



AdMonsters is the premiere community of digital media leaders. Through unparalleled conferences, cutting-edge content and expert consulting services, AdMonsters provides invaluable resources and strategic insight on the future of digital media.

AdMonsters launched in 1999 to build a community of operations professionals from online publishers and advertising technology providers. AdMonsters actively fostered this community and provided both live and online forums where members could share best practices, explore new technology platforms and build relationships.

As the digital media industry expanded and evolved, so did the AdMonsters audience, which now includes publishers and content creators, agencies, brands, technology platforms and investors.

Today, AdMonsters curates relevant, editorially-driven conferences and delivers a variety of unique online content focused on multi-screen monetization, media operations, advertising technology and digital strategy. AdMonsters consistently draws an audience of senior decision makers at brands, agencies and publishers, whose expert knowledge, innovation, experience and collaboration at AdMonsters drive the digital future.

“ AdMonsters creates deep, collaborative and insightful events that consistently attract and influence ad operations decision makers. They are a ‘must buy’ for Adobe Auditude.

—adobe



Contact us:

Jesse Poppick  
VP, Sales & Business Dev.  
jesse@8meter.com

tel: 212-222-5064  
fax: 415-963-4407  
skype: jessepoppick

Matt Giarratano  
Director of Sales  
matt@8meter.com

tel: 949-677-5990  
fax: 415-963-4407

Justin Loresco  
Director of Business Dev.  
justin@8meter.com

tel: 949-690-0649  
fax: 415-963-4407

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# Audience

At its core, AdMonsters is a publisher dedicated to providing deep, actionable insights into digital media. AdMonsters generates cutting-edge research, relevant webinars, expert interviews, technology playbooks and other media that are invaluable to experts from across the digital media spectrum. Brands, agencies, publishers, technology platforms and investors rely on AdMonsters as they develop strategies, drive technology and monetize media across screens.

The global AdMonsters Community represents executive and management level buyers and influencers from across the digital media landscape, including:

- Agencies
  - Brands
  - Publishers
  - Broadcast Networks
  - Ad Networks
  - Ad Exchanges
- Agencies
  - Brands
  - Publishers
  - Broadcast Networks
  - Ad Networks
  - Ad Exchanges

“ AdMonsters kicks ass! The target audience is spot on—you always end up having a great time and building strong and valuable relationships. We spend the majority of our events budget here as we believe we get the biggest bang for our buck.

—sorosh tavakoli  
Founder & CEO, Videoplaza



>29,000  
Monthly  
Uniques



200,000  
Monthly  
Pageviews



7,000  
Newsletter  
Subscribers



14,000  
Registered  
Online Members



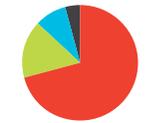
4,750  
Facebook  
Like



29,000  
Twitter  
Followers



~3,000 Annual  
Conference  
Attendees



■ Americas 71%  
■ Europe 16%  
■ Asia 9%  
■ Other 4%

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# Sponsors

As a technology or service provider in the world of digital media, you know how important it is to engage with your customers and prospects at all levels to uncover key decision makers. Revenue and operations executives, their teams and digital CTO's, CIO's, CDO's and CMTO's are all constantly engaged in evaluating new platforms, technologies and service providers. They are influential in initiating change and can become a valuable internal sales force for you. 8 Meter Media's unique offerings provide the quality of content that attracts and engages these industry leaders.

[a·mo·bee]

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 TubeMogul

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# 2014 event calendar

Q1

 February 23-26  
AdMonsters Publisher Forum | New Orleans

 April 29  
OPS | London

Q3

 August 17-20  
AdMonsters Publisher Forum | Columbia Gorge

Q2

 June 10  
OPS | New York City

 June 22-24  
AdMonsters Publisher Forum | Amsterdam

Q4

 October 16  
OPS | Germany

 October 19-22  
Marketing Operations Technology Summit | San Diego

 October 22-24  
Media Analytics Summit | San Diego

 November 11  
Screens | London

 November 9-12  
AdMonsters Publisher Forum | Austin

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February 23-26 | New Orleans

June 22-24 | Amsterdam

August 17-20 | Columbia Gorge

November 9-12 | Austin

AdMonsters Publisher Forum started in 1999 and remains the flagship conference for digital publishers. With a consistently sold-out attendance, Publisher Forums are each limited to one hundred of the most senior leaders in digital publishing and focus on revenue and monetization strategies, operations and ad technology decisioning. Participants gather at an attractive offsite venue for three days of authoritative keynotes, peer-to-peer discussions, closed-door sessions and invaluable networking. Sessions are focused on developing actionable solutions and best practices in response to today's digital media challenges.

#### Who Attends AdMonsters Publisher Forum:

Attendance is limited to individuals at digital publishing/media companies whose roles are focused on monetization strategies, advertising operations or advertising technology.



AdMonsters has been an invaluable partner for The Media Trust since our inception. Their conferences connect us with the community of digital media decision-makers in a uniquely valuable way. AdMonsters' content programs have proven to be a great avenue to drive industry discussion and have helped us further carry our message throughout the display and mobile ad ecosystems.

—**chris olson**  
CEO, The Media Trust

#### Titles:

- SVP/VP Operations
- CIO
- CRO
- CTO
- VP/Dir Ad Ops
- VP/Dir Content
- VP/Dir Mobile Ops
- VP/Dir Sales
- VP/Dir Sales Ops
- VP Technology
- Sales Operations Manager
- Chief Product Officer

#### Sample Topics:

- The strategic role of Ad Operations
- Technology selection, implementation, integration
- Reporting data integration and reconciliation

#### Companies:

- Facebook
- ESPN
- Cox Media
- Expedia
- The New York Times
- Disney
- Condé Nast
- DreamWorks Animation
- CBS Interactive
- Gannett
- NBCUniversal
- The Weather Channel
- Audience targeting, tag, and pixel management
- Yield, revenue and inventory management
- Mobile ad models and technology

# publisher forum sponsorships

	Platinum	Ruby	Emerald	Gold	Silver	Bronze	Sunday Reception	WiFi	Video	Social Media
60 Minute Presentation to Entire Audience	■	■	■	■	■	■	■	■	■	■
20 Minute Presentation to Entire Audience	■	■	■	■	■	■	■	■	■	■
45 Minute Breakout Sessions	■ 2	■ 2	■	■ 2	■	■	■	■	■	■
3 Minute Introduction at Sunday Night Reception	■	■	■	■	■	■	■	■	■	■
Exclusive Sponsorship of Reception and Open Bar (2 hours)	■	■	■	■	■	■	■	■	■	■
Customizable Log-In Experience for WiFi users	■	■	■	■	■	■	■	■	■	■
2-3 Minute Video/Sponsored Content Played Between Sessions	■	■	■	■	■	■	■	■	■	■
Sponsor Branding of Social Media LCD Display	■	■	■	■	■	■	■	■	■	■
Keynote Attendance	■	■	■	■	■	■	■	■	■	■
Conference Passes	■ 4	■ 4	■ 3	■ 3	■ 2	■ 1	■ 2/1	■ 2	■ 2	■ 2
Participation in Opening Night Reception	■	■	■	■	■	■	■	■	■	■
Participation in Speed Dating Reception	■	■	■	■	■	■	■	■	■	■
Participation in Attendee/Sponsor Dinner	■	■	■	■	■	■	■	■	■	■
Logo Displayed at Event and on AdMonsters.com Event Page	■	■	■	■	■	■	■	■	■	■
Distribution of Marketing Materials at Event	■	■	■	■	■	■	■	■	■	■
Post-Event Attendee Database (Name, Company, Title)	■	■	■	■	■	■	■	■	■	■

■ ■ = No designated table. Ability to walk around the room    ■<sup>2/1</sup> = 2 if purchased as stand-alone, 1 if purchased as add-on

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April 29 | London

June 10 | New York

October 16 | Germany

## How Online Media Works: The Only Conference for Digital Media Strategists

OPS is the only one-day conference for media leaders and digital strategists that unlocks how digital media really works. It's the gathering place for digital media technology leaders challenged with navigating the latest shifts in our industry and understanding how to stay competitive and profitable.

OPS is the best place to connect with other digital strategists and to make the next steps in turning your digital media business into a profitable, efficient media system. Every year, OPS features the largest, most successful web brands alongside hot young companies with cutting edge solutions and technologies that are shaping the future of digital.

## Who attends OPS?

OPS attracts a wide range of digital media leaders from across the ecosystem, including online publisher and agencies, brands, ad networks, exchanges and technology and service providers.

## Sample Topics:

- Evolution of agency trading desks
- Programmatic premium
- Data as currency
- Multi-platform digital video strategy
- Viewability
- Mobile privacy
- Buying TV in a digital world
- Monetizing the stream
- Video discovery & distribution

At OPS, connect with the decision makers and key influencers from across the digital media ecosystem who understand digital done right.

## Titles:

- CEO
- CTO
- SVP/VP Branded Entertainment
- SVP/VP Revenue Strategy
- Head of Monetization Platforms
- VP Global Strategy
- VP/Dir Digital Advertising Solutions
- VP/Dir Product Development
- VP/Dir Yield Management

## Companies:

- Yahoo!
- Pandora
- ESPN
- Universal McCann
- Viacom
- McCann Erickson
- Neu Venture Capital
- New York Times
- Starcom MediaVest Group

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# admonsters Screens

November 11 | London

## Topics:

- Augmented Reality
- In-game messaging
- Evolving revenue strategies to multiple screens
- Transcending the screen to focus on the consumer

As demand for content on the move has increased, so has the opportunity for the screens-savvy marketer and publisher. Join us at Screens to reach the leaders in multi-screen digital media.

## Monetize the Multi-Screen Future

There are more rich media enabled screens in our hands than ever before. The popularity of smartphones, tablets and connected TVs—not to mention digital signage and other platforms—has radically altered the consumer media consumption model. The digital media industry must react to this change in consumer behaviour to ensure that we have the measures, infrastructure and framework in place to effectively develop and monetise this growing and lucrative market. Whether your primary focus is smartphones, mobile, tablets, connected TV or other devices, at Screens, attendees will learn cutting edge techniques and best practices from industry leaders.

## Who attends Screens?

AdMonsters Screens is the only conference for smart-screen media strategists, operations, technology and revenue leaders from mobile publishers, digital TV content and distribution, agencies, brands, mobile advertising networks, mobile developers, advertising technology, infrastructure and the hot new entrepreneurs with the most cutting edge technologies for mobile and digital video and TV.

## Titles:

- Head of Digital Operations
- VP Sales
- Managing Director
- Head of Platform Development
- CEO
- Sr. Dir of Ad Ops
- Ad Operations Manager
- Dir of Publisher Sales
- Sr. Campaign Manager

## Companies:

- BBC
- BksyB
- Viacom
- Telegraph Media Group
- CBS Interactive
- Unruly Media
- Zeebox
- Screach
- Taboola

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# ops | screens sponsorships

	Title	Presenting Track	Panel	Dinner	Refreshments	Video	Social Media	WiFi	Mobile App	Network Lounge	Power Station
15 Minute Presentation Prior to Keynote Address	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10 Minute Presentation to Track Audience	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Exclusive Participation in Panel Discussion	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Exclusive Sponsorship of Post-Conference Dinner	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3 Minute Speech at Speed Dating Reception	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sponsorship of Refreshment Breaks & Meals	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2 Hour Open Bar & Passed Hors D'Oeuvres	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sponsor Video Played During All Networking Breaks	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>				
Sponsor Branding of Social Media LCD Display	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>					
Customizable Log-In Experience for WiFi users	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>						
Exclusive Sponsorship of Mobile Event App	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>							
Sponsor Branding of Networking Lounge	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>								
Sponsor Branding of Mobile Device Charging Stations	<input type="checkbox"/>	<input checked="" type="checkbox"/>									
Conference Passes for VIP Clients or Prospects	<input checked="" type="checkbox"/> 3	<input checked="" type="checkbox"/> 1									
Conference Passes for Staff	<input checked="" type="checkbox"/> 3	<input checked="" type="checkbox"/> 2									
Participation in Speed Dating Reception	<input checked="" type="checkbox"/>										
Exhibit Space	<input checked="" type="checkbox"/> 1										
Logo Displayed at Event and on AdMonsters.com Event Page	<input checked="" type="checkbox"/>										
Distribution of Marketing Materials at Event	<input checked="" type="checkbox"/>										
Post-Event Attendee Database (Name, Company, Title)	<input checked="" type="checkbox"/>										

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# Media Analytics SUMMIT 2014

October 22-24 | San Diego

The Media Analytics Summit is a three-day offsite conference for senior leaders in digital media analytics. For the last 10 years, the AdMonsters Publisher Forum has produced professional, focused and respected forums for online publishers. Through these events, AdMonsters has developed a platform for the most experienced leaders in their field to gather and share ideas and best practices for increasing companies' profits. The Media Analytics Summit will bring the attributes of this highly regarded event to analysts and data strategists for the first time starting in 2014.

## Who Attends Media Analytics Summit:

Participants include senior staff and management from digital media companies whose roles are focused on editorial, audience, web and/or advertising analytics, data analysis, reporting, monetization strategy, analytics operations or technology.

## Titles:

- VP/Director of Analytics
- Data Scientist
- Data Analyst
- Inventory Analyst
- Yield Analyst
- VP/Director of Yield
- Chief Revenue Officer

## Companies:

- Publishers
- Networks

## Sample Sessions:

- The data scientist/analyst's role in media companies
- Integration
- Data warehousing
- Data visualization
- Taxonomies
- Analytics technology solutions
- Integrating analytics data with ad & content systems
- Reporting

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# media analytics summit sponsorships

	Platinum	Ruby	Emerald	Gold	Silver	Bronze	Sunday Reception	WiFi	Video	Social Media
60 Minute Presentation to Entire Audience	■	■	■	■	■	■	■	■	■	■
20 Minute Presentation to Entire Audience	■	■	■	■	■	■	■	■	■	■
45 Minute Breakout Sessions	1	1	■	1	■	■	■	■	■	■
3 Minute Introduction at Sunday Night Reception	■	■	■	■	■	■	■	■	■	■
Exclusive Sponsorship of Reception and Open Bar (2 hours)	■	■	■	■	■	■	■	■	■	■
Customizable Log-In Experience for WiFi users	■	■	■	■	■	■	■	■	■	■
2-3 Minute Video/Sponsored Content Played Between Sessions	■	■	■	■	■	■	■	■	■	■
Sponsor Branding of Social Media LCD Display	■	■	■	■	■	■	■	■	■	■
Keynote Attendance	■	■	■	■	■	■	■	■	■	■
Conference Passes	4	4	3	3	2	1	2/1	2	2	2
Participation in Opening Night Reception	■	■	■	■	■	■	■	■	■	■
Participation in Speed Dating Reception	■	■	■	■	■	■	■	■	■	■
Participation in Attendee/Sponsor Dinner	■	■	■	■	■	■	■	■	■	■
Logo Displayed at Event and on Event Web Page	■	■	■	■	■	■	■	■	■	■
Distribution of Marketing Materials at Event	■	■	■	■	■	■	■	■	■	■
Post-Event Attendee Database (Name, Company, Title)	■	■	■	■	■	■	■	■	■	■

■ ■ = No designated table. Ability to walk around the room    2/1 = 2 if purchased as stand-alone, 1 if purchased as add-on

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# marketing & operations technology summit

October 19-22 | San Diego

The Marketing Tech Forum is three-day conference for senior leaders in digital marketing operations and technology. The creation of the Marketing Tech Forum will bring an exciting new event to the established AdMonsters format. For the last 10 years, AdMonsters Publisher Forums have created a platform for industry leaders to share ideas, exchange best practices and explore solutions for increasing company profitability. Using this highly regarded and successful structure, the Marketing Tech Forum will host a meeting of the minds for senior staff and management from digital publishers, networks, agencies, marketing and online retailers whose roles revolve around online marketing operations and technology.

## Who Attends Marketing Tech Forum:

Participants include senior staff and management from digital media companies and online retailers whose roles embrace integrated marketing management, marketing automation, marketing modeling and analytics, social marketing management, marketing business intelligence, data analysis, reporting, monetization strategy and marketing data technology.

## Titles:

- CMO / Chief Marketing Officer
- VP/Director of Marketing
- VP/Director/Manager Marketing Operations
- VP/Director/Manager Marketing Analytics

## Companies:

- Publishers
- Networks
- Agencies
- Online Retailers

## Sample Sessions:

- Marketing automation
- Measuring marketing ROI across channels
- Marketing workflow
- Creative handling
- Buy-side ad/offer serving and targeting
- E-commerce offer presentation
- Dynamic creative optimization
- (Dynamic) pricing optimization
- Online advertising as a marketing channel
- Social media participation and advertising
- Native advertising
- Buy-side platforms (DSP's), exchanges, programmatic buying



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# marketing operations & technology summit sponsorships

	Platinum	Ruby	Emerald	Gold	Silver	Bronze	Sunday Reception	WiFi	Video	Social Media
60 Minute Presentation to Entire Audience	■	■	■	■	■	■	■	■	■	■
20 Minute Presentation to Entire Audience	■	■	■	■	■	■	■	■	■	■
45 Minute Breakout Sessions	1	1	■	1	■	■	■	■	■	■
3 Minute Introduction at Sunday Night Reception	■	■	■	■	■	■	■	■	■	■
Exclusive Sponsorship of Reception and Open Bar (2 hours)	■	■	■	■	■	■	■	■	■	■
Customizable Log-In Experience for WiFi users	■	■	■	■	■	■	■	■	■	■
2-3 Minute Video/Sponsored Content Played Between Sessions	■	■	■	■	■	■	■	■	■	■
Sponsor Branding of Social Media LCD Display	■	■	■	■	■	■	■	■	■	■
Keynote Attendance	■	■	■	■	■	■	■	■	■	■
Conference Passes	4	4	3	3	2	1	2/1	2	2	2
Participation in Opening Night Reception	■	■	■	■	■	■	■	■	■	■
Participation in Speed Dating Reception	■	■	■	■	■	■	■	■	■	■
Participation in Attendee/Sponsor Dinner	■	■	■	■	■	■	■	■	■	■
Logo Displayed at Event and on Event Web Page	■	■	■	■	■	■	■	■	■	■
Distribution of Marketing Materials at Event	■	■	■	■	■	■	■	■	■	■
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Justin Loresco  
Director of Business Dev.  
justin@8meter.com

tel: 949-690-0649  
fax: 415-963-4407

**8METER MEDIA**  
Focus. Quality. Community. Unique Experiential Events.

# connect:content

- **Articles and Interviews:** Independent editorial coverage of key technical topics and players in the industry
- **Playbooks:** Independent coverage of best practices for specific processes, procedures, and areas of technology
- **Technology Spotlights:** Comparative features covering key ad ops and technology solutions
- **Newsletter Advertising and Website Advertising:** Display advertising on AdMonsters.com and in our weekly newsletter seen by 8 Meter Media's exclusive targeted audience.

8 Meter Media Connect:Content will appear on AdMonsters.com and in our email newsletters as part of our ongoing content stream. Connect:Content can also be integrated into your own marketing, sales and PR plans.

# connect:events

- **Webcasts:** Editorially driven webinars on important industry topics
- **Meetups:** Informal get-togethers of local members of the 8 Meter Media/AdMonsters community that facilitates discussion about the industry.
- **Happy Hours:** Host informal Happy Hours in New York City or San Francisco, for networking and socializing.
- **Dinners:** Exclusive Dinners for selected AdMonsters/8 Meter Media members, and/or clients and sales prospects, at top rated restaurants in San Francisco or New York City.

## Align your brand with 8 Meter Media's quality content and one-time events to engage decision makers in digital media.

The 8 Meter Media community constantly looks for more in-depth analysis, insight, original research and interviews with thought leaders to inform their decisioning and strategies. At the same time, our partners want to foster conversation and engage the community through original content. With 8 Meter Media's Connect line up, we have created a suite of unique, sponsored content solutions and small events designed to address both demands. We accomplish this by creating more original, editorially-driven content and memorable, intimate events while supporting our partners' customer engagement goals.

8 Meter Media Connect gives you the opportunity to engage the 8 Meter Media and AdMonsters communities before, during and after our larger events. For example, you might run a Connect:Content Interview before sponsoring a Pub Forum, and follow-up the Pub Forum with a Connect:Events Meetup. Leverage the momentum and continuity of Connect:Events and Connect:Content with your event sponsorships or as stand-alone projects. We consult with your team to determine your marketing goals, and then create original, objective, top-quality branded content and one-time events.



Connect is a great match for Rocket Fuel's Audience Accelerator product. The AdMonsters community represents the real rocket scientists in digital media, and they are exactly who we are looking to connect with. We're excited to be working with AdMonsters to help foster the conversation around advanced targeting, audience extension and how big data can drive effectiveness at scale for publishers and networks.

—Paul Wenz VP, Business Development, Rocket Fuel

Contact us:

Jesse Poppick  
VP, Sales & Business Dev.  
jesse@8meter.com

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fax: 415-963-4407  
skype: jessepoppick

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The AdMonsters.com website provides digital media leaders with the cutting-edge research and analysis, shared best practices, and open forum for discussion that they need to optimize their business strategies and advance their careers. Our editorial mission is to provide objective, actionable analysis focused on monetization, operations, technology and strategy for these decision-makers. AdMonsters.com provides a mix of editorial analysis, thought-leader interviews, contributed expert commentary, original research and active discussion forum that enables them to stay at the forefront of this highly dynamic industry and exchange ideas.

### Community and Membership

The Admonsters community uses the site in several ways. We offer fresh, daily news analysis and expert commentary via the AdMonsters blog and weekly content through the AdMonsters Newsletter. The AdMonsters community actively engages with each other through the Discussion Forum, and our Job Board provides the community a very useful tool to recruit highly specialized talent.

For those who wish to go deeper, AdMonsters Membership offers more in-depth content and premium features. AdMonsters membership gives its users access to content from all of our events, including those that a user may have not attended, access to video interviews of industry thought leaders, research and full access to the membership database.

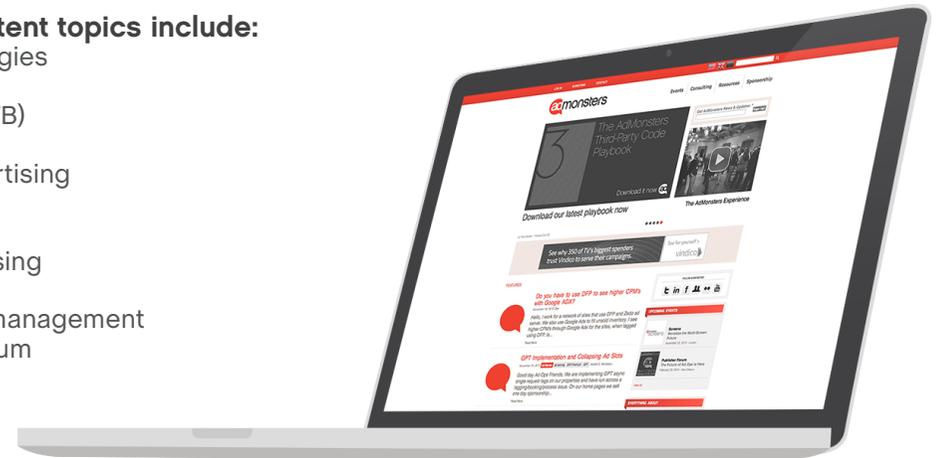
### Topic Channels

In addition to covering the most pressing issue of the day via the blog, AdMonsters.com gives readers the ability to research and navigate content organized by the most important topics in digital media and advertising technology through our Topic Channels. Topic channels aggregate all AdMonsters event information and website content around that topic, along with links to other resources around the web.

Marketers can access this highly qualified and engaged audience of more than 29,000 unique monthly visitors to the site via several online advertising and sponsorship opportunities.

### AdMonsters.com content topics include:

- Advertising technologies
- ad exchanges
- real time bidding (RTB)
- mobile advertising
- location-based advertising
- big data & analytics
- rich media
- social media advertising
- video advertising
- inventory and yield management
- programmatic premium
- brand safety
- data
- privacy



# admonsters.com display advertising



## Specifications:

File size: Up to 45Kb  
File types supported: Static (PNG),  
Flash (SWF) must be accompanied  
by a backup GIF  
Maximum animation: 15 seconds  
including looping (max. 3 loops)  
Sound is not allowed.

Sidebar above the fold  
"Medium Rectangle"  
Dimensions: 300 X 250  
(IAB standard)

Header above the fold - "Leaderboard"  
Dimensions: 728 X 90 (IAB Standard)

**Ads on admonsters.com** are strictly limited and strategically placed, ensuring that your message gets seen by the thousands of digital media leaders.

**Pricing:** Display campaigns run for two week flights for a flat fee of \$1800. A maximum of four advertisers run at any one time. Please note that all web site advertising is run on a tenancy basis and there is no guarantee on specific impressions, user reach or click volume.

## Email Newsletter Advertising

AdMonsters distributes a weekly email newsletter that provides hand-selected stories to an audience of over 6,000 active subscribers. Articles come directly from the admonsters.com editorial team. Each newsletter features an exclusive advertising sponsor with a 728x90 leaderboard ad at the top and a 300x250 ad in the right sidebar.

**Pricing:** \$1000 per week

**Channel & Section Sponsorships:** Advertisers may link their brand to a specific topic or editorial coverage area via special section or channel sponsorships. We will completely skin a section of our site with your company's branding, and you will "own" the ad positions on the page for the duration of your sponsorship.

## Includes:

- A completely customized channel and all content within that channel
- Ad units within that section (leaderboard and large rectangle ad unit)

**Pricing:** \$8500 per month; minimum commitment of one month

AdMonsters also offers custom content to complement your online advertising and sponsorship program. Contact your account executive for more details and please consult the Connect section which details several content-oriented opportunities.

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AdMonsters offers a wide range of consulting solutions for your digital media business. We are able to design and deliver to you uniquely valuable solutions that help you generate more revenue and operate more efficiently. AdMonsters Professional Services bridges the gap between strategy, process and technology. We build and integrate technology infrastructure, analyze product strategy, develop best practices and architect efficient processes for companies across the online media landscape.

**Clients:** We have delivered strategies, implemented and integrated solutions and continue to deliver ongoing service to the best know brands in digital media including:

- AdKeeper
- AutoTrader.com
- Boston.com
- Cars.com
- Comcast
- Current TV
- DailyCandy
- The Daily Meal
- EA
- NPR
- Monster.com
- National Geographic
- Wikia
- Zoox

Contact us and let us solve a specific problem or unlock value in your digital media business.

### Sample Solutions

- Leverage audience data for improved ad sales, subscriber marketing and content personalization
- Migrate, implement and integrate ad server and order management systems
- Redesign ad operations workflows to increase efficiency and decrease transaction costs
- Develop strategies to manage inventory, increase traffic and optimize yield
- Design enterprise technology architectures and roadmaps
- Integrate technology platforms and components
- Create unified reporting and dashboards for better insight management decisions and attribution
- Develop strategies for leveraging ad exchanges, demand side platforms and RTB
- Behavior-driven content and path optimization using multivariate testing

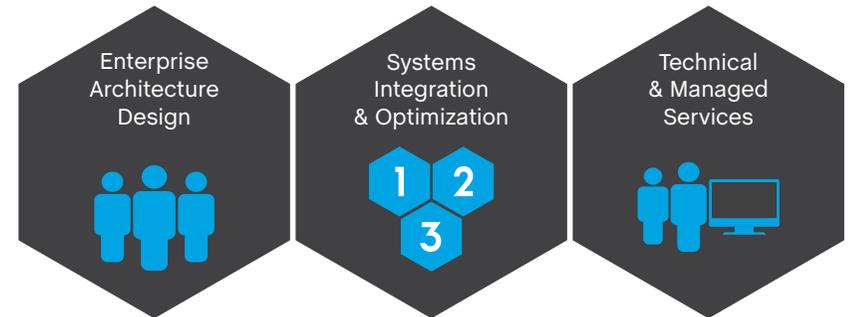
Using this structure, we customize a service or consulting engagement to suit your needs:



The AdMonsters Professional Services Team was great. During a four week engagement, they came through for us with a well thought out plan when we needed guidance scaling and rapidly growing our digital ad ops business.

—Robert Peralta

VP, Advertising Operations, Comcast Interactive Media



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