The leading news source for the critical communication technology industry

2022
MEDIA KIT

Be part of the source –

- 9-1-1/Control Rooms
- Cloud or On-Premise Solutions
- Emergency Comms: LMR, LTE, 5G
- In-Building Wireless
- Interoperability
- Network Resiliency
- Security – Cyber, Physical & Operational
- Situational Awareness
- Smart-X & IoT

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IWCE's URGENT COMMUNICATIONS

AUTHORITATIVE CONTENT, HIGHEST CALIBER AUDIENCE, VERSATILE INDUSTRY TOOLS

IWCE's Urgent Communications is the official content partner of IWCE, taking place March 21-24, 2022 in Las Vegas. Together, IWCE & IWCE's Urgent Communications are a powerful resource for the critical communications technology industry — how it evolves and how it is used. IWCE's Urgent Communications delivers real-world, practical information needed by dealers, private radio and wireless systems operators and large volume commercial, industrial and public safety communications end-users. Get timely coverage and analysis of the latest news via our website and newsletters.

Essential Content

Urgentcomm.com

eNewsletters

- UC Today
- Breaking News
- Live from IWCE

FAQs

White Papers

Content Channel

Multimedia Engagement

Responsive Mobile Website

Videos

Photo Galleries

Social Media

Podcasts

FastChat

Online Advertising

Education

Webinars

- Webinar Key Takeaways
- Webinar Executive Summary

IWCE's and Urgent Communications Content Hub

Marketing Services

Industry-leading communications technology database

Lead Generation Programs

Content Creation

Research and analysis offerings

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Donny Jackson at
donald.jackson@informa.com

AUDIENCE DEMOGRAPHICS

88%
of subscribers are involved in the purchasing process.

At a Glance

Online Audience

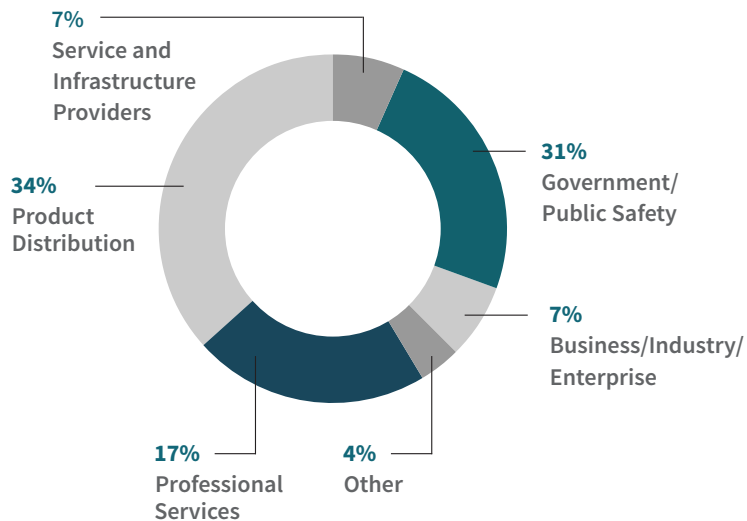44,346 Average Monthly Pageviews
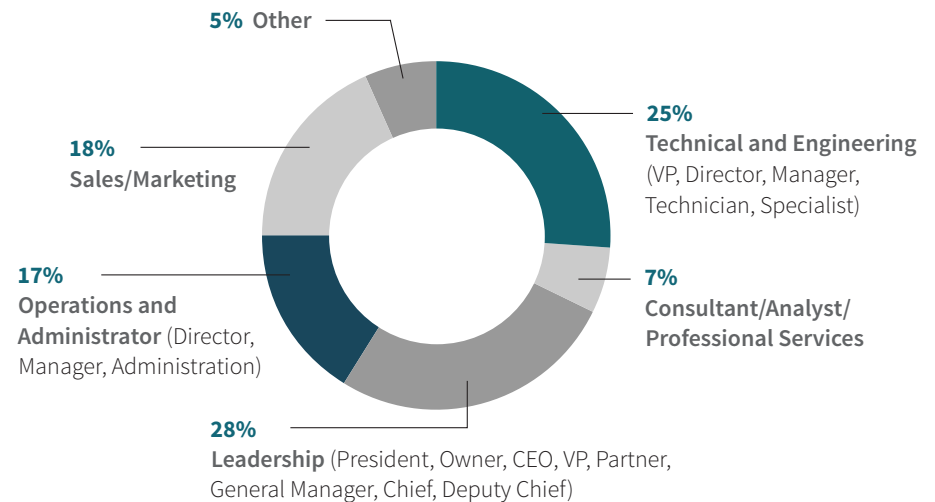28,739 Average Unique Visitors

Social

4,200+ Followers
1000+ Likes
600+ Followers

Jan - Dec 2021

Total Market Coverage: Audience Primary Business

7%
Service and Infrastructure Providers

34%
Product Distribution

17%
Professional Services

4%
Other

31%
Government/ Public Safety

7%
Business/Industry/ Enterprise

Key Decision-Makers: Audience Job function

5% Other

18%
Sales/Marketing

17%
Operations and Administrator (Director, Manager, Administration)

28%
Leadership (President, Owner, CEO, VP, Partner, General Manager, Chief, Deputy Chief)

25%
Technical and Engineering (VP, Director, Manager, Technician, Specialist)

7%
Consultant/Analyst/ Professional Services

Source: Publisher's Data

NEXT ❯

Drive ROI with results-driven programs that take your marketing campaign to the next level.

Webinars

Webinars are one-hour sponsored educational events. Position your company as an industry expert and connect with prospects who are actively looking for education on a key topic, or solution to their challenge. Webinars are a cost-effective way to create powerful, engaging content that generates many leads and allows you to connect directly with prospects. Ask us about our Reverse Webinar option.

Webinar Program Includes:
- A webinar landing page on urgentcomm.com
- A registration form that captures contact information, as well as three custom questions to help qualify prospects
- Up to 1 hour, with live Q&A
- Presentation can include PPT slides, demos, and sponsors-provided video clips and up to 3 poll questions.
- Display relevant, related resources (e.g. PDF of slides, links to website, social media links, speaker information, etc.) within the webinar console
- Turnkey promotion, including creative development of all materials, including:
  - Email invites, banners on relevant brand site and in newsletters (when available) and social media posts
  - Automated emails to confirm registration and remind users prior to the event as well as post-event follow up
- Reporting includes:
  - Post-event summary highlighting overall registrants, attendee rate, duration, and engagement
  - Detailed lead report that includes all registrant provided contact info, whether they attended, poll responses, questions asked, and visit duration

Rate: $8,500

Webinar Key Takeaways

Webinar content optimized for digital consumption post event. The content in a webinar should live past the one-hour event. The real underlying value of a webinar is the content itself, which can serve as a continued catalyst to engage audiences well beyond the live event. This offering captures the central themes from a live webinar and breathes new life into the content by framing it through a visual, interactive experience.

Program Includes:
- Development of web-based guide to capture webinar key points
- 3-5 key takeaways from webinar
- Short video segments from webinar
- On-ramp to full webinar (gated)
- Up to three related assets
- Speaker bios with social links
- Marketing promotion campaign
- Engagement metrics reporting
- Live duration period: 12 months

Rate: $7,500

Webinar and Webinar Key Takeway
Package: $15,000

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IWCE's URGENT COMMUNICATIONS

Drive ROI with results-driven programs that take your marketing campaign to the next level.

Content Syndication

Share your knowledge and distribute educational **white papers, industry research, articles or case studies**. Leads will be generated with a customizable registration form.

Program Includes:

- Landing page on urgentcomm.com
- A registration form that captures contact information
- Active marketing campaign that includes
  - Three dedicated email blasts to promote your content
  - Native newsletter placements and social media promotion on urgentcomm.com

Rate: $4,000

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donald.jackson@informa.com

IWCE's URGENT COMMUNICATIONS

Email Campaigns

Email Campaigns provide a quick turn-around electronic delivery for sales messages and announcements. Audiences can be targeted by geographic and demographic criteria. Performance measurements are available 5 days after deployment and include results for delivery, opens and click through metrics.

Sample promotions include:

- Promotions
- Whitepapers
- Webinars
- Survey
- Event or Conference

Client must provide HTML file for deployment. For a small fee, Informa can help you create your HTML. Pricing is based on list selection and deployment volume. Discounts will be applied to multiple deployment orders. Please request counts and pricing from your sales representative.
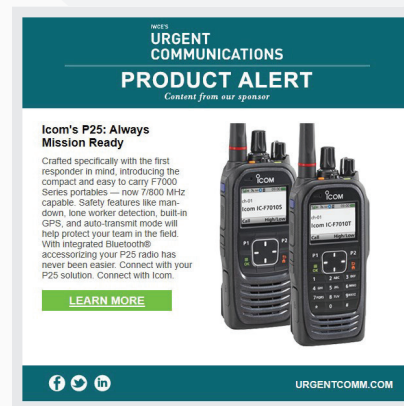
Rate: $3,500

ePostcards

ePostcards are the perfect way to reach targeted prospects via email. Direct email is a quick and straightforward way to promote your message to communications technology professionals. This personalized, single-sponsored message is sent in a brand-recognizable, templated format that is easy to digest. With high-impact messaging, it provides exceptional ROI by driving impressive click-throughs and encourages audiences to take action.

Sponsors simply supply a graphic, text and URLs. IWCE's Urgent Communications will place that content into our template and blast to our opt-in subscribers.

Rate: **$1,800 Custom e-Postcard**

$2,000 On The Road to IWCE e-Postcard

Introduction   Audience   **Lead Generation**   Newsletters   Ad Rates & Specs   Events   Contacts   Brands

Editorial Custom Research:

Research provides valuable insight and guidance to more deeply understand your audience, expand into new markets, test product concepts or refine your strategic plans. Often the research can be released as an industry study – establishing your brand as an authority, which is also great for upgrading website content

Audience Extension

Extend your reach and stay in front of your most valuable prospects with audience-based targeting. Audience Extension campaigns target the business decision makers in our database who match your target criteria. Utilizing thousands of sites across the web, your campaign is displayed multiple times. ONLY to those that fit your targeted profile. Audience Extension ensures your ads are viewed on the trusted sites your targets frequent; not wasting valuable marketing dollars on sites your prospects might not be visiting.

Contact your sales representative for pricing

Infographic

Bring your message to life through visual design. Infographics are one of the most popular forms of content on the web today, driving more traffic than most traditional content due to their highly visual and easy to digest format that helps users translate data into insights. Infographics draw a wider viewing audience into information that might otherwise be hidden in long-form content. They also encourage social sharing of your content.

Infographics Program Includes:
- End-to-end program management include topic discovery, consultation with industry expert and creative designer
- Custom-designed infographic based on relevant, sponsor-provided information 4 data points (basic) or 6 data points (premium).
- You own the data and final graphics to share via your own website, social channels, email deployments, tradeshows, etc.

Rate: $5,000 (Basic)

   $7,500 (Premium)

Brand Perception (Survey & Results)

Helping you measure awareness & perception of your brand. Your customers & prospects matter, and so do their opinions. Our in-depth market perceptions around your brand, brand awareness & recall, purchase intent, and more. Providing valuable insight into the positioning of your brand among your competitors so you can take your marketing strategy to the next level.

Program Includes:
- 15-question survey, developed collaboratively with sponsor
- 100+ respondents from target audience

Results reports include:
- Proprietary report (10-15 pages; charts/graphs)
- Survey data results
- Unlimited usage rights of research data

Rate: $10,000

← **PREVIOUS**

Explainer Videos

Explainer videos break down complex topics into simple and easy-to-digest video segments. Typically, 30-90 seconds, these videos are perfect content marketing assets that can be leveraged in a variety of ways. They're especially effective for top-of-funnel prospects in discovery and consideration phases.

Explainer Videos Program Includes:

- Creation of one-custom, 30-90 second video (typically – 200 words or less)
- Our team of experts work with you to craft your unique video from end-to-end, including concept development, custom storyboards, scripting, production and editing
- Development or curation of the animated graphics, artwork/stock clips, background music, and voiceover that bring your message to life
- You own the video and can use elsewhere

Rate: $8,500 per video

IndustryVoice (Native Content)

Inject your voice into our trusted editorial communities. IndustryVoice extends the reach of your educational content by placing it within a relevant category on IWCE's Urgent Communications site. Your content lives seamlessly next our credible editorial content in a manner that matches our website's form and function.

IndustryVoice Program Includes:

- End-to-end program management includes content review, setup, promotion and reporting
- Content is posted to IWCE's Urgent Communications brand site
  - Hosted for 12 months
  - Appears in the site's editorial content feeds, gets tagged to relevant categories of the site and is searchable
  - Content is labeled as sponsored, with your company name and byline
  - 1-month promotion plan typically includes:
    - Run of site
    - Featured in IWCE's UC Today eNewsletter
- Reporting provided at the end of program and includes content page views

Content should be educational in nature, and not promotional

Rate: $2,500

FastChat

Video-based discussions provide a platform for executives to tell the story of their brand's innovation, market leadership, and expertise; creating a content marketing experience that generates an authentic connection with audiences hungry for information.

FastChat Program Includes:

- 15 minute executive interview video with a content leader collaboratively with sponsor
- Single video or packages together as a series of 2-3 videos
- Remote video capture
- Interview consists of 3-5 questions
- Dedicated landing page to house the program (live for 12 months)
- Marketing promotion campaign (1 month promotion period per interview)
- Client may include up to 3 related assets
- Includes speaker & moderator bios
- Includes written summary of video
- Includes your logo and call to action

Rate: $7,500

AUTHORITATIVE CONTENT, HIGHEST CALIBER AUDIENCE, VERSATILE INDUSTRY TOOLS

Professionals worldwide turn to newsletters for essential industry content—a combination of original news, commentary and analysis. Sponsorships are unique and effective since they match buyers and sellers around compelling content. There are 3 eNewsletter options with enormous reach and potential for you and your marketing dollars.
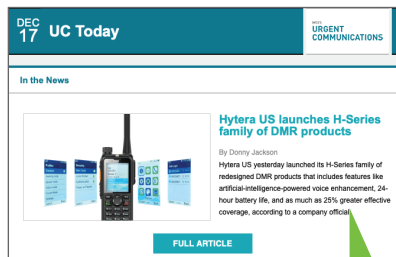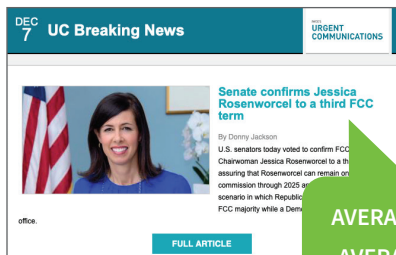
IWCE's UC Today

Frequency: 2x/week

Timely coverage and analysis of the communications technology Industry. There are 6 advertising opportunities in each issue. Each ad allows for 50 words of text including headline and URL.

$400 per ad

AVERAGE CIRCULATION: **11,746**
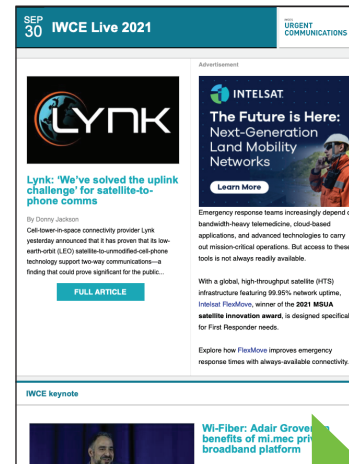AVERAGE OPEN RATE: **42.14%**

Breaking News

Grab the headlines with your ad in the Industry's only Breaking News Newsletter.

$4,000 for five deployments

AVERAGE CIRCULATION: **11,943**
AVERAGE OPEN RATE: **32.69%**

Live From IWCE

Available to only one exclusive sponsor, IWCE's Urgent Communications' Live from IWCE delivers up-to-the minute news, product announcements and daily show buzz. Includes 50 words of body copy, a brief headline and linking URL.

$10,000 for exclusive four-day deployment

IWCE
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Communications

AVERAGE CIRCULATION: **11,402**
AVERAGE OPEN RATE: **46.73%**

" IWCE's Urgent Communications keeps me well informed. I can better serve the needs of my customers with information on products and technologies available. The articles help me better understand industry-related problems, and what is being done to overcome them " – Joseph Kohan, Security Electronics

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IWCE's URGENT COMMUNICATIONS

ACHIEVE RESULTS WITH DIGITAL ENGAGEMENT

NEXT ❯

Advertising Units

Run-of-site

Feature your message throughout IWCE's Urgent Communications website, with multiple banner sizes available for maximum exposure. From standard banner units to high impact opportunities, IWCE's Urgent Communications provides solutions for all budgets.
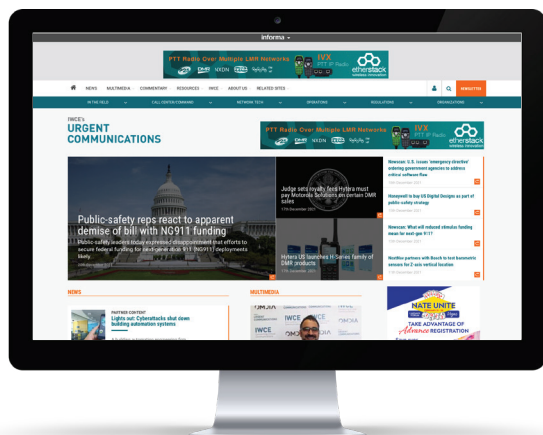
AD TYPE	DIMENSIONS	CPM
Billboard	970x90 or 728x90	$65
Leaderboard	728 x 90	$50
Rectangle	300 x 250	$50
Small Rectangle	300 x 100	$38
Tower Unit	300x600	$80

WELCOME AD

**Rate: $2,000 net per week
(2 weeks per month)**

Welcome ads are 100% exclusive, high impact ads that appear before the user enters the site; these ads generate high response rates. The image runs for approximately 7-10 seconds before redirecting to urgentcomm.com. Rate is based on two non-consecutive weeks per month. Contact your sales rep for details.

WALLPAPER

Rate: $4,500 net per month

Brand both sides of any page on the website with the wallpaper unit for maximum visibility. Note: Every additional ad material change will incur a separate production charge of $500**.**
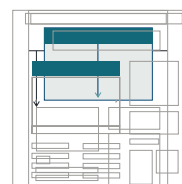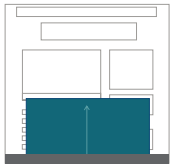
PUSHDOWN

Rate: $85 net CPM

Pushdown ads appear above the fold and allow you to tell your story in a seamless, attention grabbing way, through videos, photos, and animation. Seamlessly retracts after a set period, or if the user opts to close the ad.
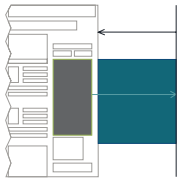
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Introduction   Audience   Lead Generation   Newsletters   **Ad Rates & Specs**   Events   Contacts   Brands

ACHIEVE RESULTS WITH DIGITAL ENGAGEMENT

FLOOR AD

Rate: $85 net CPM

Always in view at the bottom of the screen even as user's scroll the page, floor ads are great for spotlighting content, product awareness and persistent visibility.

JUMBOTRON AD

Rate: $120 net CPM

Half-Page page ad unit expands to page width. Rich creative possibilities - advertiser messaging, video elements, product samples, etc. The viewer stays in control of the ad experience.

IN-ARTICLE VIDEO

Rate: $90 net CPM

Capture their attention with video! Great for branding or new products and demos, in-article videos offer the best viewability. Videos auto play without sound and can be 30-60 seconds long.

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IWCE's URGENT COMMUNICATIONS

Introduction | Audience | Lead Generation | Newsletters | **Ad Rates & Specs** | Events | Contacts | Brands

WEBSITE AD UNITS

Lead Time: Ads must be submitted 5 business days BEFORE scheduled deployment unless noted otherwise.

WELCOME AD	DIMENSIONS	MAX FILE	ACCEPTED FORMATS
Interstitial	640 x 480 and 300x416 (mobile)	200 KB	GIF, JPEG, Java, Iframe, 3rd party tag.
Billboard	970x90 or 728x90	200 KB	GIF, PNG, JPEG, HTML5, 3rd party tag
Leaderboard	728 x 90	200 KB	GIF, PNG, JPEG, HTML5, 3rd party tag
Rectangle	300 x 250	200 KB	GIF, PNG, JPEG, HTML5, 3rd party tag
Small Rectangle	300 x 100	200 KB	GIF, PNG, JPEG, HTML5, 3rd party tag
Navigation	180 x 150	200 KB	GIF, PNG, JPEG, HTML5, 3rd party tag
Wallpaper Skins	1500 x 1006.9 or 1750 x 1006.9	200 KB	GIF, PNG, JPEG. (Static image). Lead time: 10 business days
Floor Ad	**Initial:** 970×40, 970×90 or 1200×90 **Expanded:** Up to 970×410 or 1200×410	200 KB	Videos, HTML5 source files, JPEG or PSD, Social Feeds
Sidekick Ad	**Initial:** 300×250 or 300×600 **Expanded:** 850×700	200 KB	3rd party tags or HTML5 (as 3rd party tag, DoubleClick Studio creative, DCM tag or self-contained HTML5). Animation on initial load should not last more than 15 seconds. Unlimited for user initiated animation.
Pushdown	**Teaser:** 970 x 90 **Expanded:** 970 x 415	200 KB	GIF, PNG, JPEG. Video Files & Audio files along with instruction of where to place the video (optional). If wanting special text animation it must be created on clients end as a gif. Additional charges may be applied if wanting to go through Informa's 3rd party vendor. Animation on initial load should not last more than 15 seconds. Unlimited for user initiated animation. Lead time 14 business days

* Flash ads must come with a back up GIF or JPEG

Upload files to **informa.sendmyad.com**
Submit email links & third party tags to **hannah.ward@informa.com**

IWCE's URGENT COMMUNICATIONS

NEWSLETTER AD UNITS

Lead Time: Ads must be submitted 5 business days BEFORE scheduled deployment unless noted otherwise.

AD TYPE	DIMENSIONS	MAX FILE	ACCEPTED FORMATS:
580x80	580x80	200 KB	GIF, Animated GIF, JPEG.
300x250 + text	300x250	200 KB	GIF, Animated GIF, JPEG.
180x150 + text	180x150	200 KB	GIF, Animated GIF, JPEG. Optional: Body copy, 60 words max
Breaking News	580x80	200 KB	GIF, Animated GIF, JPEG. Optional: Body copy, 60 words max

* Outlook users do not see animated images, therefore we highly recommend that your first frame contain a call to action and pertinent information.

Upload files to **informa.sendmyad.com**
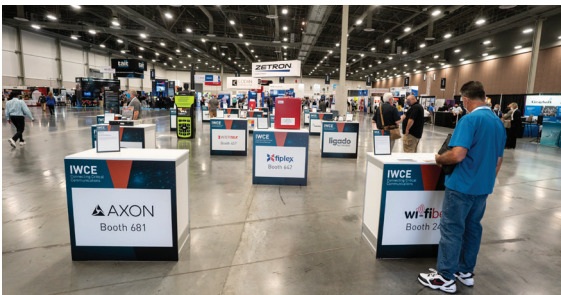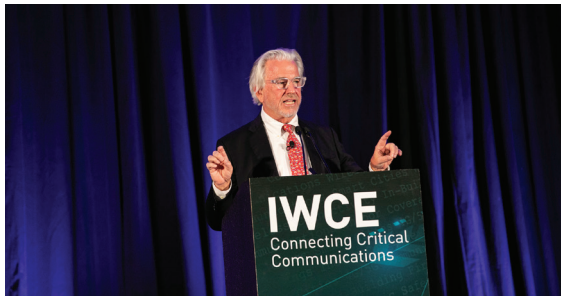Submit email links & third party tags to **hannah.ward@informa.com**

INTERNATIONAL WIRELESS COMMUNICATIONS EXPO

Conference: March 21-24, 2022 • **Exhibits**: March 23-24, 2022 • Las Vegas, NV • iwceexpo.com

IWCE
Connecting Critical
Communications

IWCE's Urgent Communications is the official content partner of IWCE, the premier critical communications event. IWCE features a four-day comprehensive conference program and an exhibit hall with over 300 sponsors & exhibitors showcasing the latest products and trends in the industry. In addition, over 5,000 professionals from around the world attend from a diverse group of industry professionals including public safety, government, utilities, transportation, healthcare and other critical-infrastructure sectors.

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Do you have a story idea, product or press release you would like us to consider?

Contact Donny Jackson at donald.jackson@informa.com

Informa's Public Infrastructure Group represents the largest network of customers in targeted public service markets. We deliver concise, essential information covering the full spectrum of the state, county and municipal government marketplace. Together, our powerful group of brands provides solutions for branding, lead generation and thought leadership that work in harmony across industries.

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IWCE
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Communications

The premier annual event for communications technology professionals with 380+ exhibitors showcasing the latest products and trends in the industry and attracting 7,000 attendees.
iwceexpo.com

IWCE's
URGENT
COMMUNICATIONS

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OMDIA

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