



Advertising Highlights:

- The largest and most targeted Wi-Fi centric **opt-in** email list
- 100,000+ opt-in email addresses
- 60,000+ contacts targeted by country
- 15,000+ contacts within the U.S. targeted by State, and by ZIP Code

Contact:

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Introduction:

The CWNP opt-in email audience is experienced in deploying Wi-Fi technologies and wants to learn about the latest industry products and services. They want to learn about your product offerings.

Reach more than one hundred thousand qualified prospects with the CWNP Advertising Program. Only CWNP provides access to such a laser targeted audience seeking a range of product and industry news. This is the audience you want—and need—to reach.

With a variety of solutions designed specifically to meet our audience’s needs, The CWNP Advertising Program is the ideal place to reach WLAN professionals who influence which products and services their organizations use ultimately purchase.

Email marketing is one of the most effective marketing vehicles available. CWNP realizes the power of email and has developed its Advertising Program primarily around The CWNP eNewsletter. The CWNP eNewsletter delivers highly targeted and immediate information to 100K+ IT professionals that have expressed interest in the WLAN industry by opting in to our email newsletter.

Advertisements in the CWNP eNewsletter offer you immediate and effective marketing tools for reaching customers. These ads are extremely targeted, and can be used for a variety of communications, from brand and product messaging to promotion and lead generation. If you need to reach your customers and prospects weekly, biweekly or monthly, CWNP Advertising is your answer.

Advertising Program Service Offerings:

1. Exclusive e-mail message blasts
2. CWNP Newsletter Sponsorship
3. CWNP.com Banner Advertising
4. White Paper Syndication

2012 CWNP Advertising Rates

Exclusive e-mail Message Blast	\$6,000
CWNP Newsletter Sponsorship	\$3,500
CWNP.com Banner Advertising	\$1,250
White Paper Syndication	\$1,250



CWNP Opt-In Customer Demographics

1. 100,000+ Subscribers
2. 125+ Countries
3. Distribution of audience (North America vs. International)
4. 52% North America
5. 48% International

Exclusive e-mail Message Blast

Description & Benefits

- Leveraging exclusive message blasts is the most effective way to get your dedicated message across to the largest, most targeted and responsive audience in the WLAN industry.
- 82% of all CWNP advertisers have utilized at least one exclusive message blast in their campaign.
- 93% of all CWNP advertisers that have used Exclusive Message Blasts in their campaign have seen such great results that they have come back and again purchased Exclusive Message Blasts for additional campaigns they are running

Recommended and ideal for driving:

- Brand Awareness - for Product, Service and Training Promotions
- Whitepaper and Webinar Promotions
- Lead Generation
- Industry Education

CWNP Newsletter Sponsorship

Description & Benefits

The CWNP eNewsletter is circulated to over 110,000+ IT professionals interested in staying up to date on the latest WLAN news and trends. Our audience is the single largest and most responsive in the industry. A CWNP eNewsletter Sponsorship includes:

- Email subject line: "CWNP eNewsletter Sponsored by [Your Company]"
- Feature Article (4 lines of text, direct link)
- 468x60 Banner Advertisement front and center of the eNewsletter

Recommended and ideal for driving:

- Brand Awareness - for Product, Service and Training Promotions
- Whitepapers
- New product announcements
- Industry Education

CWNP eNewsletter archives are available always at <http://www.cwnp.com/newsletter/archives>



CWNP Website Banner Advertising

Description & Benefits

The CWNP web site offers strategic advertising inventory locations for rotating 468x60 banner ads, in the most heavily viewed sections of cwnp.com. Run-of-site banner advertising offers up to 50,000 monthly views.

- CWNP Forums
- CWNP Question of the Day (QOTD)
- CWNP Wireless Daily Definition
- CWNP **Jobs**, **Wi-Fi News**, and **Blogroll** Pages
- Every question and answer in the CWNP Practice Test Interface, our most highly trafficked pages.

Recommended and ideal for driving:

- Brand Awareness - for Product, Service and Training Promotions
- White Paper syndication
- Continued campaign awareness
- New product launch

White Paper Syndication

Description & Benefits

Whitepapers have proven to be one of the most popular tools to educating the CWNP audience and a great way to generate leads. Strategically placed in the upper left side of the CWNP eNewsletter, subscribers will be looking to stay educated in the rapidly changing world of WLAN. Help educate our audience while simultaneously achieving many marketing goals at once.

Recommended and ideal for driving:

- Brand Awareness - for Product, Service and Training Promotions
- Product launches
- Lead Generation
- Industry Education

Customized Packages

Contact CWNP to learn more about advertising options and tailored packages, combining two or more of our offerings to meet your advertising needs and budget.

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