

# DIGITAL ADVERTISING MEDIA KIT

**7x24**  
**Change**<sup>®</sup>  
INTERNATIONAL

The end-to-end reliability forum.™

[www.7x24exchange.org](http://www.7x24exchange.org)



## About 7x24 Exchange International

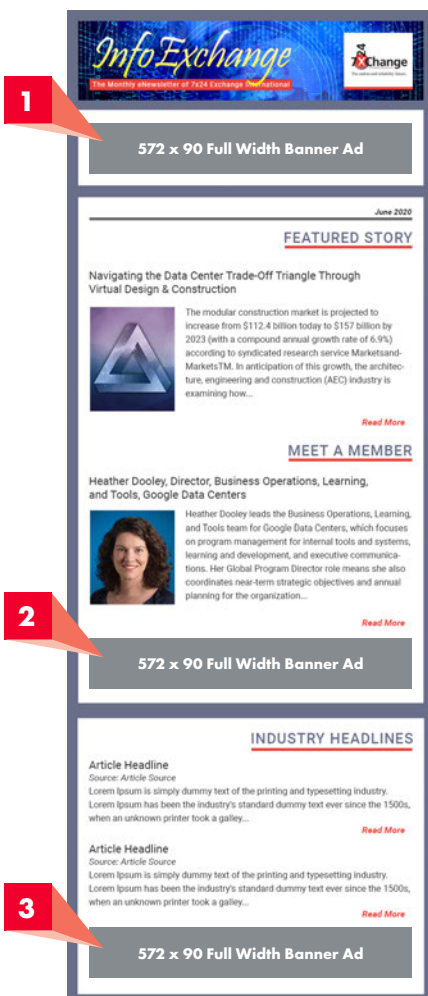
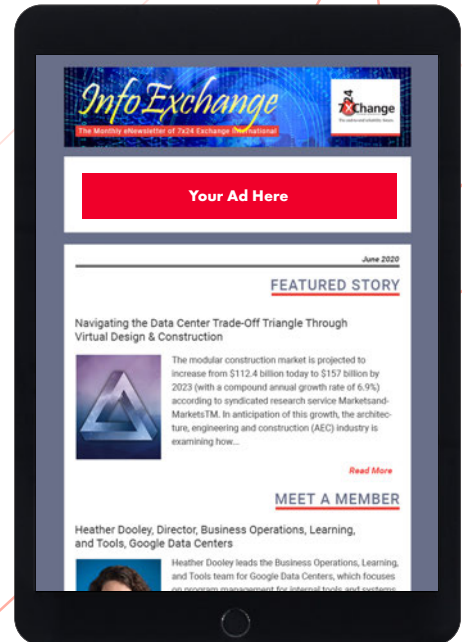
7x24 Exchange International is a not-for-profit organization that provides an educational forum focusing on challenges faced by mission critical industry professionals. Founded in 1989 by a group of industry visionaries, 7x24 Exchange International has grown to include over 300 member companies and 27 chapters. Members are as diverse as the industry itself and include firms within industries such as aerospace, energy, financial services, government, healthcare, pharmaceuticals, manufacturing, media, technology, and more. Through the expertise of its active membership, 7x24 Exchange International is a leading provider of conferences enabling collaboration and knowledge sharing amongst industry professionals. 7x24 Exchange International is committed to addressing the challenges of energy efficiency and sustainability, providing continued value to member companies and conference participants and giving back through its social responsibility initiative.

# INFO EXCHANGE eNEWSLETTER

Now more than ever, professionals consume information on the go. The Info Exchange eNewsletter allows members to stay informed about timely data center industry topics news whether they are in the office or on the road.

## Enjoy the benefits of a targeted eNewsletter:

- Delivers your message directly to the inbox of 3,400 decision-makers on a monthly basis
- In addition to 7x24 Exchange International members, professionals in the market for your products and services see your message
- Frequently forwarded to others for additional exposure
- Directs visitors to the landing page of your choice to facilitate the purchasing process
- Archives are accessible for unlimited online viewing
- Limited available ad space makes each position exclusive



## 1. RECTANGLE ROW 1

1 Month | \$3,500  
572 x 90 pixels  
jpg or png file format

## 2. RECTANGLE ROW 2

1 Month | \$2,500  
572 x 90 pixels  
jpg or png file format

## 3. RECTANGLE ROW 3

1 Month | \$1,850  
572 x 90 pixels  
jpg or png file format

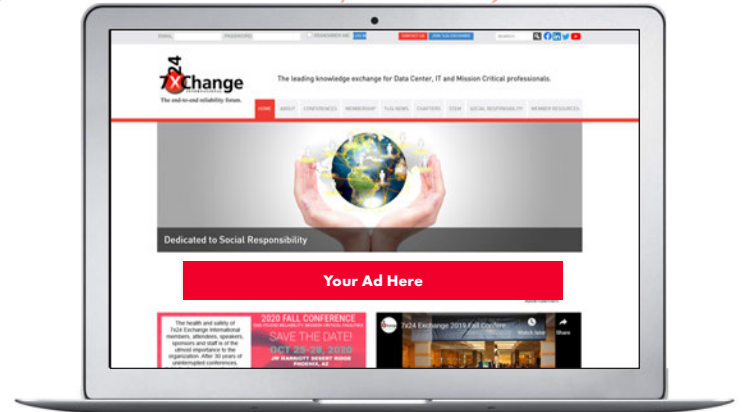
Distributed Monthly

# WWW.7X24EXCHANGE.ORG

Advertising on the 7x24 Exchange website is a great way to reach member and non-member visitors and reinforce your marketing message. Visitors log on to 7x24 Exchange website to learn about upcoming association events, discover ways to maximize their membership. Advertising on the 7x24 Exchange website offers several cost-effective opportunities to position your company as a leader in front of an influential group of data center industry professionals.

## Features of website advertising:

- Directs visitors to the landing page of your choice to expedite purchases
- Year-round visibility reinforces brand recognition
- Allows dynamic, time-sensitive promotion
- Stand out: We limit ads on the 7x24 Exchange website so your business is sure to be noticed
- Cultivate a presence as a trusted association affiliate. Our long-term ad contracts translate to increased brand recognition for your business
- Help your buyers choose you: Direct visitors to the promotion, blog post, product info



## 1. LARGE LEADERBOARD AD

1 Month | \$4,500  
(970 x 90 Pixels)  
jpg, png or gif file format

## 2. CHANNEL AD

1 Month | \$1,750  
(530 x 330 Pixels)  
jpg, png or gif file format

Up to 3 channel ads per advertiser.  
Page options: About, Conferences, News, Chapters, STEM, Social Responsibility and Member Resources

50k maximum file size for a single image or up to 100k for multiple image frames in an animated GIF. No more than 3 frames in an animated GIF.

Advertisers will be provided with monthly traffic statistics, including the number of times the page was loaded and the number of clicks on the ad. Advertisers are also welcome to provide their own ad tracking URLs.

# 7X24 EXCHANGE MAGAZINE

Advertisers interested in placing an ad may email an insertion order to 7x24 Exchange at tara@7x24exchange.org or fax to 212.645.1147

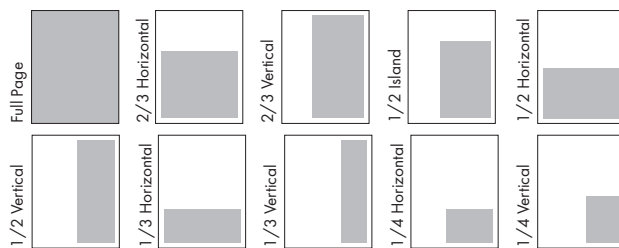
## AD RATES

Size	1X	2X
Full Page	\$2,400	\$2,200
2/3 Page	2,000	1,900
1/2 Page Island	1,800	1,700
1/2 Page	1,600	1,500
1/3 Page	1,500	1,450
1/4 Page	1,400	1,350

## COVERS & PREMIUM POSITIONS

Size	1X	2X
DPS	\$5,000	\$4,500
2nd / 3rd Cover	2,500	2,200
4th Cover	3,500	2,750

## 8.5" X 11" MECHANICAL REQUIREMENTS



## OTHER RATE

Position Guarantee: 15% premium

## AD DIMENSIONS

Size	Width	Length
Spread Page	17"	11"
Full Page	8.5"	11"
2/3 Horizontal	7.5"	6.5"
2/3 Vertical	5"	10"
1/2 Island	4.875"	7.5"
1/2 Horizontal	7.5"	4.875"
1/2 Vertical	3.625"	10"
1/3 Horizontal	7.5"	3.25"
1/3 Vertical	2.5"	10"
1/4 Horizontal	4.5"	3.25"
1/4 Vertical	3.25"	4.5"

Press optimized PDF, EPS, JPEG or TIFF accepted.  
Fonts must be embedded or outlined.

# 2020 INSERTION ORDER



Company \_\_\_\_\_ Date \_\_\_\_\_  
 Media Company (if appropriate) \_\_\_\_\_  
 Advertising Contact \_\_\_\_\_ Email \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
 Phone \_\_\_\_\_ Fax \_\_\_\_\_

## RESERVE DIGITAL AD SPACE:

### Info Exchange eNewsletter

The eNewsletter is published the 2nd week of the month. Closing date for booking is the 4th with materials due on the 11th.

	Jan	Feb	Mar	Apr	May	June	July	Aug	Sep	Oct	Nov	Dec
Row 1												
Row 2												
Row 3												

Number of Banner ads \_\_\_\_\_ Price per ad \_\_\_\_\_ Total cost \_\_\_\_\_

Non-members add 25% to all rates.

### www.7x24Exchange.org

Website ads run for a calendar month. Closing date for booking is 20th of the previous month, with materials due on the 24th.

	Jan	Feb	Mar	Apr	May	June	July	Aug	Sep	Oct	Nov	Dec
Large Leaderboard												
Channel												

Number of Large Leaderboard ads \_\_\_\_\_ Price per ad \_\_\_\_\_ Total cost \_\_\_\_\_

Number of Channel ads \_\_\_\_\_ Price per ad \_\_\_\_\_ Total cost \_\_\_\_\_

Non-members add 25% to all rates.

Digital Ads must be paid **in advance** of the placement.  Charge my credit card  Invoice me **TOTAL:** \_\_\_\_\_

### 7x24 Exchange Digital Magazine

Ads will be invoiced (or credit card charged) **upon publication** of each issue.  Charge my credit card  Invoice me

Issue	DPS	2nd/3rd Cover	4th Cover	Full Page	2/3 Page	1/2 Page Island	1/2 Page	1/3 Page	1/4 Page	Materials Due
Spring										February 12
Fall										August 19

Non-members add 25% to all rates.

## CONTRACT

This Insertion Order is a contract between 7x24 Exchange International and the advertiser. Advertisements will not be placed without a fully completed and signed Insertion order. Digital ads must be paid **in advance** of the placement and require 7x24 Exchange approval. All prices are net to 7x24 Exchange International and do not include any additional Agency Fee. Agency Fees must be paid by advertiser. Your signature below indicates you have read and accept the advertising guidelines and payment policies published in the 7x24 Exchange International Media Kit.

Advertiser's First/Last Name \_\_\_\_\_ Company Name \_\_\_\_\_

Advertiser's Signature \_\_\_\_\_ Date \_\_\_\_\_

## BILLING INFORMATION

Company responsible for payment \_\_\_\_\_

Contact Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Email \_\_\_\_\_ Phone \_\_\_\_\_

Please email invoice to: \_\_\_\_\_

Please charge my credit card

**Cancellation terms:** Special placement and multiple-insertion contracts cannot be cancelled. For single-insertion contracts, neither Advertiser nor its agency may cancel advertising after closing date. If for any reason ad materials are not received by the published materials-due date, Publisher reserves the right to repeat a former ad at full rate or charge Advertiser for the cost of space reserved.

**Indemnification:** Advertiser agrees to abide by all 7x24 Exchange International advertising terms. Advertiser agrees to hold 7x24 Exchange International harmless against all liability resulting from the publication of advertising material furnished by Advertiser, including Publisher's expenses of defending against any such claims.

Email Insertion Order to Tara Oehlmann: tara@7x24exchange.org. Questions? 646-486-3818 x104.