



# Media Kit 2015

# **security ledger**

Launched in 2012, Security Ledger is a leading source of independent news, insight and analysis that explores the intersection of information security and the Internet of Things.

Voted one of the top 100 Internet of Things brands\* Security Ledger covers the length and breadth of the information security space, focusing on the issues, people and companies that will shape the next great technology revolution: the Internet of Things. Under the leadership of Editor in Chief and founder Paul Roberts, Security Ledger reaches an audience of thousands of IT professionals, security enthusiasts and technophiles each week with high quality, forward looking and original reporting.

(\*) Analytica 2015

## A Message from Paul Roberts, Editor in Chief

Thank you for your interest in Box Jump LLC and our family of web sites and events, including **The Security Ledger** and **The Security of Things Forum**.



**Paul F. Roberts**  
Editor in Chief

Box Jump is an independent media firm dedicated to producing editorial content of the highest quality. Our articles, video and podcasts and thought leadership are frequently cited in major news outlets and by some of the leading technology firms in the world. Through a rich mix of media, we speak to an audience that matters: information technology and information security thought leaders, subject experts and executives from the private and public spheres.

We recognize that there are many outlets for you to spend your media buying dollars. Our online properties and high-touch, in-person events offer something that isn't readily available: access to some of the best minds and best writing in the information security industry.

When you underwrite our editorial content or help to sponsor an event, you get more than visibility. You get a seat at the table for the next, great revolution in computing: **The Internet of Things**.

This document outlines some of the underwriting and collaborative opportunities that we offer to the discerning firms. We hope you find it useful. If, after reviewing this document, you have any questions or would like more information on sponsorships or engagements, feel free to contact me at: [paul@boxjumpllc.com](mailto:paul@boxjumpllc.com) to discuss our offerings and opportunities to work together. I look forward to hearing from you.

Sincerely,

A handwritten signature in black ink, appearing to read 'P. Roberts'.

Paul F. Roberts, President  
Box Jump Media LLC

## About The Security Ledger

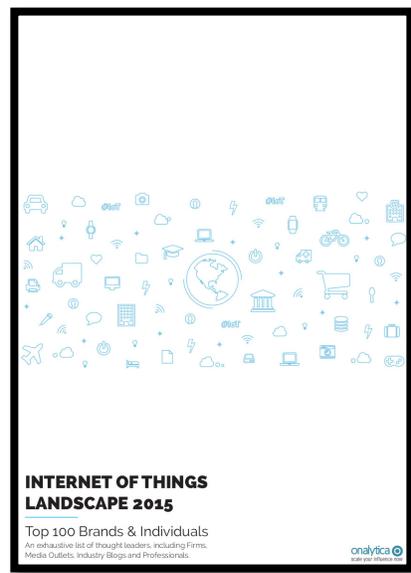
The Security Ledger is an independent news and analysis web site that explores the intersection of information security and the Internet of Things.

Edited by Paul Roberts, The Security Ledger reaches an audience of thousands of IT professionals, security enthusiasts and technophiles with high quality, original reporting and news analysis.

Voted a Top 100 Internet of Things Brand [by the firm Analytica](#), The Security Ledger is recognized as one of the top, independent sites covering the IT security space. Our stories are frequently featured in leading technology forums, including *Slashdot.org*, *Hacker News* and *Reddit*, as well as mainstream media outlets including *CNN*, *FOX News*, *Ars Technica*, *Forbes* and *Wired*.

Today, the Security Ledger reaches its audience with a wide range of information products. These include (but aren't limited to):

- **Differentiated, original reporting** - From headline grabbing scoops to insightful analysis of the security news of the day, The Security Ledger draws thousands of visitors daily to [securityledger.com](http://securityledger.com) via social media, daily newsletters and RSS subscriptions.
- **Curated daily- and weekly news feeds** – In addition to original reporting we provide curated security news feeds on a daily or weekly basis to thousands of subscribers. The Daily Ledger is our curated daily news roundup. The Weekly Ledger provides a look at the week's news every Friday.
- **Podcasts & Webcasts** - Our Weekly [Security Ledger Podcasts](#) brings information security experts and executives into the studio to provide their perspective on the security news of the week. Hosted by Security Ledger Editor in Chief Paul Roberts, the podcast is a great way to gain thought leadership within the security community.
- **Reports** - The Security Ledger produces one-of-a-kind research reports and e-books that go in-depth to explore issues that matter in the security and Internet of Things space. Long form reports and e-books are available for premium download. Alternatively, sponsors can commission branded reports that are available to registered users of the site.



### Security Ledger: A Top 100 IoT Brand

## A Community of Security Thought Leaders

In addition to leading coverage of security and the Internet of Things, The Security Ledger attracts some of the top security minds in the industry to contribute their ideas and advice for the benefit of our readership.

### Contributing Writers

Among Security Ledger's regular contributors are executives, security researchers and information security executives. They include:

	<p><b>Lance James, Head of Cyber Intelligence, Deloitte</b></p> <p>Lance is an internationally renowned information security expert with fifteen years of experience in programming, network security, digital forensics, malware research, cryptography design, cryptanalysis, and attacking protocols. He has provided advisory services to a wide range of government agencies and Fortune 500 organizations, including America's top financial services institutions. Credited with the identification of Zeus and other malware, Lance's contributions to Security Ledger include his much-discussed "<a href="#">Is Pavlovian Password Management The Answer?</a>"</p>
	<p><b>Scott Harrell, Vice President of Product Management, Cisco Systems Security Business Group</b></p> <p>Scott is responsible for the strategy and product direction of <a href="#">Cisco's</a> Security portfolio. In his role, Mr. Harrell leads the product development strategy and business development for Cisco's Security offers. Mr. Harrell joined Cisco in 2001 and has held several different positions in Cisco including leading product management and engineering teams. Contact Scott on <a href="#">LinkedIn</a>.</p>
	<p><b>Mark Stanislav, Senior Security Consultant, Rapid7</b></p> <p>Mark is a frequent contributor to Security Ledger, and a frequent guest on the Security Ledger podcast. With a career spanning over a decade, Stanislav has worked within small business, academia, startup and corporate environments, primarily focused on Linux architecture, information security and web application development. His current research has focused on finding and exposing vulnerabilities in common Internet of Things (IoT) products, as well as <a href="#">builditsecure.ly</a>, an effort to foster application security best practices in the crowd funding space.</p>
	<p><b>Marc Blackmer, Product Marketing Manager for Industry Solutions, Cisco Systems</b></p> <p>Marc has spent more than 15 years assisting some of the world's top energy producers, financial institutions, and governments worldwide defend their critical assets from cyber threats. His technical background is in information technology engineering, security operations, and IT governance, risk, and compliance. Marc brings a unique perspective to addressing the threats facing critical infrastructure today. Marc is also the founder of <a href="#">INTERRUPT</a>, a day-long event held in multiple cities that promotes careers and entrepreneurship in cyber security to high school students by sparking their interest, feeding their curiosity, and exploring their ideas. Contact Marc on <a href="#">LinkedIn</a> or <a href="#">Twitter</a>.</p>

## Social Media Presence

Security Ledger reporting and insights prompt engagement with an extensive social media following via [Twitter](#), [LinkedIn](#), [Facebook](#) and [G+](#).

	<p><b>Twitter:</b> Combined audience of ~<b>6,000 Twitter followers</b> (and counting) via <a href="#">@paulfroberts</a>, <a href="#">@securityledger</a> and <a href="#">@secthings</a>. Listed as one of 100 security experts to follow on Twitter (<a href="#">@paulfroberts</a>).</p>
	<p><b>LinkedIn:</b> Top contributor to LinkedIn Groups including Internet of Things, MedSec (medical security), IoT Security, Information Security, etc. Creator: <b>Security of Things</b> LinkedIn Group.</p>
	<p><b>Facebook:</b> reach audience of thousands of security enthusiasts via dedicated Facebook page: <a href="https://facebook.com/secleder">facebook.com/secleder</a>.</p>
	<p><b>Soundcloud:</b> Established Security Ledger channel (<a href="https://soundcloud.com/securityledger">soundcloud.com/securityledger</a>) to offer high quality podcasts and 1:1 interviews with security thought leaders. Currently close to two dozen published audio shows.</p>

## Engagement Opportunities

Engagement	Description	Duration	Cost
<b>Premiere Sponsorship*</b>	Website, newsletter and RSS visibility with monthly engagements (guest blogging, podcasts, webcasts, etc.) Discounted event sponsorship.	6-12 months	\$2,500/month (6 months) \$2,250/month (12 months)
<b>Associate Sponsorship*</b>	Monthly engagements (guest blogging, podcasts, webcasts, etc.) Discounted event sponsorship.	6-12 months	\$2,100/month (6 months) \$2,000/month (12 months)
<b>Supporter Sponsorship*</b>	Website, newsletter and RSS visibility. Discounted event sponsorship.	6-12 months	\$750/month (6 months) \$500/month (12 months)
<b>Sponsored Content</b>	eBooks Feature articles Research reports	n/a	\$3,000 min
<b>Business Writing</b>	Whitepapers Executive writing Blogging Presentations	n/a	\$1,500 min
<b>In-Person Engagement</b>	Keynote presentations and facilitated discussions at industry & company events, client dinners, etc.	n/a	\$750 min**
<b>Sponsored Podcast</b>	Weekly, semi-monthly or monthly sponsored podcasts. Sponsor executives featured, topic to be mutually agreed upon by sponsor and Security Ledger.	3 months (min)	\$1,000 ea.
<b>Sponsored Newsletter &amp; RSS*</b>	Sponsor banner ads in Daily Ledger & Weekly Ledger newsletters. Sponsor ad embedded in Security Ledger RSS feed.	3 months (min)	\$500/month

(\*) billed quarterly | (\*\*) does not include travel, lodging or other expenses

## About The Security of Things Forum

The Security of Things Forum (SECoT) is a day of high-impact education, discussion and debate focused on the technology, policy and business challenges of securing the Internet of Things.

SECoT brings together an audience that includes C-level executives from leading vertical industries (financial services, healthcare, publishing, manufacturing and higher education) with security thought leaders, researchers and IoT stake holders from the technology sector and the world of venture capital.



**Our first event attracted 100 CxOs and IT Pros**

Highlights of the inaugural event in May, 2014 included:

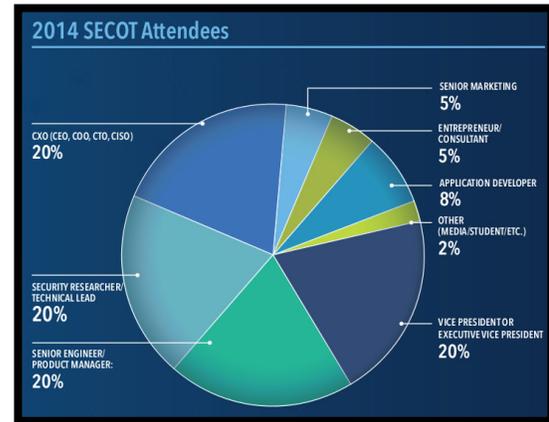
- Seven inaugural sponsors, including top-tier sponsorships by **Cisco Systems** and **Intel Security**.
- **100 registered attendees** – most C-level executives, senior IT professionals and thought leaders.
- Keynote address by **Dan Geer, the CISO of In-Q-Tel** that highlighted some of the security challenges of managing populations of Internet-connected embedded devices.
- High visibility presentations by executives from Cisco and Intel Security
- Panel discussions highlighting the importance of securing Internet of Things devices to the enterprise, the security of embedded devices and the role of venture capital in creating a new generation of IoT security start-ups.
- Extensive coverage in print and online media, as well as social networks. Press coverage included: *CSO*, *Computerworld*, *eWeek*, *TechTarget* (*Searchsecurity.com*), *Boston Business Journal*, *Channelnomics.com*, *IoTWorld*.

The second annual Security of Things Forum is scheduled for September 10, 2015 in Cambridge, Massachusetts. For information on becoming a Security of Things Forum sponsor, contact [paul@securityofthings.com](mailto:paul@securityofthings.com).

## Engagement Opportunities

The Security of Things Forum (SECoT) is a rewarding day of discussion that attracts IT professionals, CxOs and thought leaders from the worlds of academia, technology and finance.

SECoT offers a range of sponsorship opportunities that give your organization the opportunity to engage directly with attendees, speakers and decision makers in an intimate forum. Consider becoming a Security of Things Forum sponsor at one of the following levels.



Six of 10 at SECoT were CxOs or IT pros.

	Presenting Sponsor	Branding Sponsor	Supporter
Branding on conference materials	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Branding on conference audio & video	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
Registration discount code (custom)	50%	30%	10%
Logo on SECoT T-shirt	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Logo on SECoT signage (prominent)	<input checked="" type="checkbox"/>	--	--
Logo on SECoT signage (subordinate)	--	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Promotional item included in SECoT attendee bag	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Web site profile	350 wds	200 wds	75 wds
Podcast	<input checked="" type="checkbox"/>	--	--
Access to conference attendee list	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	--
Table top exhibit space	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	--
Onstage executive/thought leader	<input checked="" type="checkbox"/>	--	--
Full page, 4 color ad in event program	<input checked="" type="checkbox"/>	--	--
Half page, 4-color ad in event program	--	<input checked="" type="checkbox"/>	--
Branding in event program	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Complimentary SECoT Forum passes	8	4	2
Cost:	\$10,000	\$5,000	\$2,500

## Our Sponsors

The challenge faced by innovative companies isn't how to grab eyeballs on line, but how to reach and engage with those select individuals who understand the problem your company solves, and are in a position to act. That is the audience that Box Jump Media delivers to its sponsors: sophisticated, informed and inquisitive readers with an interest in addressing tomorrow's information security challenges – not last year's (or last decade's).

Who are some of these companies? Below is a list of some of the companies who have sponsored The Security Ledger or The Security of Things Forum.

## About Paul Roberts

Paul Roberts is the founder and Editor in Chief of The Security Ledger ([securityledger.com](http://securityledger.com)). Paul is a seasoned reporter, editor and industry analyst with more than a decade of experience covering the information technology security space. His reporting has been featured in



Paul F. Roberts, Editor

numerous publications including **The Christian Science Monitor**, **The Economist Intelligence Unit**, **MIT Technology Review**, and trade publications including **IT World**, **InfoWorld**, **CSO**, **CSO**, **ZDNet** and **Dark Reading**. Paul has appeared on leading news outlets including NPR's [Marketplace Tech Report](#), Al Jazeera America and [The Oprah Show](#).

Paul is a frequently cited subject expert on the cyber security space. He has spoken at leading industry conferences including **InfoSecurity Europe** and **DEFCON** and is listed as one of [100 Security Experts to follow on Twitter](#).

Prior to launching Security Ledger, Paul was as a Senior Analyst in The **451 Group's Enterprise Security Practice**. He held positions as a writer and editor at **Threatpost.com**, **Infoworld.com**, **eWeek.com** and **The IDG News Service**.

Paul has two decades of experience working in the technology field including stints at Cisco Systems, Logica PLC (now CGI) and SteelPoint Technologies (now part of HP).

## Contact

For more information on underwriting and engagement opportunities with any of Box Jump Media's online properties, feel free to contact:

### Paul Roberts

President

[paul@boxjumpllc.com](mailto:paul@boxjumpllc.com)

### Anna Kelly

Business Manager

[anna@securityledger.com](mailto:anna@securityledger.com)

# Sponsorship Agreement

Sponsor Details									
Sponsor Name:									
Sponsor Address:									
	City: State: Zip:								
Contact Name:									
Contact E-mail:									
Contact Phone:									
Campaign Details									
Campaign Type:									
Premiere	<input type="checkbox"/> 6 months <input type="checkbox"/> 12 months								
Associate	<input type="checkbox"/> 6 months <input type="checkbox"/> 12 months								
Supporter	<input type="checkbox"/> 6 months <input type="checkbox"/> 12 months								
Campaign Term:	Start Date: _____ End Date: _____								
Amount Due:	\$____.00 /month Total Campaign Cost: \$____.00								
Approval									
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This Sponsorship Agreement (the "Agreement") sets forth the terms and conditions for Sponsor's Campaign with **Box Jump LLC**. Sponsor agrees that it has read and accepts the terms set forth on ALL pages of this Agreement.

## Terms & Conditions

Sponsor will be invoiced by BOX JUMP LLC for the Total Campaign Cost as indicated in the *Sponsorship Agreement*. Sponsors are billed quarterly and all invoices are net 30 days. If Sponsor fails to pay on time, in addition to any other remedies available to BOX JUMP, it may choose not to run the Sponsor Artwork on Security Ledger for the duration of the Campaign.

Although BOX JUMP will use reasonable business efforts to carry out the terms hereof, BOX JUMP's inability to begin or complete its obligations hereunder due to circumstances beyond BOX JUMP's control, including without limitation, technical difficulties, system failures, acts of God and emergencies shall not render BOX JUMP responsible for any expenses, losses or damages of Sponsor beyond the actual amount paid by Sponsor to BOX JUMP LLC.

The Sponsor agrees that in the event that BOX JUMP commits any act, error, or omission in the acceptance or publication of the Sponsor Artwork, including failure to publish, for which BOX JUMP is found to be held legally responsible, BOX JUMP's liability will in no event exceed the amount of the Total Campaign Fee in the *Sponsorship Agreement* of this Agreement and further agrees that BOX JUMP will not under any circumstance be responsible for indirect, special, incidental or consequential damages of any kind, including without limitation, lost income or profits.

This Agreement constitutes the entire agreement between the Sponsor and BOX JUMP and there are no representations, warranties, or terms pertaining to the subject matter hereof except as expressly set forth herein. This Agreement may not be altered, amended or modified, nor may any provision or obligation hereunder be waived except in writing signed by the party to be bound. This Agreement shall apply to any renewal or extension of this Campaign, unless otherwise agreed in writing by the parties.

This Agreement and any dispute arising under or relating to it shall in all respects be construed in accordance with and governed by the laws of the Commonwealth of Massachusetts (without reference to its laws or principles relating to conflicts of laws.) The parties agree that the state and federal courts of Massachusetts shall be the exclusive venue and shall have exclusive jurisdiction for the resolution of any and all disputes arising under or relating to this Agreement and documents in connection herewith, and both parties agree to submit to the personal jurisdiction of such court

# Campaign Specifications

For the purposes of this Agreement, "Sponsor Artwork" refers to any printed or electronic materials required by SECURITY LEDGER to fulfill this Agreement. "Sponsor Artwork Deadline" is the date stated on *Sponsorship Agreement* when all Sponsor Artwork must be in SECURITY LEDGER's possession. "Specifications" refers to SECURITY LEDGER's Specifications for all Sponsor Artwork in effect during the term of this Agreement. The term "Campaign" refers to the placement of Sponsor Artwork in certain sections of the Security Ledger, a web site and email focusing on computer security news and analysis, both of which are developed and maintained by SECURITY LEDGER. The following chart describes the placements contemplated in this Agreement.

Engagement	Premiere	Associate	Supporter	Details
<b>Monthly Engagement*</b>	⊙	⊙		Examples: weekly blog post, semi-monthly podcast, webinars, in person events, sponsored paper.
<b>Thought Leadership</b>	⊙	⊙		Contributed articles by thought leaders selected by the sponsor. All posts subject to editorial approval by Security Ledger.
(*) Engagement to be agreed upon between Security Ledger and sponsor.				

Website	Premiere	Associate	Supporter	Artwork
<b>Premiere Leader Board</b> (970 x 90) Rotating placement with other Premiere sponsors in top-of-page on home page	⊙			Randomized & weighted with other Premiere-level sponsors
<b>Sidebar</b> (180 x 150) Rotating placement with other Premiere sponsors in top right column position of home page	⊙		⊙	Randomized & weighted with other Premiere-level sponsors
<b>Supporter Leader Board</b> (728 x 90) Rotating placement with other associate sponsors in top-of-page content postings			⊙	Randomized & weighted with other Supporter-level sponsors
<b>Logo with link</b> -permanent placement in footer. Premiere, Associate and Supporter sponsors identified.	⊙	⊙	⊙	Permanent placement
<b>Sponsor showcase</b> Dedicated page showcasing sponsors logos with short description.	⊙	⊙	⊙	Permanent placement

Daily E-Mail (M-F) and RSS	Premiere	Associate	Supporter
<b>Full banner:</b> Inline placement (728 x 90) Rotating placement after content postings	⊙		⊙
<b>Text links:</b> Appear in RSS feed (Premiere sponsors receive top placement)	⊙		⊙

## Sponsor Artwork

Maximum file size is the same for static, animated or rich media. SECURITY LEDGER may change its required Specifications from time to time by notice to Sponsor. JPEG, GIF, PNG and Flash formats are all acceptable for use on securityledger.com. JPEG, GIF and PNG are accepted for email.

Sponsor shall provide all Sponsor Artwork required in its Campaign, in full conformity with the Specifications, on or before the Sponsor Artwork Deadline. Sponsor shall be allowed to update any piece of Sponsor Artwork once per month during the Campaign's duration. Updated Sponsor Artwork must be submitted at least 5 business days prior to the date on which the Sponsor requests that SECURITY LEDGER display updated Sponsor Artwork.

Sponsor agrees that its failure to provide all such Sponsor Artwork on or before the Sponsor Artwork Deadline shall not affect Sponsor's obligations to pay SECURITY LEDGER for the period from the Campaign Start Date through the Campaign End Date indicated in the *Sponsorship Agreement*.

Should any approvals be required for Sponsor's delivery of Sponsor Artwork, Sponsor shall provide such approvals in a timely and responsive manner. All Sponsor Artwork should be submitted via email to Paul Roberts, Editor, Security Ledger at: [paul@securityledger.com](mailto:paul@securityledger.com)

Sponsor represents and warrants that nothing contained in the Sponsor Artwork a) makes false or unwarranted claims, b) is illegal, obscene, libelous, defamatory, or otherwise in violation of any law or regulation, and/or c) infringes upon others' intellectual property rights. Sponsor represents and warrants that it is authorized and possesses all of the necessary rights to utilize in the manner contemplated by this Agreement, the entire content and subject matter it submits as Sponsor Artwork.

Sponsor Artwork	Size	Max Initial File Load Size
<b>Premiere Leader Board</b>	970 x 90	40k
<b>    Sidebar</b>	180 x150	40k
<b>Supporter Leader Board</b>	728 x 90	40k
<b>    Logo with link</b>	120 x 60	30k
<b>    Showcase - Premiere</b>	240 x 120	30k
<b>    Showcase – Associate</b>	240 x 120	30k
<b>    Showcase - Supporter</b>	120 x 60	30k