

IWCE'S

URGENT COMMUNICATIONS

2020 Media Kit

The leading news source for the communications
technology industry.



Brought to you by

informatech

AUTHORITATIVE CONTENT, HIGHEST CALIBER AUDIENCE, VERSATILE INDUSTRY TOOLS

IWCE's Urgent Communications is the official content partner of IWCE. Together, IWCE & IWCE's Urgent Communications are a powerful resource for the 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
- IWCE's UC Industry Talk
- Live from IWCE
- Live from APCO

UC eZines

FAQs

White Papers

Content Channel



Multimedia Engagement

IWCE Mobile App

Videos

Photo Galleries

Social Media



Education

Webinars

IWCE's Online Conference



Marketing Services

Industry-leading communications technology database

Lead Generation Programs

Content Creation

Research and analysis offerings

Events

IWCE

Connecting Critical
Communications

IWCE
Mission
Critical
Technologies

IWCE
Network
Infrastructure
Forum

IWCE's
SAFE CITIES
North America



AUDIENCE DEMOGRAPHICS

88% of subscribers are involved in the purchasing process.



At a Glance

Online Audience

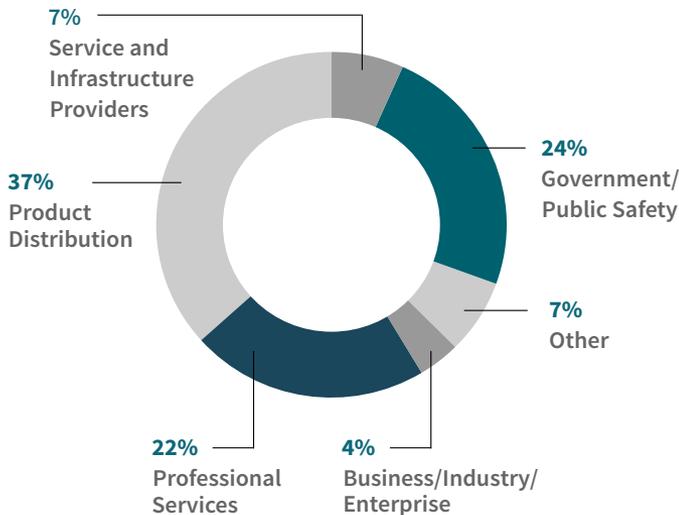
41,787 Average Monthly Pageviews
24,823 Average Unique Visitors
55,940 eNewsletter Subscribers

Social

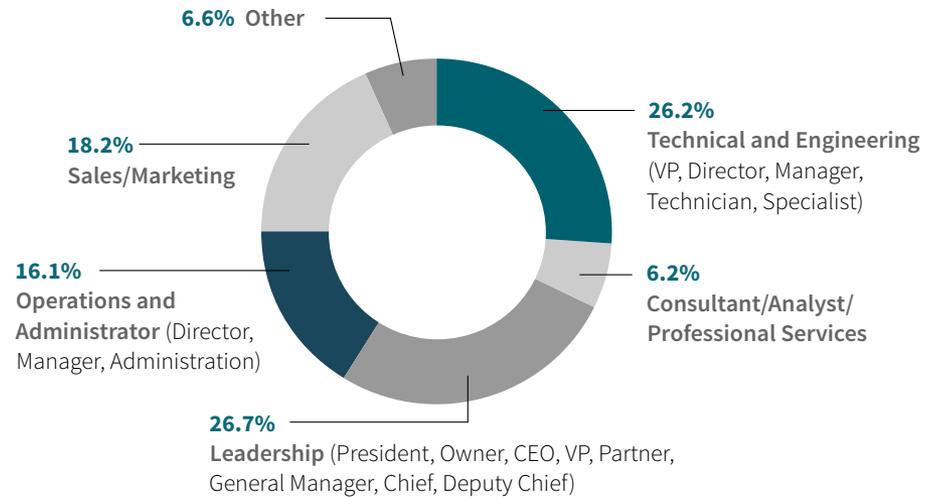
4,202 Followers
 947 Likes
 396 Followers

October 2018 - September 2019

Total Market Coverage: Audience Primary Business



Key Decision-Makers: Audience Job function



Source: Publisher's Data

NEXT 

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

Webinars

The #1 Lead Generator. Stand out as an industry and thought leader as you leverage the strength of the trusted IWCE's Urgent Communications brand. Along with the 1-hour sponsored event, you will receive an integrated marketing campaign to promote the webinar.

IWCE's Urgent Communications provides:

- Complete production crew.
- Leading industry expert to moderate the session.
- Real-time polling and Q&A.
- Custom registration form that allows you to ask three specific buying questions.
- Registration reporting and leads delivered to your inbox.
- A robust marketing campaign that includes:
 - Specific webinar email blasts sent to IWCE's Urgent Communications' target audience.
 - Promotional banner ads in e-newsletters and run-of-site promotion on UrgentComm.com.
 - Event archiving and online posting on UrgentComm.com for on-demand viewing.
- We supply you with all webinar promotional materials, allowing you to promote to your own database.

Rate: \$8,000

White Papers

IWCE's Urgent Communications will generate leads via our customizable registration forms.

White Paper program includes:

A powerful lead generator, white papers position you as a Industry Leader.

A white paper landing page on UrgentComm.com that includes an executive summary, 200 words of text and linking URL.

A short registration form that captures contact information, as well as three custom questions of your choosing to help you qualify prospects.

An active marketing campaign that includes:

- Run-of-site promotion (1 month) on UrgentComm.com.
- One e-mail blast to IWCE's Urgent Communications' opt-in subscribers: 200 words of text, linking URL, company logo and applicable banner creative.

Rate : \$4,000

Custom White Papers

Are you tasked with writing a white paper or case study but don't have the time or technical expertise? IWCE's Urgent Communications can help. Our technical editors can ghost write a white paper or the option of a co-branded white paper/case study is an option.

Rate: \$1,500 per page

Includes full layout and design

Benefits: Sponsor can include up to three qualifying questions on registration page. Sponsor can position themselves along relevant and targeted content with 2/3 page ad.

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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: \$3,000

ePostcards

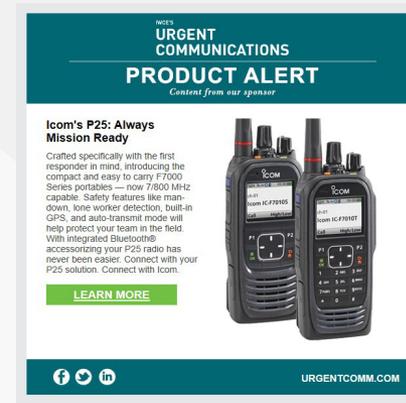
ePostcards are the perfect way to reach targeted prospects via email. Direct email is a quick and straightforward way to promote your message to communications technology professionals. This personalized, single-sponsored message is sent in a brand-recognizable, templated format that is easy to digest. 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: \$1,500 Custom e-Postcard

\$1,800 On The Road to IWCE e-Postcard

\$1,000 On the Road to APCO e-postcard



The ePostcard features a dark teal header with the IWCE URGENT COMMUNICATIONS logo and the text 'PRODUCT ALERT' and 'Content from our sponsor'. The main content area has a white background and includes the heading 'Icom's P25: Always Mission Ready' followed by a paragraph of text describing the Icom P25 radios. Two Icom P25 radios are shown on the right side of the text. A green 'LEARN MORE' button is located below the text. The footer contains social media icons for Facebook, Twitter, and LinkedIn, and the URL 'URGENTCOMM.COM'.

URGENT COMMUNICATIONS
PRODUCT ALERT
Content from our sponsor

Icom's P25: Always Mission Ready

Crafted specifically with the first responder in mind, introducing the compact and easy to carry F7000 Series portables — now 7000 MHz capable. Safety features like man-down, lone worker detection, built-in GPS, and auto-transmit mode will help protect your team in the field. With integrated Bluetooth® accessories your P25 radio has never been easier. Connect with your P25 solution. Connect with Icom.

[LEARN MORE](#)

[f](#) [t](#) [in](#) [URGENTCOMM.COM](#)

◀ PREVIOUS

FAQ Guide

This product gives our editors the opportunity to answer the most frequently asked technical questions. Created in PDF format, these handy, two-page guides offer a quick-read format and efficient presentation.

Rate: \$2,000 per FAQ Guide

Infographic

Infographics condense and convey complex data into simple snippets. They draw a wider viewing audience into information that might otherwise be hidden in long-form content, helping brands express their message and distinguish themselves from the crowd. Add an infographic to your content strategy to build awareness, drive traffic to your website and encourage social sharing of your content.

Rate: \$2,000

Infographic + Custom ePostcard: \$3,000

UC eZine

IWCE's Urgent Communications eZines wrap up important topics and content from the some of the industry's top events. Reserve your ad in advance, and Editor Donny Jackson will also interview you for a feature that will appear next to your ad.

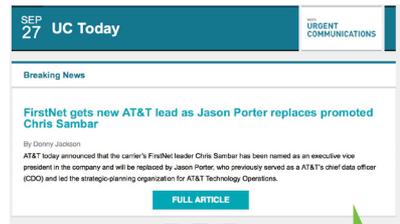
Ad Size	Price	eZine Topics:
Two Page Spread	\$2,500 net	IWCE Wrap up
Full Page Ad	\$1,500 net	NextGen 911
Half Page Ad	\$750 net	

Production is handled by IWCE's Urgent Communications.
*Ad must be provided by the advertiser in a high res PDF format.



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 5 eNewsletter options with enormous reach and potential for you and your marketing dollars.



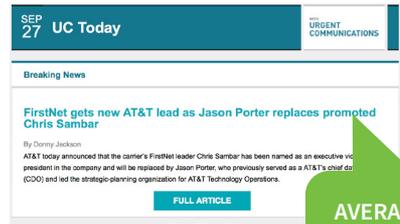
IWCE's UC Today

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.

\$300 per ad

AVERAGE CIRCULATION: 17,671
AVERAGE OPEN RATE: 30.33%

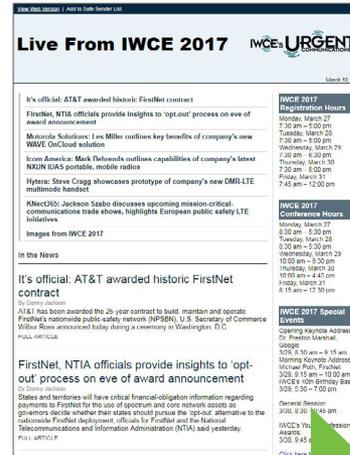


Breaking News

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

\$4,000 for five deployments

AVERAGE CIRCULATION: 19,079
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.

\$5,000 for exclusive four-day deployment

IWCE
Connecting Critical Communications

AVERAGE CIRCULATION: 17,246
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

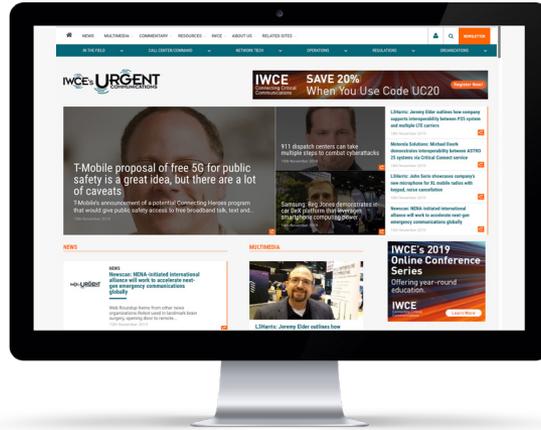
ACHIEVE RESULTS WITH DIGITAL ENGAGEMENT

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.



Navigation Sponsorship

Allows you to be seen each time a user scrolls over the navigation bar of the website.

\$1,250 net/month

Floor Ad

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.

Rate: \$65 CPM

Sidekick Ad

Great for content marketing, lead generation, education or product demonstrations. Begins as display ad unit that “kicks” out to the side of the browser when clicked.

Rate: \$75 CPM

Website Traffic Across all Market Segments

Topics Covered

Engineering • Governance • Operations • Technology

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

Content Channel

Target your message to a specific audience with with a content channel page. Topics focus on Engineering, Governance, Operations, and Technology. Content channel includes:

- Original Editorial Content from IWCE's Urgent Communications
- All Advertising Real Estate on Content Page
- Your Featured Content (3 content pieces provided by you)
- Exclusive Newsletter

Rate: \$5,000 net/month (3 month minimum)

HIGH-IMPACT UNITS

Interstitial

Rich media that appears in a separate pop-up browser window for 10 seconds. Standard sizes: 640x480 or 600x400

\$2,000 net/week



Wallpaper

Brand both sides of any page on the website with the wallpaper unit for maximum visibility.

\$3,000 net/month



Photo Gallery

Be the exclusive sponsor of our event photo galleries for IWCE and APCO. Photos from each event will be highlighted in our eNewsletters and be posted to the IWCE's Urgent Communications website. We will post approximately 25-30 pictures at a time, with a static 468x60 ad above the gallery and a 300x250 ad appearing after every 5th image. The gallery will also be promoted by IWCE's Urgent Communications via social media.

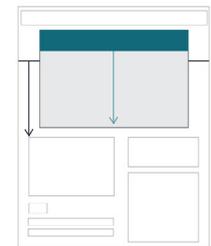
IWCE Photo Gallery: \$3,500 net

APCO Photo Gallery: \$2,500 net

Pushdown Units

This high-visibility, rich media opportunity is available in all in-page ad units. The ad expands either in width or height when the user mouse over or clicks on the ad.

\$82 per CPM



Video Sponsorships

Multiple video opportunities available, including on-site, editorial and sponsor-supplied video. IWCE's Urgent Communications posts final videos to our website with premium positioning available.

Call for pricing.



WEBSITE AD UNITS

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

AD TYPE	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
Content Channel	728 x 90, 300 x 250 or 300 x 100	200 KB	GIF, PNG, JPEG, HTML5, 3rd party tag
Photo Gallery	300 x 250 or 468 x 60	200 KB	GIF, Animated GIF, PNG, JPEG, HTML, Flash, Rich Media, 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 Matt.bandes@informa.com

NEWSLETTER AD UNITS

◀ PREVIOUS

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.

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Submit email links & third party tags to Matt.bandes@informa.com

IWCE'S
**URGENT
COMMUNICATIONS**

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INTERNATIONAL WIRELESS COMMUNICATIONS EXPO

Conference: March 30 - April 3, 2020 • **Exhibits:** April 1 - 2, 2020 • Las Vegas, NV • www.iwceexpo.com

IWCE

Connecting Critical
Communications

IWCE's Urgent Communications is the official content partner of the International Wireless Communications Expo (IWCE), the premier annual event for communications technology professionals. IWCE features a five-day comprehensive conference program and an exhibit hall with over 380 exhibitors showcasing the latest products and trends in the industry. In addition, over 7,000 individuals attend from a diverse group of industry professionals including government/military; public safety (law enforcement, fire service, emergency medical & 911); utility; transportation and business enterprise.

[View 2020 Prospectus Here](#)



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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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Serves a powerful audience of city, county, and state officials who develop and implement government policy, programs, and projects. American City & County's family of media products delivers editorial insights, government trends, project profiles, best practices, exclusive analysis, and a broad scope of local and state government news.



The official publication of NIGP which targets senior-level, public-sector purchasing professionals and provides them with procurement methods, case histories, management techniques, and reports on influential legislation as well as association and industry news.



The comprehensive product resource for public-sector decision-makers. GPN serves government managers, engineers, administrators, department heads, and procurement professionals who specify, plan, and buy for city, county, state and federal governments.



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.



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