



MEDIA KIT & ADVISORY SERVICES

the security ledger



A MESSAGE FROM PAUL

Thank you for your interest in Box Jump LLC and our family of websites 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.

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 information security: 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 our sales and account manager Trecia Naraine (trecia@securityledger.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 'PFR', located below the 'Sincerely,' text.

Paul F. Roberts, President
Box Jump Media LLC

THE SECURITY LEDGER DIFFERENCE

Security Ledger publishes outstanding original editorial content for a discerning audience of CxOs, IT professionals and decision makers.

Voted a Top 100 information security blog by Feedspot and a Top 100 IOT brand by the firm Onalytica, The Security Ledger is recognized as a leading, independent site covering the IT security space.

Our stories are frequently featured in leading technology forums, including Slashdot.org, Hacker News and Reddit, and cited by mainstream media outlets including CNN, FOX News, Ars Technica, Forbes and Wired.

Security Ledger works with top information technology and information security brands to craft outstanding editorial content for a sophisticated audience of IT professionals and decision-makers. Each week, Security Ledger reaches thousands of IT professionals, security enthusiasts, and technophiles.

Our reporting, podcasts, videos and webinars explore the constellation of issues that shape security on the Internet of Things, including cloud security, embedded device security, software supply chain risk, security automation, machine learning and advanced cyber threats.

65,000+

PODCAST DOWNLOADS



10,000+

TWITTER FOLLOWERS



4,700+

LINKEDIN FOLLOWERS



The Security Ledger is...

Reporting and Analysis

Insightful reporting and analysis of information security news to thousands of daily visitors to securityledger.com

Daily & Weekly Newsletters

Curated cyber security news feeds delivered to our email newsletter subscribers

Podcasts and Webcasts

Weekly interviews, discussions, and debates with information security experts, executives, researchers, and policymakers

Reports and E-Books

In-depth, long-form research reports and electronic books that explore the most pressing issues in information security

THOUGHT LEADERSHIP

Collaborate with Security Ledger to produce one-of-a-kind editorial content.

Leading Edge Reports

Collaborate with Security Ledger to produce one of a kind editorial content including sidebars, dedicated blog posts, webcasts and podcasts.

Leading Edge Reports examine emerging issue in the information security space.

This once-per-quarter, exclusive branding opportunity includes:

- Brainstorming session with Security Ledger's editorial staff to identify and shape a winning, newsworthy report topic
- Sponsor branding on final report
- Sponsor input during research and writing
- Sponsor Subject Matter Expert (SME) included in report
- Dedicated sponsor-specific sidebar content
- Featured blog post on report on Security Ledger, including sponsor branding and link to download

- Webcast with sponsor executive (See webcast information for full details)
- Featured blog post on webcast on Security Ledger, including sponsor branding and link to download
- Dedicated Security Ledger email blast with link to download
- Custom podcast to discuss report with sponsor executive
- Featured blog post on custom podcast on Security Ledger, including sponsor branding and link to download
- Shared download/registration page to capture leads
- Coordinated promotion via social media
- Detailed metrics on campaign performance including page views and social media engagement

Program Cost: \$20,000

THOUGHT LEADERSHIP (CONTINUED.)

Thought Leader Article

Your executives and technical experts have amazing insights into emerging trends and the cyber security stories of the day. Let Security Ledger's editorial staff work with your team to produce customized articles bylined by your executives, researchers and subject matter experts.

This branding opportunity includes:

- Initial kick-off call with executive per topic and follow up calls
- Expert input from Security Ledger editorial team to determine topic and conceptual headline
- Interview(s) with sponsor's customer or subject matter expert as needed
- Article posted under Security Ledger's Expert Insights tab
- Brand promotion in Security Ledger's Daily Ledger and Weekly Ledger email newsletters

Program Cost: \$2,000

Custom Podcast

Work with Security Ledger's editorial team to produce a dedicated Security Ledger-branded podcast that highlights your brand and message.

This branding opportunity includes:

- Dedicated 20 to 30 minute podcast
- Sponsor branding on podcast specific post with top most banner (728 x 90)
- Brand promotion in Security Ledger's Daily Ledger and Weekly Ledger email newsletters
- Verbal recognition in podcast introduction, midway and conclusion
- Social media promotion
- Podcast posted under Security Ledger's Podcast tab
- Detailed one-month download report

Program Cost: \$2,700

EXCLUSIVE SPONSORSHIP OPPORTUNITIES

Exclusive Sponsorship Black Hat Podcasts

Security Ledger offer two Podcast Sponsorship opportunities timed to coincide with the BlackHat Briefings in Las Vegas. Sponsors will receive a dedicated 10 to 15 minute interview segment as well as sponsor recognition at introduction, midway and conclusion of the Black Hat podcast.

This branding opportunity includes:

- Exclusive sponsorship of show-opener podcast the week of BlackHat and/or show-wrapup the week after Blackhat
- Sponsor branding on podcast specific post with top most banner (728 x 90) sidebar. *Sponsor provides creative; sponsor can promote on their site.*
- Brand promotion in Security Ledger's Daily Ledger and Weekly Ledger email newsletters
- Verbal recognition in podcast introduction, midway, and conclusion
- Social media promotion
- Podcast posted under Security Ledger's Podcast tab indefinitely
- Detailed one month download report

Program Cost: \$3,000

Exclusive Sponsorship RSA Podcasts

Security Ledger offers two Podcast Sponsorship opportunities, timed to coincide with the RSA Conference in San Francisco. Sponsors will receive a dedicated 10 to 15 minute interview segment as well as sponsor recognition at introduction, midway and conclusion of the RSA podcast.

This branding opportunity includes:

- Exclusive sponsorship of show-opener podcast the week of RSA and/or show-wrapup the week after RSA
- Sponsor branding on podcast specific post with top most banner (728 x 90) sidebar. *Sponsor provides creative; sponsor can promote on their site.*
- Brand promotion in Security Ledger's Daily Ledger and Weekly Ledger email newsletters
- Verbal recognition in podcast introduction, midway, and conclusion
- Social media promotion
- Podcast posted under Security Ledger's Podcast tab indefinitely
- Detailed one month download report

Program Cost: \$3,000

PODCASTS & WEBINARS

Weekly Podcast

Sponsors of our weekly podcast receive a dedicated, 10 to 15 minute interview within a segment of our weekly Security Ledger Podcast.

This branding opportunity includes:

- Sponsor mention and recognition during introduction, midpoint, and at the conclusion of the weekly podcast.
- Sponsor branding on podcast specific post with top most banner (728 x 90)
- Promoted in Security Ledger's Daily Ledger and Weekly Ledger email newsletters
- Verbal recognition in podcast introduction, midway, and conclusion
- Social media promotion
- Podcast posted under Security Ledger's Podcast tab
- Detailed one month download report

Program Cost: \$1,700

Webinar Package

Security Ledger's editorial team will work with your organization to identify and recruit guests including independent subject matter experts.

This branding opportunity includes:

- Live or pre-recorded 1-hour webcast Moderated by Paul Roberts. *Sponsor will host and own all rights to the webcast.*
- Sponsor branding on webcast specific post with top most banner (728 x 90) and sidebar (300 x 250) with in-story links on Security Ledger
- 45-minute consultation to develop webcast topic
- 45-minute dry run
- Promotion via Security Ledger custom email blast and social media
- Promotion via Security Ledger's Daily Ledger and Weekly Ledger email newsletters
- Webinar posted under Security Ledger's Webinar tab

Program Cost: \$7,500

STRATEGIC POSITIONING

Executive Thought Leader Post

Contributed articles bylined by your executives, thought leaders and subject matter experts. Security Ledger is the stage for thought-provoking articles and opinion pieces written by your executives, researchers, security leads and others.

This branding opportunity includes:

- Thought leadership post from subject matter expert or executive
- Distinct Security Ledger byline and bio for author
- Exclusive branding sponsor banner ad accompanies post on Security Ledger (728 x 90)
- Promotion in Security Ledger's Daily Ledger and Weekly Ledger email newsletters
- Thought leadership Post on Security Ledger's Expert Insight tab

Program Cost: \$1,000

Custom Whitepaper

In collaboration with Sponsor, Security Ledger will produce a whitepaper based on a determined topic. Security Ledger will work with Sponsor to provide advice, research, design and content.

This branding opportunity includes:

- Collaboration to determine whitepaper topic
- Promotion in Security Ledger's Daily Ledger and Weekly Ledger email newsletters
- Brief article introducing whitepaper to go with posting on Security Ledger
- Design and content creation of whitepaper in conjunction with sponsor's marketing team (up to 8 pages including graphics and images)
- Exclusive branding sponsor banner ad accompanies post on Security Ledger (728 x 90)
- Whitepaper remains on site

Program Cost: \$8,000

EVENT COVERAGE

You put an amazing agenda together for your customer summit, partner gathering or industry event. Now you need to make your executives and your brand get attention.

Security Ledger Event Coverage

Security Ledger offers custom event coverage packages that will help your event reach a broad audience of information technology professionals.

Work with Security Ledger to strategically position your company event. Our reporters will go on site to get the word out on your newsworthy content. We will provide social media promotion and news coverage of keynotes, and we'll interview executives, customers, expert speakers and more. *

This branding opportunity includes:

- Planning call with Security Ledger
- Social media promotion before, during and after event.
- Security Ledger blog post before, during and after event.

- Interviews with executives and/or clients for post-event article.
- Promotion on Security Ledger's Daily Ledger and Weekly Ledger email newsletters
- Other coverage options include custom podcast, video interview, and panel moderation.

Program Cost: \$5,500

*Does not include travel and accommodations

EXCLUSIVE BRANDING

Premiere Site Sponsorship

Our exclusive website sponsorship. The Premiere sponsor will receive visibility across securityledger.com as well as a monthly contributed thought leadership post, sponsorship of a weekly Security Ledger Podcast and branding via background graphic on the site.

This branding opportunity includes:

- Exclusive banner ad placement (728 x 90) at top of SecurityLedger.com (100 SOV)
- Exclusive sidebar ad placement (300 x 250) SecurityLedger.com (100 SOV)
- Thought leadership post from subject matter expert or executive including in-article branding. See Executive Thought Leader Post for more information.
- Once-per-month Security Ledger Weekly Podcast. See Weekly Podcast for information.

Program Cost: **\$5,000**

Email Newsletters

Security Ledger email newsletters reach an audience of thousands of subscribers every week.

Sponsor our Daily Ledger news roundup and/or the Weekly Ledger curated cyber security newsletter. Email newsletter sponsorships are monthly and sponsor can change creative as needed.

This branding opportunity includes:

- Ad placement in Security Ledger email newsletter at top position (640 x 480)
- Ad placement in Security Ledger email newsletter at middle position (649 x 480)

Program Cost: **\$1,500**

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OUR SPONSORS

Security Ledger serves a sophisticated audience of IT professionals and security subject experts. If you have something to say about information technology, cyber security, privacy or data protection, consider joining these leading firms by becoming a Security Ledger sponsor:

RSA

LastPass...

**TRUSTED[®]
COMPUTING
GROUP**

 **LOOKING GLASS**

 **Signal Sciences**

 **digicert[®]**

cyber  **GRX**

 **FLASHPOINT**

RAPID7

SYNOPSIS[®]

VERACODE

For more information

Contact Security Ledger to discuss your sponsored content ideas and needs.

Trecia Naraine

Sales and Account Management

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