

2017

 **DIGITAL SIGNAGE**  
**TODAY**



media kit

# our mission //



Be the premier online destination for consumer marketing and retail executives seeking to differentiate their brands in bold ways and to form strong connections and brand impressions with customers.

DigitalSignageToday.com reports on news, events, trends and people in the digital signage and digital-out-of-home (DOOH) industries; we cover:

- Hardware & software innovation
- Advertising concepts
- Content creation & management
- Networks
- Customer experience
- Program management
- Performance/ROI delivery and measurement

Our coverage also dives deep into such leading vertical end markets for digital signage as:

- Entertainment
- Retail
- Restaurants
- Healthcare
- Transportation
- Travel
- Sports
- And much more



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# about the editor //



## **DANIEL BROWN // editor**

[editor@digitalsignagetoday.com](mailto:editor@digitalsignagetoday.com) 

Daniel Brown is the editor of DigitalSignageToday.com as well as AutomationAndSelfService.com. He is an accomplished technology writer whose experience includes creating knowledge base content for a major university's computing services department. His previous experience also includes IT project management, technical support and education. He can usually be found in a coffee shop near a large pile of books.



## **KATHY DOYLE // ceo**

[publisher@networldmediagroup.com](mailto:publisher@networldmediagroup.com) 

As the former group publisher of Purchasing, Semiconductor International, and Industrial Distribution magazines and websites at Reed Business Information, Kathy Doyle brings 20-plus years of print and online media experience to this position. Her background spans marketing, sales, communications and content distribution for a wide range of diverse audiences, connecting buyers and sellers in more than 10 vertical markets on a global spectrum.



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# editorial submissions //

## WANT TO BE FEATURED ON DIGITALSIGNAGETODAY.COM?

### Here's how to get in front of the editor:

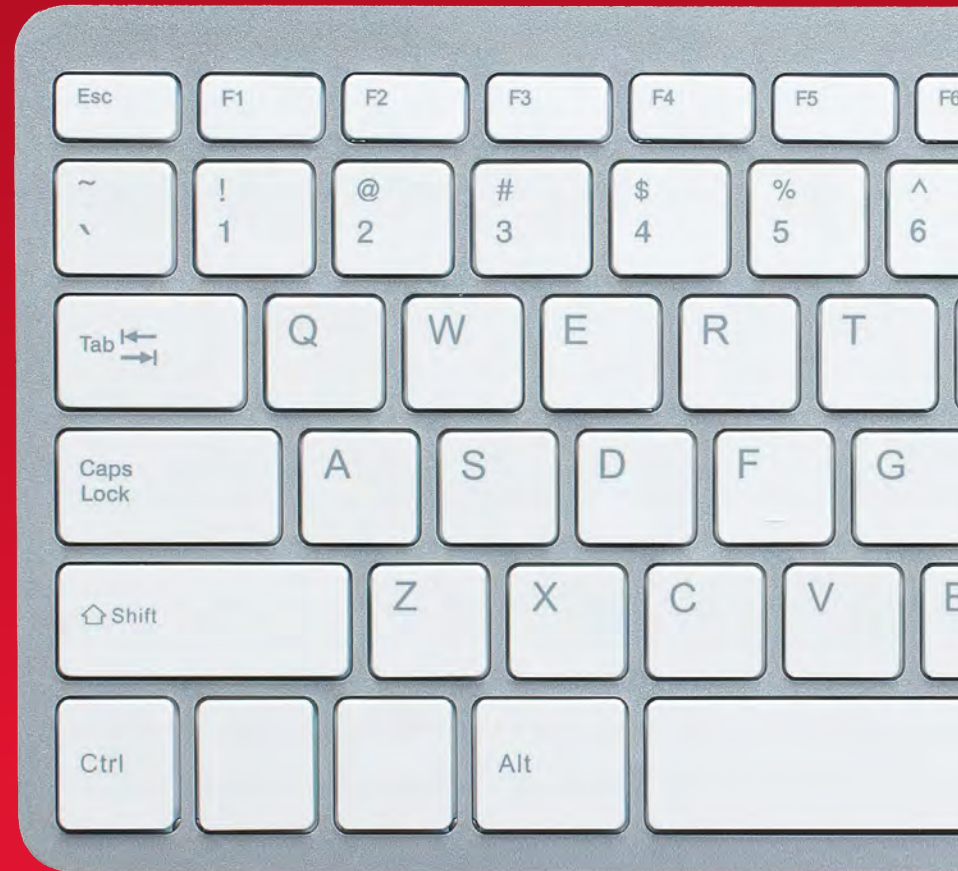
**Press Releases.** We love them! But make it easy for us. Copy and paste your press release into the body of an email addressed to [Editor@DigitalSignageToday.com](mailto:Editor@DigitalSignageToday.com) (Don't attach it). Sending a PDF will not prevent copy-editing, but it will probably delay the posting of your news.

**Include photos.** Include photographs and/or video if available and of good quality. Standard-format digital files are accepted (.png, .jpg, .gif) as are video links, and embed codes. Identify the source and person or place shown; if more than one person, tell us who's who (by name, title, company).

**Avoid flowery descriptions and exaggerated or hyperbolic expressions of praise.** No opinions; stick to the facts and keep them short and sweet.

**Provide a quote from a specific brand leader.** Include name, title and employer of the person being quoted.

**Provide lists and/or stats when possible.**



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# editorial calendar //

Below are just some of the topics we will cover throughout the year. Contact your Network World Media Group account representative to learn how your brand can be associated with our coverage of any of these topics.

- Why sustainability is a top priority for digital signage manufacturers and customers
- How to make your digital signage content stand out
- Digital Signage 101: How to choose the right display and player for your project
- Digital Signage 101: The beginner's guide to choosing digital signage software
- Digital Signage 101: Choosing the right installer for your digital signage project
- How digital signage and pro AV grow stronger through inclusion
- Designing an unforgettable digital signage customer experience
- How cybersecurity forms the bedrock of your digital signage network
- Workplace experience and the rise of omnichannel digital signage
- Leveraging digital signage AI to surprise and delight your customers
- Making the grade with your school's digital signage network
- Digital menus for success
- Crafting user experience in houses of worship
- How virtual production and AI-powered live special effects are transforming Hollywood and live events
- The top digital signage trends to watch
- Making your digital signage accessible



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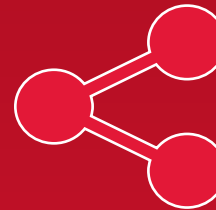
# our audience //



## SITE TRAFFIC

**198,000+** annual users

**381,000+** annual page views



## SUBSCRIBERS AND FOLLOWERS

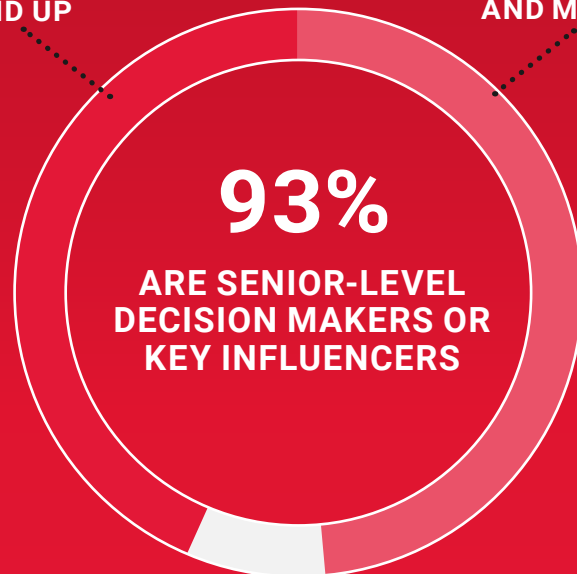
**18,300+** email newsletter subscribers

**30,100+** social media followers  
*(Twitter, LinkedIn, Facebook)*

**18,000+** push notification subscribers

44% VP-LEVEL  
AND UP

49% DIRECTORS  
AND MANAGERS



## - WHERE OUR READERS ARE FROM -

**59%**  
North America

**15%**  
Europe

**22%**  
Asia/Pacific



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# our audience //

Our audience includes representatives of these brands and more...

7 Cedars Resort  
7-Eleven Canada  
American Eagle Outfitters  
Apple  
Bank of America  
Baylor University  
Best Buy  
Canadian Tire  
Capital One  
Cargill  
Citibank  
Crown Hotels & Resorts Pte Ltd  
Dallas Cowboys  
Disney  
FedEx  
Ford Motor  
General Motors  
George Bush Presidential Library  
Georgia Aquarium  
Georgia Tech  
Goldman Sachs  
Goodwill of Central/Southern Indiana  
H-E-B  
High Liner Foods  
Honda of America  
Hoover Public Library  
Indiana National Guard

JCPenney  
Jimmy Johns  
Louisiana Tech University  
Love's Travel Stops  
Luxottica  
Macy's  
Manchester Airport  
Mandarin Oriental  
McDonald's  
MD Anderson Cancer Center  
Melbourne Racing Club  
Michigan State University  
Millennium bcp  
Minneapolis Convention Center  
National Bank of Greece  
Northwestern University  
Panera Bread  
Parks & Wildlife Service  
Party Barn  
Port Authority NY/NJ  
Rosemead Supermarket  
Royal Caribbean Crusies  
San Diego State University  
San Jose Public Library  
Sherwin-Williams  
Southwest Airlines  
State Auto Insurance

State Farm  
Sun Life Financial  
SUPERVALU  
Syracuse University  
Target  
TD Bank  
The Home Depot  
The Hong Kong and Shanghai Hotels  
Kroger  
Topgolf  
Toyota  
U.S. Air Force Acadmey  
United Airlines  
University of Cincinnati  
University of Illinois  
University of Kentucky  
University of Louisville  
University of Michigan  
University of Nevada Las Vegas  
University of New Mexico  
University of Notre Dame  
University of Pennsylvania  
US Army Corps of Engineers  
Verizon  
WalMart  
Woolworths Limited  
Xtreme Indoor Karting



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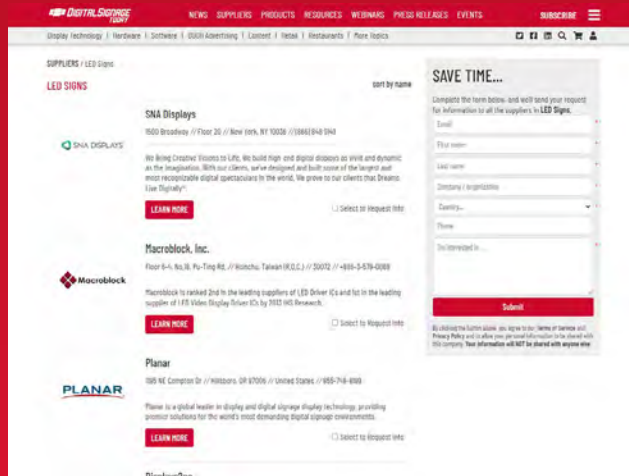
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# company showcase //

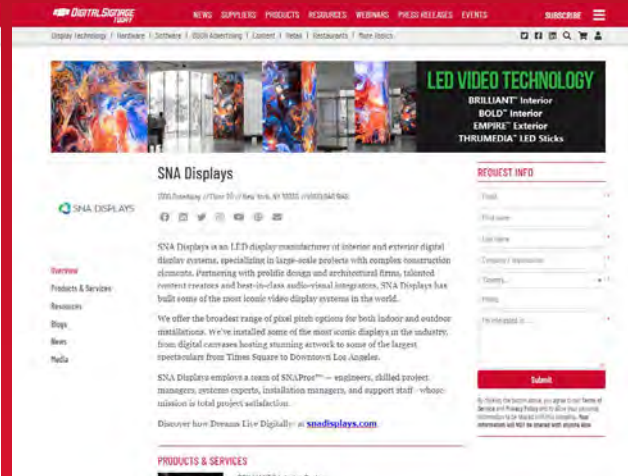
A Company Showcase is your springboard to a successful marketing campaign on our site and puts your company at the fingertips of potential buyers as they browse our Supplier Directory. It provides you with both brand awareness and lead generation opportunities.

The Company Showcase includes these key elements:



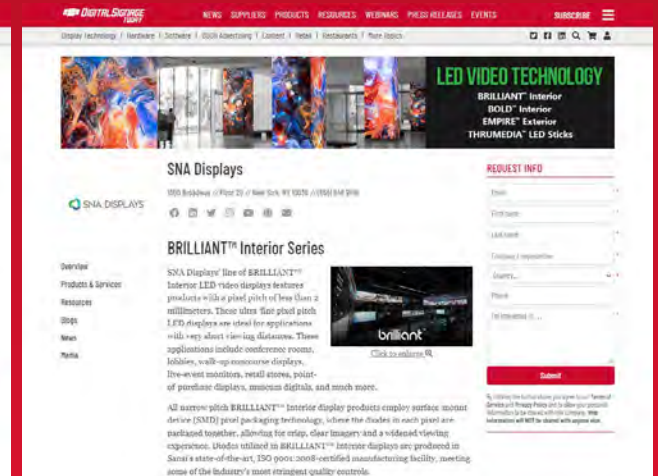
## SUPPLIER DIRECTORY LISTING

Gain exposure to potential customers who use the directory to find vendors by name or by category. Users can request information from suppliers straight from the directory. Your listing leads to your Company Showcase.



## COMPANY SHOWCASE

Visitors can learn about your company and products/services, download your white papers and case studies, and access news and other content on our site that mentions you. A contact form makes it easy for users to request more information from you. You can also include links to your website and social media pages.



## PRODUCT/SERVICE SHOWCASES

Found within your Company Showcase, these provide visitors with more information about your specific offerings.



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# email newsletters //

Our newsletters offer a variety of ad opportunities to meet any budget. They're a cost-effective way to get your brand message in front of your target audience.

**DIGITAL SIGNAGE TODAY**

NEWS ALERT: JULY 24, 2023

**BrightSign®**  
Meet the new Series 5 family of players.

AU LS HD XD XT XC

**TOP STORY**  
**ICXA to honor Elevate winners at 7th annual summit**  
The ICX Association will honor five companies as winners of the 2023 Elevate Awards during a ceremony at its upcoming annual conference, the Interactive Customer Experience (ICX) Summit. [READ MORE >](#)

**CE Labs Specializes In Commercial-Grade Hardware**  
CE Labs designs and manufactures professional-grade hardware that can be used in any industry. We offer screens, 4K media players, extenders and cabling. What sets us apart is our dedication to our customers and their vision. [Learn More.](#)

**NEWS**

Post Malone christens TSX Broadway venue with Times Square performance

Nanolumens announces Rob Lamb as CFO

Maxhub partners with Vision2 Marketing

AI Digital, Slightly partner in programmatic advertising solutions

## NEWS ALERTS

Our regular newsletter keeps readers up to date on the top industry news, trends and insights.

**DELIVERY SCHEDULE: Monday, Wednesday**  
**SUBSCRIBERS: 18,300+**

## TOP TENS

This newsletter recaps the previous month's most-read stories, most-downloaded resources, most-visited company showcases and more.

**DELIVERY SCHEDULE: Monthly**  
**SUBSCRIBERS: 18,300+**

**DIGITAL SIGNAGE TODAY**

TOP TENS: JULY 2023

**TOP 10 NEWS & FEATURES**

1. Las Vegas venue The Sphere launches bid for world's biggest LED
2. Post Malone christens TSX Broadway venue with Times Square performance
3. 8 powerful steps to embrace AI and connect with your customers in new ways
4. Sydney unveils zero-emissions solar-powered ePaper transit displays
5. Exclusive interview with Frank Pisano, CEO, Bluefin
6. Embracing AI-powered customer service — peril and promise
7. From bleeding edge to cutting edge: how Seneca brings collaborative solutions to digital signage
8. Retail media: The 3rd and biggest wave of digital advertising
9. Florida casino bets big on projection digital signage 'wow factor'
10. Palmer Digital Group announces audio enclosure option for digital menu boards

**Interactive Customer Experience (ICX) Summit**  
**September 11-13, 2023 | Charlotte, NC**  
Discover new strategies and tech to elevate the customer experience. Early Bird pricing ends August 11. Save \$150 off the standard rate.

Co-located with *Bank Customer Experience Summit*  
One badge. Two events.

[Agenda](#) | [Register](#)

**TOP 10 RESOURCES**

1. Maximize Your Business with the Right Digital Signage Solutions for You
2. Install Recap: Lakewood Tavern, Lake Elmo, MN
3. Precise, Effective, and Interactive: Lift & Learn Solutions in the Digital Signage Landscape by Giada
4. Giada F110D | Gunnebo Cash Management Solution Adopts Giada Embedded PC
5. The Next Step in Personalizing Self-Service Interactions
6. How Cornwall-Lebanon School District Uses Rise Vision to Recognize Every Student's Achievements



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# e-blasts //

Deliver your customized message to subscribers who have opted in to receive promotional messages from our advertisers and partners. You provide the subject line, copy, images and HTML code or, for an additional fee, we can develop a custom email message for you. E-blasts are great for promoting new products, special offers, free downloads, and much more.

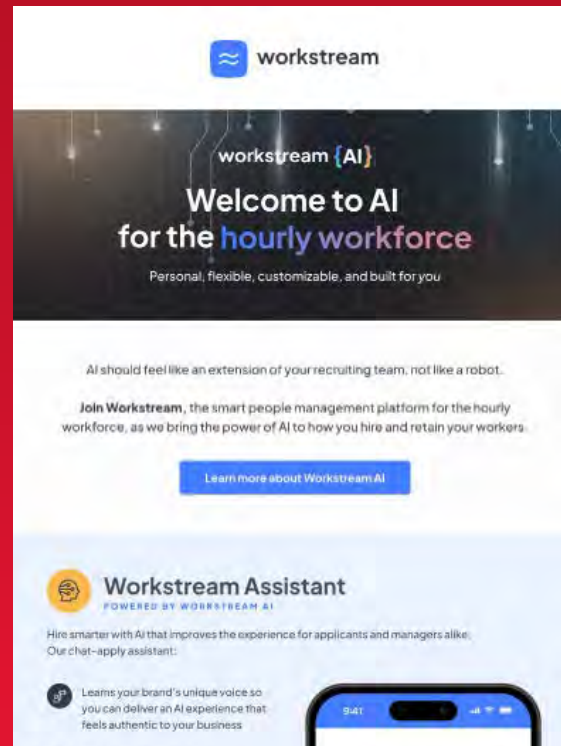


**SNA DISPLAYS**

**DIGITAL WORKS**  
using digital displays to enhance the workplace

While remote work has become normal for many professions, physical office spaces will continue to offer certain unmatched advantages for the foreseeable future. Many organizations are investing in advanced visual technologies to better accommodate hybrid work environments. This eBrief discusses the role that LED display technology plays in the new and ever-evolving workplace.

**FREE WORKPLACE EBRIEF**



**workstream**

**workstream (AI)**  
**Welcome to AI for the hourly workforce**  
Personal, flexible, customizable, and built for you

AI should feel like an extension of your recruiting team, not like a robot.

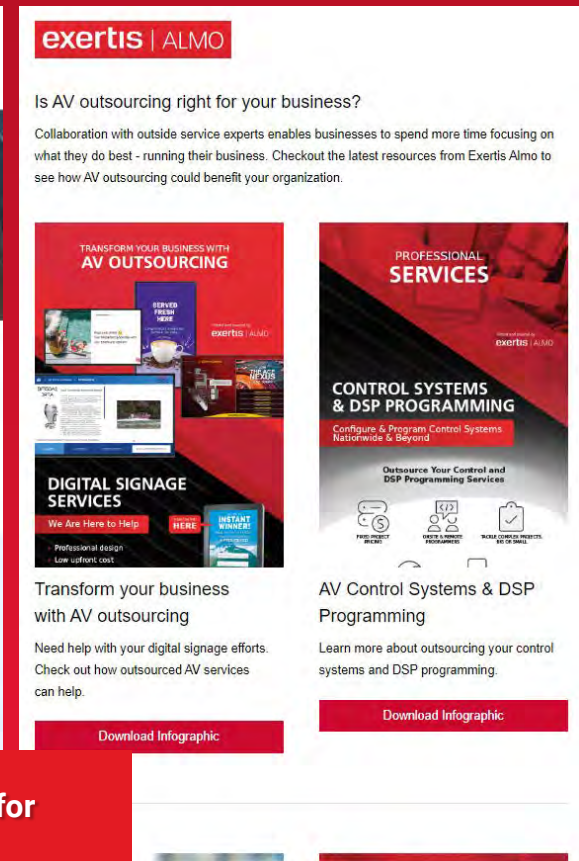
Join **Workstream**, the smart people management platform for the hourly workforce, as we bring the power of AI to how you hire and retain your workers.

[Learn more about Workstream AI](#)

**Workstream Assistant**  
POWERED BY WORKSTREAM AI

Hire smarter with AI that improves the experience for applicants and managers alike. Our chat-apply assistant:

- Learns your brand's unique voice so you can deliver an AI experience that feels authentic to your business



**exertis | ALMO**

Is AV outsourcing right for your business?

Collaboration with outside service experts enables businesses to spend more time focusing on what they do best - running their business. Checkout the latest resources from Exertis Almo to see how AV outsourcing could benefit your organization.

**TRANSFORM YOUR BUSINESS WITH AV OUTSOURCING**

**DIGITAL SIGNAGE SERVICES**  
We Are Here to Help  
Professional design  
Low upfront cost

**PROFESSIONAL SERVICES**

**CONTROL SYSTEMS & DSP PROGRAMMING**  
Configure & Program Control Systems Nationwide & Beyond

Outsource Your Control and DSP Programming Services

**AV Control Systems & DSP Programming**

Learn more about outsourcing your control systems and DSP programming.

[Download Infographic](#)

Combine E-blasts and Push Notifications for powerful marketing outreach.



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# push notifications //

Push notifications are a high impact marketing solution. Subscribers visit the website and opt-in to receive notifications from us directly to their device of choice. Your message is then sent directly to these devices (desktop, laptop, tablet and phone). Subscribers do not even have to be viewing our site to receive these notifications.

18,000+  
Push  
Notification  
Subscribers



Combine E-blasts and Push Notifications for powerful marketing outreach.



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# display ads //

The screenshot shows the top navigation bar of the Digital Signage Today website. A banner ad at the top asks, "Does your digital menu board solution integrate with your POS system?" and features the Hughes logo. Below this, the "DOOH ADVERTISING" section is highlighted, featuring a large article titled "Quotient launches brand safety tools" with a photo of digital signage displays. To the right, a "NEWS" sidebar lists several industry updates. At the bottom right, there is a "Contact Us" button for "Enterprise Digital Signage".

## BANNER ADS

Build or reinforce your brand awareness with a banner campaign designed to meet your budget.

This screenshot shows the same website layout as the previous one, but with a focus on the footer. A "Sticky Footer Ad" for Matrox is visible at the bottom, featuring a photo of a person wearing a VR headset and the text "matrox" and "Learn more". The footer also contains a "MORE FEATURES" section with five categories: CONTENT, SOFTWARE, SOFTWARE, INTERACTIVE CUSTOMER EXPERIENCE (ICX) SUMMIT, and DISRUPTIVE INCLUSION, each with a brief description.

## STICKY FOOTER ADS

Place your leaderboard banner in our Sticky Footer ad unit that remains visible as the user scrolls the page.



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# display ads //

The screenshot shows a website page with a main article titled "5 ways to boost productivity with digital signage". Below the main image of the article, a speedbump ad for Omnivox is displayed. The ad features the text "ANY CONTENT. ANY SCREEN. ANYTIME." and "Real-time information on any screen". It describes Omnivox software for managing digital signage networks and includes a "Learn More" link. The ad is positioned just below the main image of the article, ensuring it is visible as the user scrolls.

## SPEEDBUMP ADS

Speedbump ads appear in articles, blogs and news items just below the main image of the story. They will naturally pass through the reader's field of vision as they scroll to read.

The screenshot shows a website page with a main article titled "Palm-sized SI-111-N Fanless 4K Digital Signage Player". Below the main image of the article, a prestitial ad for iBASE is displayed. The ad features the text "Palm-sized SI-111-N Fanless 4K Digital Signage Player" and "Create Immersive Visual Experiences". It includes a "4K ULTRA HD" logo and an "Intel partner" logo. The ad is positioned at the top of the page, ensuring it is visible as the user enters the site.

## PRESTITIAL ADS

Prestitial ads are great for making an immediate and significant impression on site visitors. These ads typically serve when a user enters the site for the first time each day. The ad stays visible for 15 seconds or until the user clicks "Continue to Site."



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# display ads //

The screenshot shows the Digital Signage Today website interface. At the top, there is a navigation bar with the site logo and various menu items: NEWS, SUPPLIERS, PRODUCTS, RESOURCES, WEBINARS, PRESS RELEASES, EVENTS, and SUBSCRIBE. Below the navigation bar, there are social media icons and a search icon. The main content area is divided into several sections. On the left and right sides, there are large vertical banners for 'ic23' and 'Everything Pro AV is at InfoComm'. The central content area features a main article titled 'RESTAURANTS 'I want it to be for everybody' – Ann Arbor coffee shop blends tech, Yemeni culture'. Below this article, there is a 'MORE FEATURES' section with five sub-articles: '5 ways to boost productivity with digital signage', 'The growing significance of remotely managed digital signage', 'Spokane Arena streamlines digital displays amid post-Pandemic renaissance', 'INTERACTIVE CUSTOMER EXPERIENCE (ICX) SUMMIT ICX Summit goes local in Charlotte with tours for attendees', and 'DISRUPTIVE INCLUSION Taking the mic: Women in AV, I working to create safe, inclusiv prosperous industry'. At the bottom of the page, there is a banner for 'COLLABORATION HAS NEVER BEEN SO EASY WITH SHARP/NEC & AOPEN!'.

## WALLPAPER ADS

With Wallpaper ads your brand is displayed prominently on both sides of the page. Wallpaper ads serve on each home, article, news and blog page view. (Not served on mobile devices and may not be visible to some desktop users.)



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# topic centers //

**DIGITAL SIGNAGE TODAY** NEWS SUPPLIERS PRODUCTS RESOURCES WEBINARS PRESS RELEASES EVENTS SUBSCRIBE

Display Technology | Hardware | Software | DOOH Advertising | Content | Retail | Restaurants | More Topics

LET DIGITAL DO MORE FOR YOU. SHOP NOW

**TOPIC CENTER** Digital Signage Hardware

From screens and projectors to mounts and cables - here you'll find the latest news and information on digital signage hardware.

topic sponsor **DISPLAYS2GO**

**NEWS**

- Bullock's Deli credits increased sales to Watchfire digital signage installation
- Atlanta BeltLine announces digital inclusion, smart cities initiatives
- TechLogix debuts 10G AV networking solutions
- White Tie Productions sale brings Alfalite's European LED to American live events
- E-Ink, Sharp to debut color ePoster options
- 22Miles joins Sony's AV Alliance Network

**RESTAURANTS**

'I want it to be for everybody' – Ann Arbor coffee shop blends tech, Yemeni

**HARDWARE**

- Bullock's Deli credits increased sales to Watchfire digital signage installation
- Atlanta BeltLine announces digital inclusion, smart cities initiatives
- TechLogix debuts 10G AV networking solutions

**WHITE PAPER**

Digital Signage Strategies - A Guide for Winning at Trade Shows

VIEW MORE ON **HARDWARE**

topic sponsor **Displays2go**

**DISPLAYS2GO**

Topic Centers are where we compile all of the content we publish on a given topic, including articles, blogs, news, white papers, case studies and more. Think of it as the home page for the topic.

Topic Center sponsorships are a great way to connect your brand to topics of significant interest to our readers. They also offer valuable lead generation opportunities.

Exclusive sponsorships come with an additional Topic Center widget that appears on our home page and at the end of content related to the topic, giving you even more brand impressions.



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# sponsored content //

Is content marketing crucial to your overall go-to-market strategy? Let us put the thought leadership content you've worked so hard to create in front of the right audience.

Sponsored content opportunities are available for any of the following types of content:



White Papers &  
Case Studies



Blog Posts



Podcasts



Videos



Webinars



Press Releases

No Content? We can help you produce what you need to kickstart your content marketing strategy.



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# special publications //

Content marketing is great for elevating your brand as an industry thought leader and for generating potential sales leads.

But not every company has the ability or bandwidth to create compelling content that drives engagement. That's why we offer a turnkey service for writing, designing, publishing and promoting custom white papers, case studies and more.

When you partner with us to create a special publication, you get:

- Credibility in the marketplace
- Knowledge and support from known industry experts
- Inclusion in our online Resources library
- Budget-friendly promotion to our large audience of executives, senior decision makers and influencers
- Lead generation to fill the top of your sales funnel



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# podcasts //

Our podcasts feature interviews with industry movers and shakers and offer listeners a view into the news and trends affecting their businesses.

Sponsoring our podcasts is a great way to get your message across, in partnership with our editors, to a targeted and engaged audience. They're perfect for increasing brand awareness and establishing your company as an industry thought leader.



Join your host Mandy Wolf Detwiler for the Pizza Marketplace podcast. Each episode features interviews with industry insiders and covers topics that are critical to the success of pizza restaurant operators of all sizes.



This podcast series from the publishers of FastCasual.com, PizzaMarketplace.com and QSRweb.com provides restaurant owners and executives with the insights and inspiration they need to grow their brands. Each episode features interviews with experienced restauranteurs, industry experts, and thought leaders, who share practical tips and advice for running a successful restaurant business.



Join host Daniel Brown for the Digital Signage Today Podcast featuring interviews with industry thought-leaders and news-makers. They will explore the latest trends and innovations in digital signage hardware, software, content, and more.



Tune into the CX Innovators podcast to hear how top brands are using cutting-edge technology to take the customer experience to incredible new heights. We'll talk to the executives who are spearheading the CX charge for their brands and the tech companies they rely on to make the magic happen.



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**DIGITAL SIGNAGE**  
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# webinars //

## WHAT A WEBINAR CAN DO FOR YOUR BUSINESS

- Position you as a thought leader and increase your brand awareness
- Generate strong, qualified sales leads
- Educate the market about your products and services

## YOU PROVIDE THE CONTENT AND THE SPEAKERS, WE PROVIDE EVERYTHING ELSE...

**Production** – We guide you through the process and work with your speakers to ensure your webinar is well-crafted for the audience.

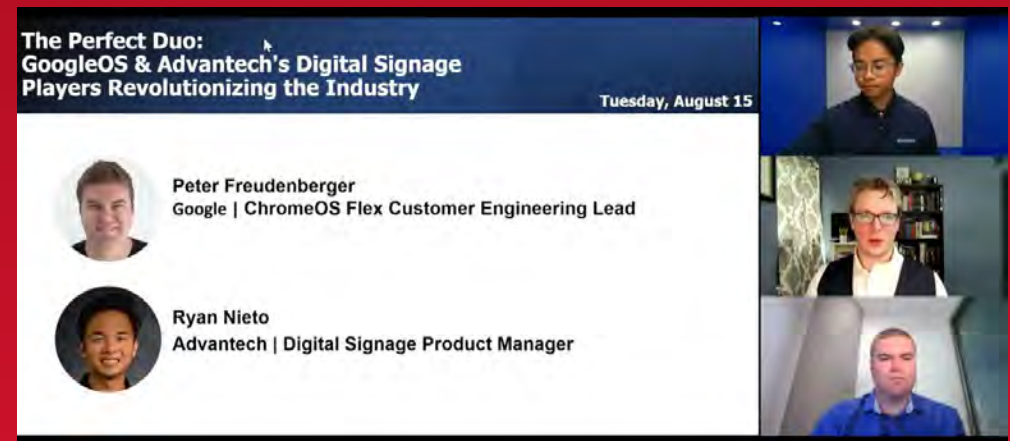
**Moderator** – A member of our editorial team will welcome the audience, introduce speakers and facilitate the Q&A session at the end of the webinar.

**Promotion** – We drive registrations for your webinar through an aggressive campaign that includes e-blasts, newsletter mentions, and social media posts.

**Registration / Reminders** – Users register for the webinar on our site and immediately receive an email enabling them to quickly add the webinar to their calendar. About 24 hours before the live webinar, we'll email a reminder to all registrants to encourage their attendance.

**On-Demand Hosting** – After the live webinar, we host the recording on our site for visitors to view at their convenience. Registration is required to view the recording.

**Lead Generation** – We send you the contact information of everyone who registers for the live webinar and everyone who registers to view the on-demand recording.



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**DIGITAL SIGNAGE**  
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# executive summits //

5th Annual



December 9-11 | Tampa

Self-Service Innovation Summit will examine advances in technology that are empowering businesses to provide products and services when, where and how consumers expect them. The event will cover self-service, kiosk and vending solutions that can be applied in a wide range of settings.

[Learn More >](#)



8th Annual



September 9-11 | Charlotte

Interactive Customer Experience (ICX) Summit gives brands one place at one time where they can discover a full range of technologies and strategies to create engaging and meaningful customer experiences. Executives from retail, restaurants, banks, hotels and other B2C companies will learn from leading CX innovators about what's working, what's not, and how to elevate the experience for their customers.

[Learn More >](#)



8th Annual



September 9-11 | Charlotte

Digitally minded consumers are forcing financial institutions to rethink the way they do business. These consumers want to bank when and how it suits them. Financial institutions must innovate quickly to keep up with consumer demands and to respond to challenges from non-traditional competitors. Bank Customer Experience (BCX) Summit will provide bank

[Learn More >](#)



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# executive summits //

19th Annual



October 13-15 | Denver

Each year, FastCasual.com hosts the Fast Casual Executive Summit – a live business networking and social event where Fast Casual restaurant executives meet up to exchange ideas and make new connections. Multiple sponsorship levels plus special opportunities such as room drops and strategic product placements, ensure that marketers can participate in this highly reviewed industry event at almost any budget level.

[Learn More >](#)



8th Annual



March 24-26 | Kansas City

Some of the fastest growing chains in the restaurant industry are the ones embracing innovation in many different areas of their business. From experience innovation to kitchen innovation to menu innovation and more, the Restaurant Franchising & Innovation Summit will look at how brands can leverage innovation in its many forms as a catalyst for franchise expansion. Multiple sponsorship opportunities will be available to connect companies with innovative products and solutions to the franchise executives in attendance.

[Learn More >](#)



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# at the watercooler //

*At the Watercooler* is a sponsored content opportunity.

Here's how it works:

1. An executive from your company completes a short Q&A (4-6 questions).
2. We edit the executive's responses for grammar, spelling, clarity, etc. and send a final draft for your approval.
3. We publish the approved draft as a sponsored blog post on the website.
4. Your company logo is displayed at the top of the blog post.
5. The blog post will appear on the home page for a minimum of 1 week and will be accessible via the Features and Blogs archives for a minimum of 1 year.
6. If you have a Company Showcase, your blog post will also appear there for as long as your Company Showcase is active.
7. Posted on our social media pages.
8. You have the right to re-publish the blog post on your own website.



***Get started today!***



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# contact us //

## CREATIVE INQUIRIES

If you have any questions or concerns about creative specifications and submission, please contact:

**JENNIFER A. RECKTENWALD** | VP OF CLIENT SERVICES/ASSOCIATE PUBLISHER-BUSINESS SITES  
marketingservices@networldmediagroup.com | tel: 502.241.7545 ext. 139 | fax: 502.241.1385

## ADVERTISING AND PACKAGE OPTIONS

**GAYLE GARRETT** | LEAD AND CRM COORDINATOR  
adv@networldmediagroup.com | toll free: 877.441.7545 | direct: 502.241.7545 ext 123 | fax: 502.241.1385

**KATHY DOYLE** | CEO  
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