



## Advertising & Media Kit

## Who We Are

AOTMP®, the Association of Telecom, Mobility, and IT Management Professionals, is a membership organization dedicated to serving all industry professionals. The association's mission is to lead the telecom, mobility, and IT management industry into the future by connecting, educating, and advancing industry professionals across the globe.



## What We Do

AOTMP® evolves the industry and its professionals with memberships, training, certifications, best practices, events, and advisory relationships that optimize business results.

We are working together to support the 10 million+ telecom, mobility, and IT professionals worldwide while bringing more value and impact to our respective organizations.

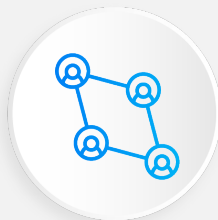
# How We Help YOU!

Your marketing plan defines the path to your goals and guides your decisions throughout the year. AOTMP® is the industry association to trust with your advertising message. We will work together to develop customized, integrated marketing campaigns that meet the objectives of your organization.

We've got all the media outlets your marketing strategy demands.



AOTMP® Insights Magazine



Events



AOTMP® University

# Our Audience Is Educated & Informed



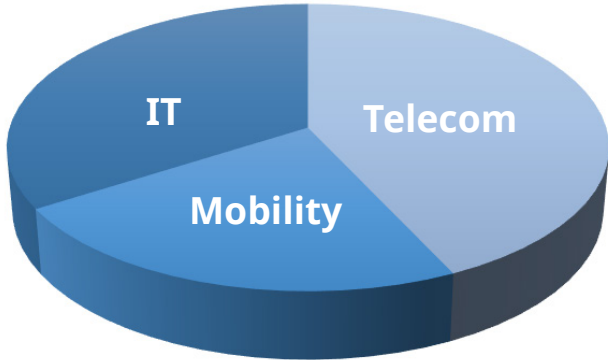
## Job Titles



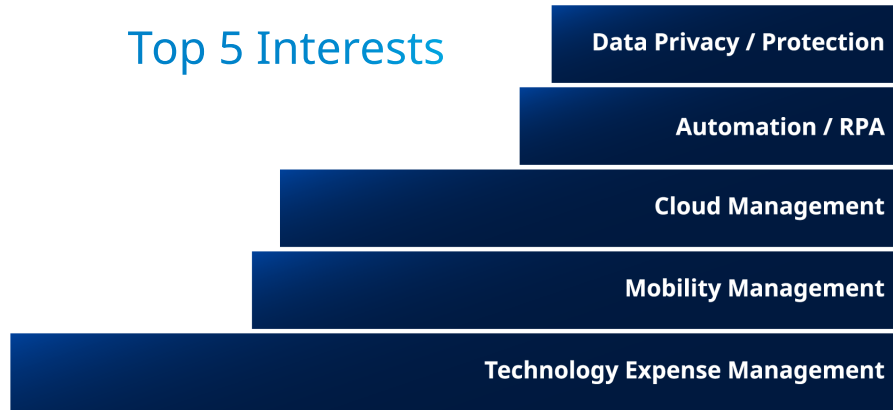
## Subject Matter Experts



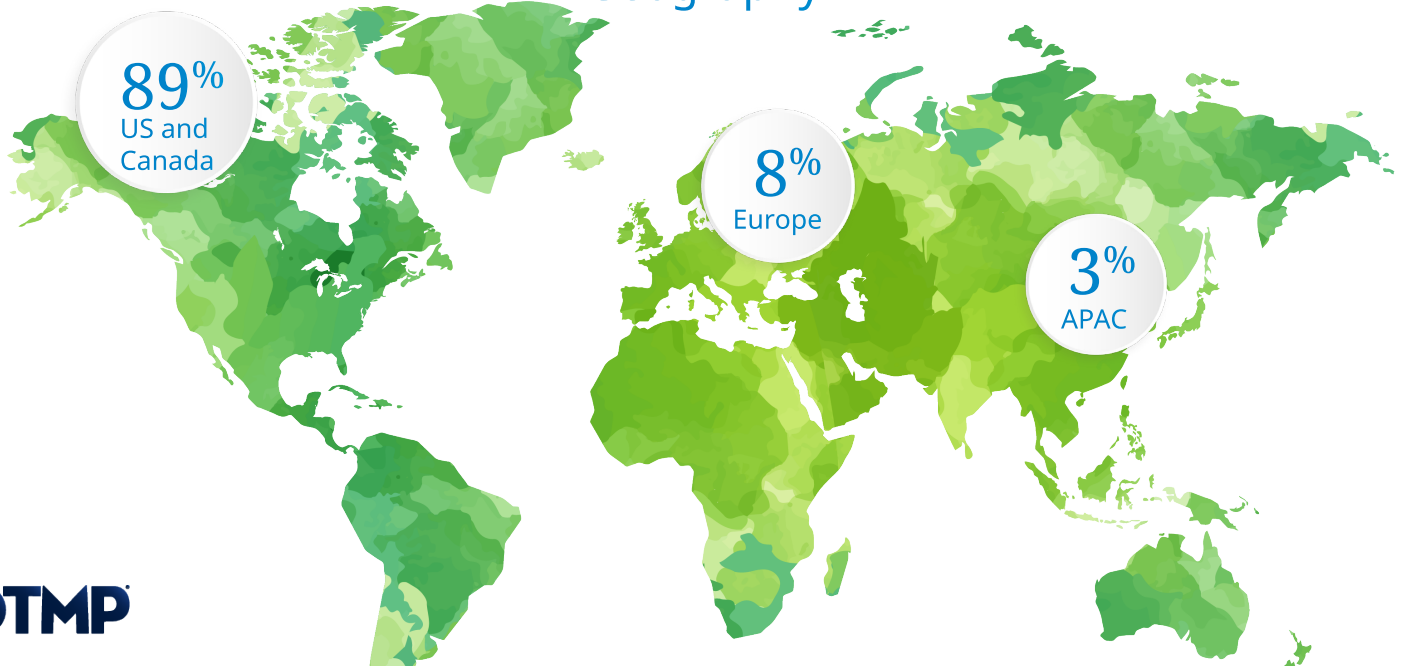
## Industry



## Top 5 Interests



## Geography



# AOTMP® Insights

AOTMP® produces a monthly digital publication called AOTMP® Insights. This digital publication highlights thought leadership across a wide variety of telecom, mobility, and IT management topics and distributed via email to 70,000+ telecom, mobility, and IT management professionals.

There are 4 great ways to tap into this targeted, engaged audience:

1

## Insights Magazine Ad Placements

- Ads available in quarter page, half page, full page, and two page spread
- Artwork provided by customer



### Advertising Rates:

1x Digital Advertisement	Member Pricing:	Non - Member Pricing:
Full Spread .....	\$2,700 .....	\$3,000
Full Page .....	\$1,350 .....	\$1,500
1/2 Page .....	\$1,125 .....	\$1,250
1/4 Page .....	\$900 .....	\$1,000
1/6 Page .....	\$675 .....	\$750
Inside Front Cover .....	\$3,150 .....	\$3,500
Back Cover .....	\$1,575 .....	\$1,750
Video Ad - Full Page .....	\$1,710 .....	\$1,900
Video Ad - 1/2 Page .....	\$1,485 .....	\$1,650

### Advertising Dimensions:

Full Spread .....	11H x 17w
Full Page .....	11H x 8.5w
1/2 Page .....	5.5H x 8.5w
1/4 Page .....	2.75H x 8.5w
1/6 Page .....	1.83H x 8.5w

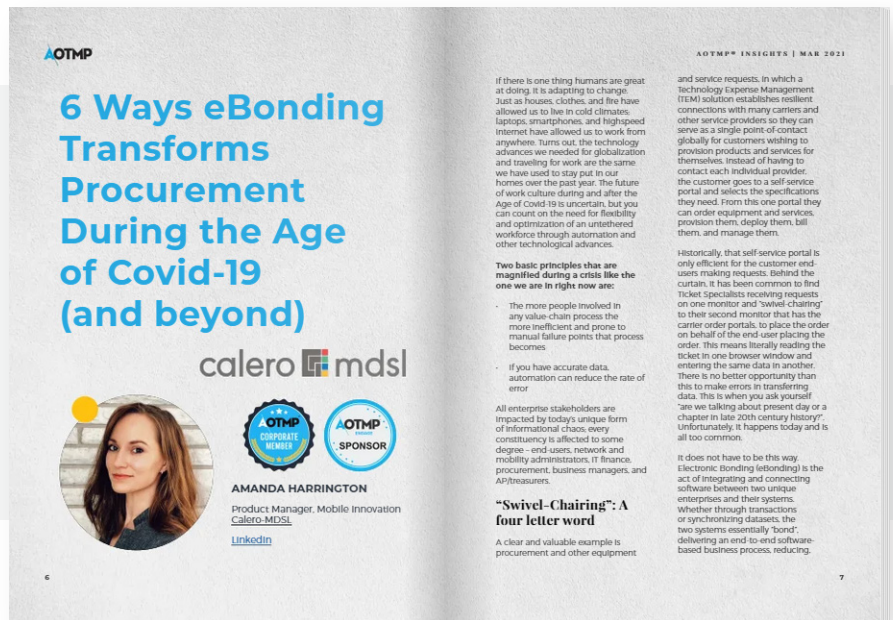
## 2 Insights Articles

Position yourself as an industry thought leader in AOTMP® Insights!

This distinctive feature article provides companies with a high-quality two-page feature article. The two-page article, which will appear in a targeted monthly issue of AOTMP® Insights, is a highly visible way to demonstrate corporate expertise in defining and solving problems to an audience that is receptive to new ideas, unique solutions, and advancing technology. Includes a FREE full page, full color advertisement!

### Package includes:

- 2 page article , approx. 1000 words
- 1 Full Page Advertisement
- ePrint with full licensing rights
- Layout and design by AOTMP®



### Specifications:

- Must include substantive, practical content. No apparent marketing content.
- Due by edition's draft deadline (15th of the month prior to edition).
- See "Article Submission Guidelines" for more detailed information.
- Upon receipt, article will undergo content review, followed by opportunity for revision as needed, and a light editorial review.
- Advertiser will have the opportunity to review revisions and final draft prior to printing; response will be required by deadline provided at that time.

### 3 AOTMP® Insights Insert

AOTMP® Insights Insert will be included within our AOTMP® Insights publication every month. Each insert will be dedicated to a specific topic (see editorial calendar) and customized to your needs.

- 10 page article insert. (can be case studies, interviews, etc.)
- 2 full page advertisements. (artwork provided by customer)
- 3 social media posts by AOTMP®.
- 3x inclusion on the member newsletter with direct link to the insert.
- Promotional opportunity with direct link to insert to AOTMP® Insights distribution list.
- Video advertisement (up to 20 seconds) to be included in the article.
- High resolution ePrint with full licensing rights.
- Links within the article included.



### 4 AOTMP® Insights Supplement Edition

- 10-20 page standalone supplement.
- Referenced to as a supplement to AOTMP® Insights.
- Customer logo on cover page.
- The supplement can include case studies, advertisements, articles, etc.
- Posting for up to 12 months on the AOTMP® Insights web page – includes cover page and link to issue.
- Special call out of the supplement cover page on the AOTMP® Insights web page for 30 days.
- 5 social media posts by AOTMP®.
- 3x inclusion on the member newsletter, direct link to the supplement.
- Video advertisements (up to 20 seconds each) to be included in the supplement.
- Supplement will be built in the same delivery platform as AOTMP® Insights with link provided.
- High resolution ePrint with full licensing rights.
- Links within the supplement included.
- AOTMP® will be responsible for design and layout.
- AOTMP® will be responsible for distribution in conjunction with AOTMP® Insights publication.

# Editorial Calendar

We know our customers like to plan their biggest initiatives, campaigns, and launches so we've given a glimpse into the main topics of each AOTMP® Insights issue and will update regularly to give you maximum planning visibility.

Issue	Theme
MAY 2021	Business Impact Focus (business transformation, digital transformation, case studies)
JUN 2021	Diversity & Inclusion: Women in Tech (profiles, interviews, mentorship, diversity impact case studies in the telecom/mobility/IT management industry)
JUL 2021	Mid-Year Industry Update (key changes, watchlist topics)
AUG 2021	Financial Focus (case studies, best practices, thought-leadership perspectives)
SEP 2021	Operational Efficiency Focus (case studies, best practices, thought-leadership perspectives)
OCT 2021	Academia & Industry Collaboration (skills trends, opportunities, partnerships)
NOV 2021	Business Impact Focus (business transformation, digital transformation, case studies)
DEC 2021	State of the Industry: The Year Ahead (predictions, forecasts, hot topics)
JAN 2022	Legal & Regulatory Focus (key changes, change implication, watchlist topics)
FEB 2022	Financial Focus (case studies, best practices, thought-leadership perspectives)
MAR 2022	Industry Controversies (themes, positions, predictions)
APR 2022	Technology Focus (use cases, disruptors, innovations)



# AOTMP® Events

For more than 17 years, AOTMP® Events have allowed telecom, mobility, and IT management professionals to collaborate, learn, and advance their careers while allowing service providers to showcase their latest advancements in technology.

Exhibit booths and sponsorships connect you to AOTMP®'s high-level event audience and are a fantastic way to engage with your target audience.

Here are some events you can count on for targeted and engaged audiences:

- AOTMP® Engage, including our Industry Awards ceremony - held annually in the spring.
- Annual Industry Hackathon leveraging open innovation to drive industry advancement.
- Annual Technology Showcase highlighting the latest Telecom, Mobility, and IT Management solutions, products, and services.
- Boutique events held throughout the year diving into specialty topics.

To learn more and to see our calendar, visit [aotmp.com/events](https://aotmp.com/events)



## AOTMP® University

Position yourself as an industry thought leader in the telecom, mobility, and IT management industry!

Your chance to provide content for an approved AOTMP® University course topic. AOTMP® will develop the course and include your company logo and “Sponsored by” at the beginning of the online course and include your company logo and contact information at the end of the online course.

With 200+ courses to choose from, it's no wonder that over 45,000 courses have been taken and 5,000+ certifications issued.



## ePrints

Provide a valuable and appreciated resource directly to your audience. We offer our clients the option of supporting ePrints:

ePrints (Electronic reprints) – are electronic copies of articles, inserts, or other types of paid sponsorship in PDF format that you can distribute via email, post on a website, or use in social media. Purchase of an ePrint gives you the explicit rights to re-distribute these articles whenever your strategy demands.



## Email Marketing

AOTMP® produces a variety of e-newsletters that offer branding, product highlight, and thought leadership opportunities for your business. Reach members and subscribers directly in their inbox with our weekly and monthly emails with sponsored ‘mix-in’ content sent to a targeted list. Email marketing pairs well with other sponsorship or advertisement products as a cross-promotion opportunity.

For pricing and details, inquire with us at [aotmp.com](http://aotmp.com)