



Certified *Wireless* Network Professional

One Source for Reaching IT & Wireless Professionals worldwide.



2015
Media Kit



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CWNP, founded in 1999, is the IT industry standard for vendor neutral enterprise Wi-Fi certification and training. We offer high-stakes, proctored certification exams and materials focused on 802.11 wireless networking technologies. CWNP has customers in over 150 countries and authorized training partners in all major global theaters.

Why advertise with CWNP?

CWNP is a top resource for over 100,000 IT and Wireless professionals globally. By advertising with CWNP not only are you gaining exposure to our impressive existing database, but you are also reaching out to an ever growing industry that is constantly looking for more information. Let us help you reach this influential group and create a unique package tailored to your business goals.

Contact us at marketing@cwnp.com to get started.



Behind the Numbers:



Network

75,000 +
(CWNP customers,
event attendees, CWNP
certification holders)



Social Community

10,000 +
(Facebook, LinkedIn, Twitter)

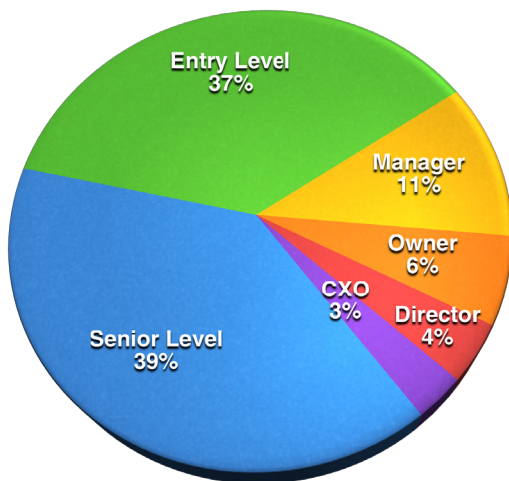


Website Visitors

20,000 + /monthly
(100,000 page views per month)

Audience Overview:

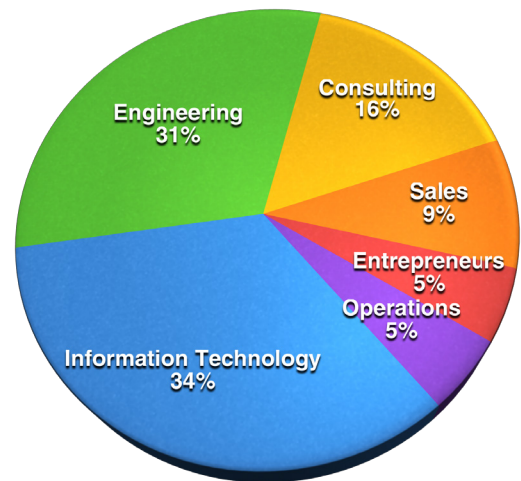
Over half of CWNP's traffic consists of new visitors from around the world. Also, roughly 48% of website visits come from outside the United States. This gives advertisers an opportunity to reach a broader audience.



Members include:

Senior Level – 39%
Entry Level – 37%
Manager – 11%
Owner – 6%
Director – 4%
CXO – 3%

*Sample taken of 2000+ CWNP members



Industries Include:

Information Technology – 34%
Engineering – 31%
Consulting – 16%
Sales – 9%
Entrepreneurs – 5%
Operations – 5%

*Sample taken of 2000+ CWNP members



Multiple Advertising Options Opportunities

CWNP's range of advertising opportunities will give you maximum exposure through multiple advertising channels, including:

- eNewsletter (Americas, EMEA and APAC)
- Conferences
- Social Media
- Emails
- Webcasts

Sponsors who invest in these opportunities do so for:

- Lead Generation
- Thought Leadership
- Brand Awareness

Email Advertising

Exclusive Email Blast

Sponsor level will have access to the entire email to announce message. Sponsor is responsible for content. This includes images, company logo, links to information and body text. Limitations are based on scheduling availability. Proof & approval is required by sponsor before email is released.

Rates: \$10,000 / email blast; *Discount given on multiple insertions

Targeted Email Blast

Sponsor level will have the options to send out to specific mail lists, including conference attendees, geographic area, certification level, etc. Sponsor is responsible for content. This can include images, company logo, links to information and body text. Limitations are based on scheduling availability. Proof & approval is required by sponsor before email is released.

Rates Available in Tiers:

5000	\$2,250
10,000	\$3,500
40,000	\$10,000

eNewsletter

Reach our highly engaged audience with the monthly CWNP Newsletter which includes:

- Information on upcoming events
- Latest industry news
- Links to online articles written by industry experts
- CWNP certification updates

Sponsor is responsible for content, including images, logos, banner artwork and copy. Limitations are based on scheduling availability.

RATES	1x	6x	12x
Leader Banner (728x90)			
1 Geography	\$2,400	\$12,900	\$24,500
2 Geographies	\$4,000	\$20,000	\$35,000
Global (All 3 Geographies)	\$5,000	\$24,000	\$50,000

RATES	1x	6x	12x
Anchor Banner (728x90)			
1 Geography	\$1,500	\$7,200	\$14,000
2 Geographies	\$2,400	\$11,500	\$23,000
Global (All 3 Geographies)	\$3,600	\$17,200	\$34,000

RATES	1x	6x	12x
Square Ad (250x250)			
1 Geography	\$1,800	\$8,600	\$17,280
2 Geographies	\$2,800	\$13,500	\$26,000
Global (All 3 Geographies)	\$4,200	\$20,100	\$40,320



Email Banner (within a CWNP email)

Sponsor is responsible for banner and ad artwork. Limitations are based on scheduling availability.

Rates: *Discount given on multiple insertions

	1x	6x
Leader Banner (728x90)	\$2,500	\$11,250
Anchor Banner (728x90)	\$1,800	\$8,000
Square Ad (250x250)	\$2,100	\$9,450

Social Media

CWNP offers promotion through our social media channels. This includes a post promoting your business or product. CWNP will post materials. Client will provide all content, images and logos. Limitations are based on scheduling availability.

- LinkedIn Group
- Twitter
- Google +

Rate: \$999 /per post; *Discount given on multiple insertions

Conference Sponsorships

Get in front of your customers when they are most likely to look for resources at in-person events.

If you are interested in a conference sponsorship, please contact CWNP Marketing for a conference sponsorship package at marketing@cwnp.com.

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.

We look forward to helping you.

For more information contact:

CWNP Marketing
marketing@cwnp.com
 1-239-280-2345