MEDIA KIT 2016

SPONSORSHIP & THOUGHT LEADERSHIP

Voted one of the top 100 Internet of Things brands by Onalytica Security Ledger covers the length and breadth of the information security space, focusing on the issues, people and companies that will shape the next technology revolution: The Internet of Things.
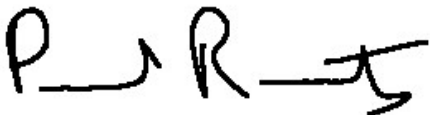
A MESSAGE FROM PAUL

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**. 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.

We recognize that there are many outlets for you to spend your media buying dollars. Our online properties and 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. If, after reviewing this document, you have any questions or would like more information, feel free to contact me at: paul@boxjumpllc.com to discuss our offerings and opportunities to work together. I look forward to hearing from you.

Sincerely,

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. Under the direction of Founder & Editor in Chief 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 Onalytica, 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 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.

- **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.

- **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.

THOUGHT LEADERSHIP

Contributed Article/ $2,000

Once per month contributed, thought leadership post. Includes:

Branding online (securityledger.com)

- *Monthly thought leadership post from subject matter expert or executive.*
- *Quarterly contributed SL article/blog post to sponsor blog or web site.*
- *Site sponsorship including visibility on securityledger.com main page and in-story pages as well as mentions on social media.*
- *Discounted rates on projects and events.*
- *Billed monthly.*

Sponsored Content

Work with Security Ledger's editorial and events team to craft custom sponsored content.

- *Feature articles, eBooks, long form reports and research.*
- *High quality and tailored sponsored content is a great source of leads and thought leadership.*
- *Contact Security Ledger to discuss your sponsored content ideas and needs.*

Custom Events

Work with Security Ledger's editorial and events team to craft a custom breakfast, lunch, dinner or half or full day event.

Custom events are a great way to get your message out to a select audience of executives, decision makers and influencers and cultivate discussion and engagement in an environment that enhances your brand and message. Contact Security Ledger to discuss your custom event ideas or interests.

SITE SPONSORSHIP

Premiere / $2,250

Our top-tier sponsorship. Sponsor visibility across securityledger.com, newsletter and RSS feed as well as monthly contributed, thought leadership post. Includes:

- *Branding: banner, sidebar and in-story ads on securityledger.com*
- *Monthly thought leadership post from subject matter expert or executive*
- *Quarterly contributed article/blog post to sponsor*
- *Social media promotion of sponsor.*
- *Discounted rates on projects and events.*
- *Billed monthly*

Associate / $1,000

As an Associate Sponsor, you get visibility across securityledger.com, newsletter and RSS feeds:

- *Branding: banner, sidebar and in-story ads on securityledger.com*
- *Social media promotion of sponsor.*
- *Discounted rates on projects and events.*
- *Billed monthly*

Podcast / $1,000

Once per month podcast sponsorship. Includes:

- *Branding online (securityledger.com, Soundcloud.com)*
- *Verbal mention/thanks in introduction, midway and at conclusion of podcast.*
- *Once per quarter dedicated podcast with sponsor thought leader or executive on mutually agreed topic.*
- *Discounted rates on projects and events.*
- *Billed monthly*

Newsletter & RSS / $500

Sponsor banner ad included in Daily & Weekly Ledger e-mail newsletters and RSS feed. Sponsorship includes:

- *Sponsor banner in Daily & Weekly Ledger email messages*
- *Sponsor content (though leadership, news item) in Weekly Ledger*
- *Branding (sponsor listing on securityledger.com)*
- *Discounted rates on events.*
- *Audience of thousands of subscribers.*

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? Here are some of the companies who have sponsored The Security Ledger.