



2013



AdMonsters provides unparalleled access to a close-knit community of digital media and advertising technology decision-makers from around the globe.

We look forward to working in partnership with you to build marketing and sponsorship programs that meet your marketing goals and your budget.

Introduction to AdMonsters

AdMonsters is the global leader in providing strategic insight on the future of digital media and advertising technology through conferences, our web site, research and consulting services. We offer unparalleled in-person experiences and unique, high quality online content focused on media operations, monetization, technology, strategy, platforms and trends. AdMonsters is the meeting place for this dynamic and expanding community to connect, gain insight, develop best practices and exchange thought leadership.

Founded in 1999, AdMonsters began serving the advertising operations professional through live media and its online community. In the early days of online media, this community was comprised largely of operations professionals at online publishers and advertising technology providers. AdMonsters actively fostered this community and provided a forum to share best practices, explore

new technology platforms and build relationships. Today's expanding ecosystem now includes publishers and content creators, agencies, SSPs, DMPs, DSPs, RTB and service providers, technology and platform developers, advertising networks, brands and investors.

This vibrant community is forward-looking and results-oriented. Their success depends on strategic insights about technology and monetization, and the exchange of actionable peer-to-peer best practices. AdMonsters has built its reputation on providing objective editorial leadership based on deep, real world expertise. We have continued to evolve our editorial strategy to address the changing needs of the market and as a result, AdMonsters has attracted a highly focused audience who is at the forefront of the industry, and leading marketing partners have found AdMonsters to be a powerful channel to reach these decision makers. Today, our portfolio of integrated media solutions includes industry leading live events, our innovative Connect content solutions, email marketing programs and more.



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



Click to see AdMonsters in action



Audience

Over the past decade, the role of advertising operations has grown in importance as digital media companies have realized the promise of leading edge technologies and streamlined operations to increase revenue and profitability. In 2005, AdMonsters led the call for media companies to elevate the ad operations role to the VP level. Today, “ops” is no longer just about ad operation – OPS leaders now find themselves in roles such as general management, Chief Revenue Officer, Chief Digital Officer and even CTO, reporting directly to CEO’s and Presidents. The AdMonsters audience now represents a global community of top-level digital media decision makers who are using cutting-edge practices in technology and operations to strategically drive their businesses and maximize revenues.

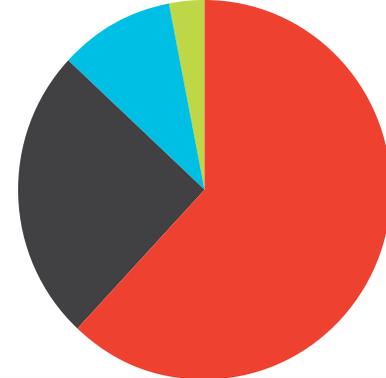


The global AdMonsters Community represents executive and management level buyers and influencers from across the digital media landscape, including:

- Agencies
- Brands
- Publishers
- Broadcast Networks
- Ad Networks
- Ad Exchanges
- Mobile Content Creators
- App Developers
- Service Firms
- Advertising Technology & Infrastructure Providers
- Cable & Telecom Providers
- Analytics & Research Firms

Global Reach

- Americas 62%
- Europe 25%
- Asia 10%
- Other 3%



“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

2015

Q1:

March 3-6 | Publisher Forum | Sonoma

Q2:

April 4 | OPS Markets | New York

April 23 | OPS | London

June 2-4 | Publisher Forum | Berlin

Q3:

July 18 | OPS Mobile + OPS TV | New York

August 18-21 | Publisher Forum | Boulder

September 26 | OPS | New York

Q4:

October 17 | OPS Germany | TBD

November 10-13 | Publisher Forum | Scottsdale

November 20 | AdMonsters Screens | London



As a 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 the 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. AdMonsters creates uniquely engaging experiences with the quality of content that not only attracts industry leaders with purchasing power but also the leading technology and service providers.

AdMonsters' Partners Represent Industry Leaders:

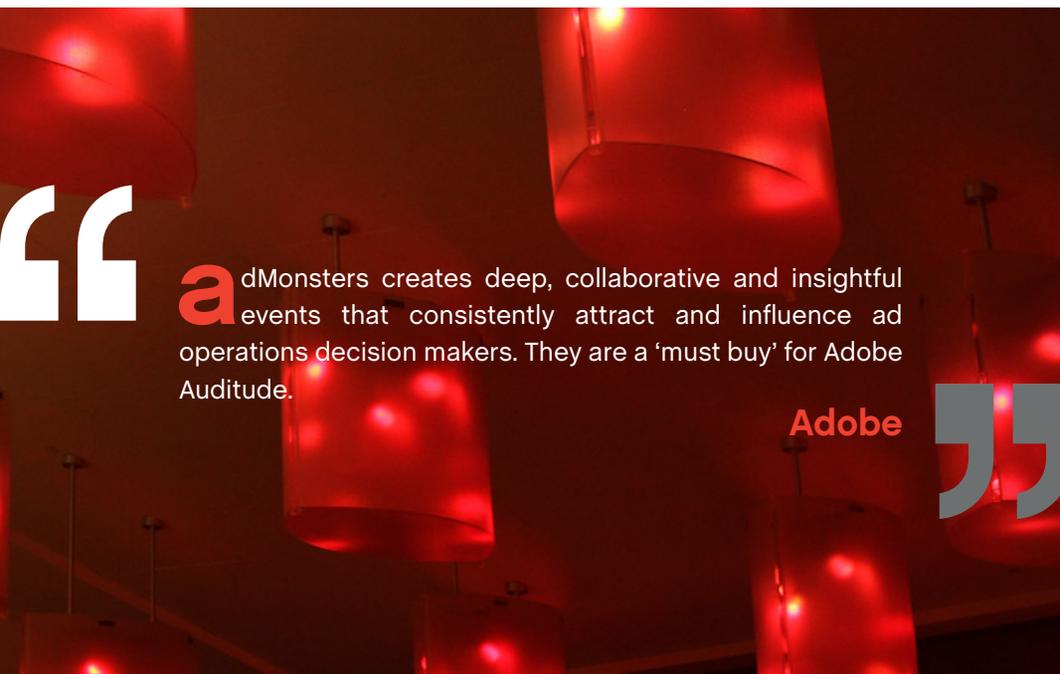


publisherforum

Connect. Share. Innovate. Grow.

AdMonsters started in 1999 with our first Publisher Forum, and this remains our flagship conference for online publishers. With a consistently sold out attendance, the conference is limited to just one hundred of the most

senior leaders in digital publishing focused on revenue and monetization strategy, ad operations and technology leadership. Participants gather at an attractive offsite venue for three days of in-depth, peer-to-peer discussions, closed-door sessions and networking. Sessions are focused on developing actionable solutions and best practices in response to today's digital media challenges.



“

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

”

Because of the Publisher's Forum exclusive attendance and intimate setting, it provides sponsors unique access to those senior-level decision makers who most directly influence the vendor selection process.

■ March 3-6 | Sonoma
■ June 2-4 | Berlin

■ August 18-21 | Boulder
■ November 10-13 | Scottsdale

Who Attends the Publisher Forum?

Attendance is limited to individuals at online publishing/media companies whose role is focused on monetization strategy, advertising operations or technology leadership.

Titles:

- SVP Operations
- CRO
- Director/VP Ad Operations
- VP Mobile Operations
- VP Sales Operations
- CTO
- CIO
- VP Sales
- Editor in Chief
- Director of Ad Technology
- Director of Digital Advertising
- Sales Operations Manager
- VP Content
- VP Technology
- Chief Product Officer

Companies:

- Facebook
- ESPN
- Cox Media
- CNBC
- Expedia
- The New York Times
- Walt Disney Group
- IGN
- Fast Company
- Crain Communications
- Conde Nast
- Gannett
- NBCi
- The Weather Channel
- Discovery

Sample Topics:

- The strategic role of Ad Operations
- Technology selection, implementation, integration
- Reporting data integration and reconciliation
- Audience targeting, tag, and pixel management
- Yield, revenue and inventory management
- Mobile ad models and technology
- Video ad models and technology
- Organizational structure and staff development

Platinum Sponsorship

- 60 Minute Full Group Presentation to Full Audience
- (2) 45 Minute Breakout Sessions
- Keynote Attendance
- 4 Conference Passes for Staff
- Participation in Sunday Night Reception
- Participation in “Speed-dating”
- Logo displayed on-site & on admonsters.com event page
- Distribution of marketing materials
- Name, Title, Company

Ruby Sponsorship

- 20 Minute Full Group Presentation to Full Audience
- (2) 45 Minute Breakout Sessions
- Keynote Attendance
- 3 Conference Passes for Staff
- Participation in Sunday Night Reception
- Participation in “Speed-dating”
- Logo displayed on-site & on admonsters.com event page
- Distribution of marketing materials
- Name, Title, Company

Emerald Sponsorship

- 20 Minute Full Group Presentation to Full Audience
- Keynote Attendance
- 3 Conference Passes for Staff
- Participation in Sunday Night Reception
- Participation in “Speed-dating”
- Logo displayed on-site & on admonsters.com event page
- Distribution of marketing materials
- Name, Title, Company

Gold Sponsorship

- (2) 45 Minute Breakout Sessions
- Keynote Attendance
- 3 Conference Passes for Staff
- Participation in Sunday Night Reception
- Participation in “Speed-dating”
- Logo displayed on-site & on admonsters.com event page
- Distribution of marketing materials
- Name, Title, Company

Sunday Night Reception Sponsorship

- 2 Conference Passes for Staff (if purchased as stand alone, one if purchased as an add-on)
- 3-5 Minute Introduction at Sunday Night Reception
- Sponsorship of the Open Bar (2 Hours)
- Participation in Sunday Night Reception
- Participation in “Speed-dating”
- Exclusive Branding at Sunday Night Reception
- Distribution of marketing materials
- Name, Title, Company

Wifi Sponsorship

- 2 Conference Passes for Staff
- Customizable log-in experience for users
- Participation in Sunday Night Reception
- Participation in “Speed-dating”
- Logo displayed on-site & on admonsters.com event page
- Distribution of marketing materials
- Name, Title, Company

Silver Sponsorship

- 2 Conference Passes for Staff
- Participation in Sunday Night Reception
- Participation in “Speed-dating”
- Logo displayed on-site & on admonsters.com event page
- Distribution of marketing materials
- Name, Title, Company

Bronze Sponsorship

- 1 Conference Pass for Staff
- Participation in Sunday Night Reception
- Participation in “Speed-dating” (no designated table, ability to walk around the room)
- Logo displayed on-site & on admonsters.com event page
- Distribution of marketing materials
- Name, Title, Company

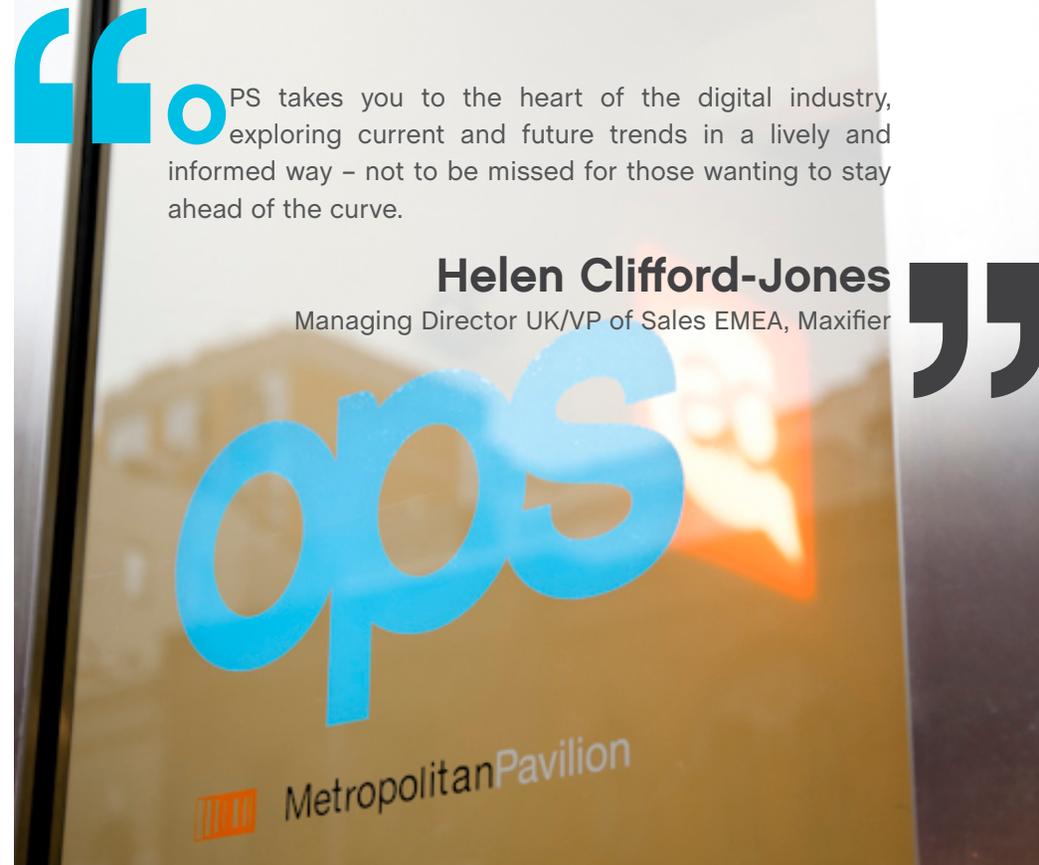


- April 23 | London
- September 26 | New York
- October 17 | Germany

Digital Done Right: The Only Conference for Digital Media Strategists

OPS brings together digital media leaders who understand digital done right by focusing on the companies and people who are leading the way in digital. Brands and agencies are looking to Demand Side Platforms (DSPs), Programmatic Buying / Real Time Bidding (RTB) and next-generation agency trading desks to more efficiently buy the audiences advertisers want to reach. Publishers are automating workflow and developing advanced yield

management capabilities, as well as new models such as branded/ sponsored content and audience-based inventory valuation to maximize revenue. OPS features the largest, most successful web brands alongside hot young companies with cutting edge solutions and technologies who are leading the way. Top publishers like The Atlantic, New York Media and Funny or Die will share ideas with leading digital agencies such as LBi US and Razorfish.



OPS takes you to the heart of the digital industry, exploring current and future trends in a lively and informed way – not to be missed for those wanting to stay ahead of the curve.

Helen Clifford-Jones
Managing Director UK/VP of Sales EMEA, Maxifier

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

Who Attends OPS?

OPS NY 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.

Titles:

- SVP Publisher Services
- Sr. Mgr. Business Development
- Global Head of Digital
- Sr. Dir of Ad Operations
- Ex Dir Digital Operations
- Dir Product
- Assoc Dir Global Digital Strategy
- VP Ad Ops
- VP Media Sales
- VP Digital Ad Products

Companies

- Condé Nast
- Coca Cola
- Dow Jones
- Google
- IDG
- Kellogg's
- NBCi
- The New York Times
- Pubmatic
- Zenith Optimedia

Sample Topics:

- Branded content
- Evolution of agency trading desks
- Programmatic premium
- Data as currency
- Multi-platform digital video strategy
- Responsive design
- Brand safety



Building the Data-Driven Digital Ad Market

More and more online advertising is bought and sold in automated market environments. OPS Markets is a unique, one-day conference for digital advertising leaders focused on operational excellence in this data-driven, programmatic marketplace. OPS Markets will explore how to realize the revenue potential of publisher data, understand campaign and inventory management in an RTB

world, deal with concepts such as private exchanges and programmatic premium, and how to work with 3rd party data providers, implement re-targeting strategies and connect the dots between DSPs and SSPs. OPS Markets focuses on how digital advertising leaders and operations professionals are responding to the continued growth of the programmatic market.

Sample Topics:

- Audience targeting
- Private exchanges
- Data buying and selling
- Standardization
- Exchanges
- DSPs
- Real time trading
- Data beyond display/DMP as OS
- Programmatic premium
- Brand safety

Be part of OPS Markets to connect with the decision makers who are leveraging RTB, DSPs, SSPs, DMPs and data solutions to maximize online advertising revenue in a market-driven environment.

Who Attends OPS Markets?

OPS Markets brings together online media buyers and sellers who are building the next generation digital media marketplace and the trading infrastructure for online advertising now and into the future.

Titles:

- VP Platform Solutions
- VP Sales
- VP Product Development
- CEO
- EVP
- Inventory & Yield Analytics Mgr
- VP Strategy
- VP Yield Management
- Dir Advertising Operations
- Revenue Solution Manager
- Dir. Tech Strategy
- VP Sales Operations

Companies:

- Google
- Bizo
- Buzz Media
- Casale
- Media
- ESPN
- Isocket
- Jumpstart Automotive
- MediVest
- NBC Universal
- Omnicom Media
- PubMatic
- SocialVibe
- Washington Post Digital
- Yume
- Tribune Company
- Undertone Networks



Build the Mobile Future

Mobile is redefining the web and the growth in mobile traffic has exploded. The landscape now includes a much broader and more complex world of connected devices: smartphones, tablets, network game consoles and connected TV's. Companies focused on buying, selling and delivering advertising across the mobile internet need new monetization strategies and to develop best practices for operational excellence in a world of connected devices. OPS Mobile will focus on the exchange of ideas, experiences and best practices with expert-led sessions on mobile advertising, payments, platforms and technologies.

Sample Topics:

- The branded app
- Tablets -- the new frontier
- Mobile privacy
- The future of buying mobile
- RTB and mobile
- The future of mobile publishing

The explosion of mobile platforms means that companies focused on buying, selling and delivering online advertising across the mobile internet need to be at OPS Mobile.

Who Attends OPS?

OPS Mobile is an open door event. The event is not exclusive to ad operations professionals but is open to everyone in the industry who is involved in developing, distributing or monetizing mobile content. Typical attendees are VPs, directors and senior managers from across the mobile advertising ecosystem.

Titles:

- Head Mobile
- VP Ad Operations
- Co-Director Mobile Development
- CEO, Head of Product
- VP Media Operations
- Dir Mobile Partnerships
- SVP Mobile
- Sr. Director Ad Sales
- VP Global Strategy
- Mobile Platforms
- VP Digital Ad Products

Companies

- Bloomberg
- WebMD
- CNN
- Cox Digital
- Discovery Communications
- Google
- Everyday Health
- JiWire
- Amobee
- Jumptap
- MediaVest
- NEO@Ogilvy
- AOL
- Turner Broadcasting
- 360i
- NBC Universal

■ July 18 | New York





Building the Future of TV and Video

Television is being re-built from the bottom up. As viewers demand freedom from the old models of video distribution, connected TV and online video is leapfrogging “linear” and “video” to become the fully digital, truly connected media platform of the future – and it’s happening now. OPS TV will explore cutting edge techniques and emerging best practices in online video advertising, connected TV, video infrastructure, in-stream video and much more.

■ July 18 | New York



Who Attends OPS TV?

OPS TV brings together the TV and cable network executives, video monetization strategists, video content creators, technology platform innovators and distributors who are building the future of TV.

Become part of OPS TV to connect with the global community of operations, monetization and technology experts who are building the the future of TV and video.

Titles:

- SVP Branded Entertainment
- Dir Advanced Video
- SVP Revenue Strategy

- Chief Product Officer
- SVP Digital Distribution
- Dir Ad Operations
- Head of Monetization Platforms

- CTO
- CEO
- VP Digital Advertising Solutions.

Companies:

- ESPN
- Discovery
- NBC Universal
- CBS
- Adap.TV
- EA

- Fox
- MEC Global
- MTV Networks
- Sony Pictures
- TimeWarner Cable
- Turner Broadcasting
- Viaco

- Comcast Cable
- Adobe
- A&E Television,
- Bloomberg
- NE@Ogilvy
- Starcom MediaVest

Sample Topics:

- Video ad buying
- Video discovery & distribution

- Video on demand
- Buying TV in a digital world
- Social TV

- Monetizing the stream
- Digital video syndication

admonsters Screens

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.

Sample 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.



■ November 20 | London

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

Keynote Sponsor

- 10 Minute Full Group Presentation Prior to Keynote Address
- 3 Conference Passes for Staff
- 1 Pass for VIP Client or Prospect
- Ownership of Branding on Stage for Keynote they are sponsoring
- Logo displayed on-site & on admonsters.com event page
- Distribution of marketing materials
- Name, Title, Company

Partner Sponsor

- 20 Minute Full Group Presentation
- 3 Conference Passes for Staff
- 1 Pass for VIP Client or Prospect
- Ownership of Branding on Stage for Keynote they are sponsoring
- Logo displayed on-site & on admonsters.com event page
- Distribution of marketing materials
- Name, Title, Company

Panel Sponsor

- 30-40 Minute Shared Topical Conversation, Full Group Exposure
- Shared Branding on Stage
- Logo displayed on-site & on admonsters.com event page
- Distribution of marketing materials
- Name, Title, Company

Wrap Party

- 5 Minute Full Group Toast
- 3 Conference Passes for Staff
- 2 Hour Open Bar
- Create Specialty Cocktail
- Exclusive Branding of Wrap Party
- 1 Pass for Staff
- Logo displayed on-site & on admonsters.com event page
- Distribution of marketing materials
- Name, Title, Company

Breakfast/Lunch Sponsor

- 2-3 Minute Full Group Thank You (During Lunch)
- 3 Conference Passes for Staff
- Breakfast & Lunch Brought to you by
- Ownership of Lunch Branding
- 1 Pass for Staff
- Logo displayed on-site & on admonsters.com event page
- Distribution of marketing materials
- Name, Title, Company

Networking Lounge

- 2 to 3 Conference Passes for Staff
- Couches
- Charging station or plugs for laptops, or cell phones
- A “sponsor created video” that plays only during lunch, networking breaks etc.
- Logo displayed on-site & on admonsters.com event page
- Distribution of marketing materials
- Name, Title, Company

Demo Pod

- 2 Conference Passes for Staff
- Access to a “highball table”
- Sponsor brings ipad or computer or tv monitor to show product
- Demo pod only available during networking breaks/ lunch

Wi-fi Sponsor

- 2 Conference Passes
- Customizable log-in experience for users
- Participation in Sunday Night Reception
- Participation in Speed Dating
- Logo displayed on-site & on admonsters.com event page
- Distribution of marketing materials
- Name, Title, Company

Refreshment Sponsor

- 1 Conference Pass for Staff
- Ownership of Branding in Refreshment Area
- Logo displayed on-site & on admonsters.com event page
- Distribution of marketing materials
- Name, Title, Company

Supporting Sponsorship

- 1 Conference Pass for Staff
- Logo displayed on-site & on admonsters.com event page
- Distribution of marketing materials
- Name, Title, Company

admonsters global conferences

In addition to our core coverage of the US, UK and Europe, AdMonsters hosts conferences around the world in key high-growth digital media markets: Australia, Singapore, Brazil and the Middle East. AdMonsters Global events provide an entry point for participants from across the online media industry in these emerging markets to join the world-wide AdMonsters network of industry leaders. Our Global events follow the same AdMonsters core values of Focus, Quality and Community to provide a uniquely valuable forum where industry experts lead the sessions and create an open dialogue amongst participants. AdMonsters events enable participants to stay ahead of the curve with everything they need to know including the strategic role of ad operations, audience targeting, yield and inventory management and more.

Attendees:

Attendees are vetted to ensure that the audience is comprised of senior leaders in digital operations, technology, media, publishing, monetization and strategy from across the digital media ecosystem.



AdMonsters global conferences in the Australia, Singapore, Brazil and the Middle East are key opportunities to engage leaders in online media and support your business development goals in your target markets around the globe.

Platinum Sponsorship

- 60 Minute Full Group Presentation to Full Audience
- (2) 45 Minute Breakout Sessions
- Keynote Attendance
- 4 Conference Passes for Staff
- Participation in Sunday Night Reception
- Participation in “Speed-dating”
- Logo displayed on-site & on admonsters.com event page
- Distribution of marketing materials
- Name, Title, Company, Postal Address

Gold Sponsorship

- (2) 45 Minute Breakout Sessions
- Keynote Attendance
- 3 Conference Passes for Staff
- Participation in Sunday Night Reception
- Participation in “Speed-dating”
- Logo displayed on-site & on admonsters.com event page
- Distribution of marketing materials
- Name, Title, Company, Postal Address

Silver Sponsorship

- 2 Conference Passes for Staff
- Participation in Sunday Night Reception
- Participation in “Speed-dating”
- Logo displayed on-site & on admonsters.com event page
- Distribution of marketing materials
- Name, Title, Company, Postal Address



The AdMonsters community is constantly looking for more in-depth analysis, insight, original research and thought-leader interviews to stay at the forefront of the industry. At the same time, our partners want to foster conversation and engage the community through original content. With AdMonsters Connect, we have created a suite of unique, sponsored content solutions designed to address both demands, by creating more original, editorially-driven content while and supporting our partner's goals around customer engagement.

AdMonsters Connect gives you the opportunity to engage the AdMonsters community in between events and tie your brand to relevant, high-quality content while supporting your brand awareness and lead generation goals. With this unique program we consult with you to determine your content marketing goals, and then we create original, objective, top-quality content with your sponsorship attached.

AdMonsters Connect offerings include:

- Articles and Interviews: Independent editorial coverage of key technical topics and players in the industry
- Webinars: Editorially driven webinars on important industry topics
- Playbooks: Independent editorial coverage of best practices for specific processes, procedures, and areas of technology
- Technology Spotlights: Comparative features covering key ad ops and technology solutions
- Research Reports: Audience-driven independent research
- Custom Content Solutions

AdMonsters Connect content will appear on admonsters.com and in our email newsletters as part of our ongoing content stream. Content created as part of an AdMonsters Connect program can also be integrated into your own marketing and PR plans.

Sample AdMonsters Connect customers:



“AdMonsters 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, RocketFuel

Example One-month Connect sponsorship package

- 2 hour AdMonsters Connect strategy session + content strategy report
- 2 original editorial articles
- 2 original editorial interviews with industry leaders
- 1 Tech Spotlight
- 1 Topic Channel
- 1 month website advertising
- 1 month newsletter advertising

Example Three-month Connect sponsorship package

- full day AdMonsters Connect strategy session + content strategy report
- 4 original editorial articles
- 4 original editorial interviews with industry leaders
- 1 Tech Spotlight
- 1 Connect Playbook
- 2 Topic Channel
- 3 months website advertising
- 3 months newsletter advertising

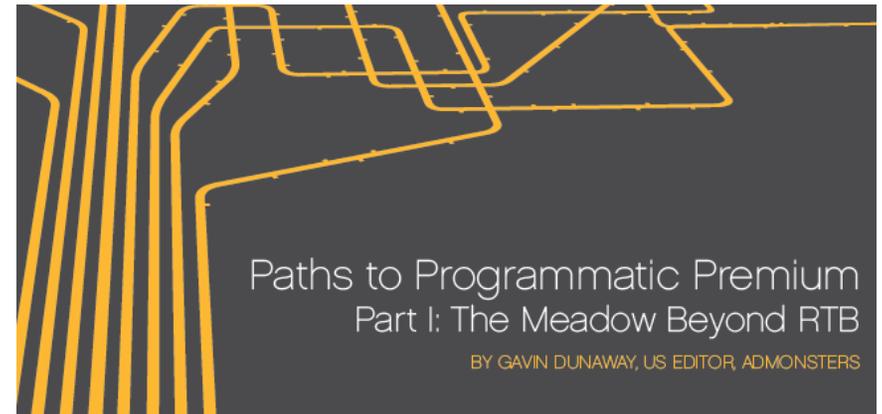
Pricing: \$10,000/month minimum. Final pricing will depend upon actual program elements selected.

Connect packages can also include other custom elements. AdMonsters will work with you to create a Connect package tailored to your goals and budget. Please contact your account executive for details.



OpenX is excited to connect with the AdMonsters community by sponsoring insightful, original and relevant content.

Paul Martecchini
Head of Marketing, OpenX



Real-time bidding is programmatic trading, but programmatic trading is not simply RTB. The statement is not a riddle, though in the ever mind-warping universe of digital advertising technology it's caused a lot of confusion over programmatic buying.

"RTB is just the mechanism – literally the buy approach," explains Christine Peterson, Director of Media Services at LBi. Programmatic trading, on the other hand, is "the reduction (but not elimination) of human decision-making" in the serving, buying and selling of digital ads, according an [AdExchange column](#) by Ran Cohen of [Legolas Media](#). This automation and efficiency allows both buyers and sellers to leverage audience data for targeting purposes.

WITH THE SUPPORT OF OPENX

OpenX Market is a leading global ad exchange with over 100 billion monthly impressions reaching 450 million users globally. 47% of the comScore 500 sell ads and 95% of the nation's leading advertisers buy ads on OpenX Market. **Learn how to increase your CPMs with OpenX Market.**

MORE FROM THIS SERIES

Paths to Programmatic Premium, Part I: The Meadow Beyond RTB

Paths to Programmatic Premium, Part II: Onto the Promised Land

Content in this series
produced with the
support of



Because digital media leaders need in-depth insights, peer to peer perspective and an active professional community to advance their businesses and succeed in their careers, admonsters.com has developed a focused editorial approach to meet their needs. Our 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, though-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.

Sample admonsters.com Content Topics:

- 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

Advertising and Sponsorship Opportunities

Display Advertising

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 728 X 90 leaderboard ad at the top.

Pricing: \$1000 per week

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

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

Specifications:

File size: Up to 45Kb

File types supported: Static images (PNG), Flash (SWF) must be accompanied by a back up gif.

Maximum animation: Total 15 seconds including looping (maximum 3 loops) Sound is not allowed, user-initiated or otherwise

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.

AdMonsters is proud to partner with Acceleration, the leading specialist provider of consulting services in digital media, to offer a wide range of consulting solutions. By combining our industry knowledge with Acceleration's unrivalled experience and specialist expertise, we are able to design and deliver to you uniquely valuable solutions that help you generate more revenue and operate more efficiently.

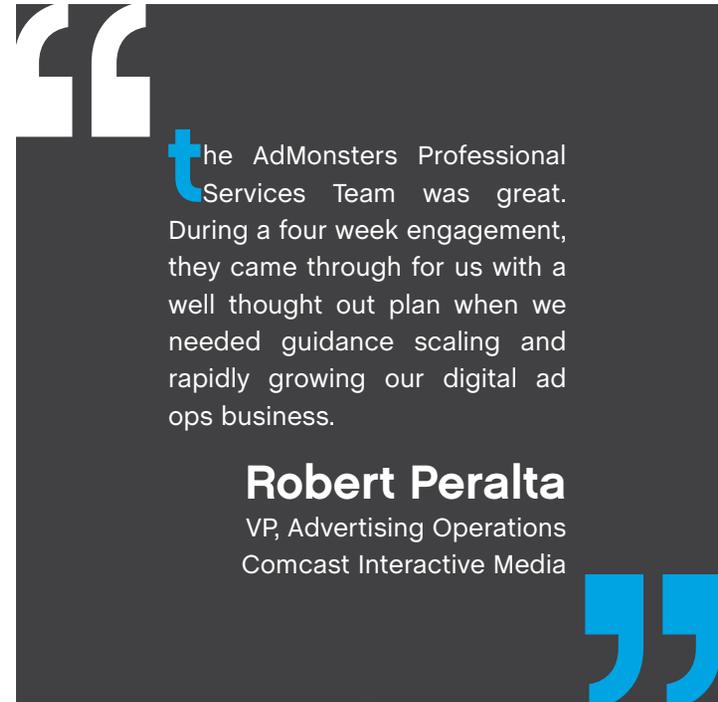
AdMonsters Professional Services by Acceleration bridges the gap between strategy, process and technology. We build and integrate technology infrastructure, analyze product strategy, develop best practices and architect efficient processes for companies across the online media landscape.

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.



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

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:





www.admonsters.com/sponsorship
sales@admonsters.com
415-963-4407

2013



Contact us today to take advantage of this great opportunity to align your brand with AdMonsters quality audience and content and to reach and engage decision makers in in digital media.

Daniel Halioua - VP, Sales
dhalioua@admonsters.com
tel: +1 917-428-8085
skype: danhalioua
fax: +1 415-963-4407

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