ **Add-On:**

7-minute video tutorial walkthrough of your product, presented on OnlineVideo.net and linked to in the guide (raw video also provided to the sponsor): \$2,795