

ADVERTISING & PUBLICATION MEDIA KIT

2021 - 2022

WHO WE ARE

AOTMP®, the Association of Telecom, Mobility, and IT Management Professionals, is a membership organization dedicated to serving the more than 10 million professionals around the globe who support the \$4.3 trillion dollar industry. Our mission is to bring these professionals together to advance the industry while contributing more value and impact to their 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.

WHAT WE DO

AOTMP® supports the industry and its professionals with memberships, training and certifications, events, industry publications, industry standards and professional development, to optimize individual and business performance.

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

AOTMP® Insights magazine features

40 - 60 Pages

of industry thought leadership covering best practices, use cases, case studies, and interviews.

Distributed to

70,000+

Telecom, Mobility & IT Management professionals across the globe.



ABOUT OUR AUDIENCE

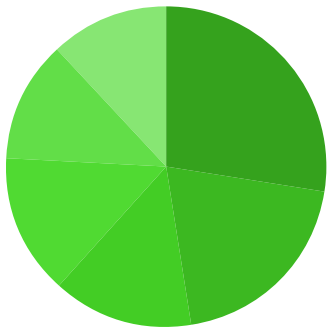


Top 10 Functions

Business Analysis	46%
Reporting & Analytics	45%
Invoice Processing	41%
Process Improvement	38%
Project Management	36%
Auditing	36%
Strategy	33%
Contract Management	32%
Vendor Management	32%
Order Management	31%

Top 10 Current Initiatives

Technology Integration & Automation	38%
Technology Evaluation	28%
Vendor Sourcing / Evaluation	27%
Digital Transformation	25%
Technology Migration	25%
Vendor Consolidation	20%
Policy Evaluation	16%
Global Expansion	15%
Security / Data Privacy Evaluation	14%
Workforce Enablement	14%



Top 6 Topics of Interest

- 72% Financial Management
- 51% Cloud Management
- 37% Mobility Management
- 37% SD-WAN
- 32% Unified Endpoint Management
- 31% Big Data & Analytics



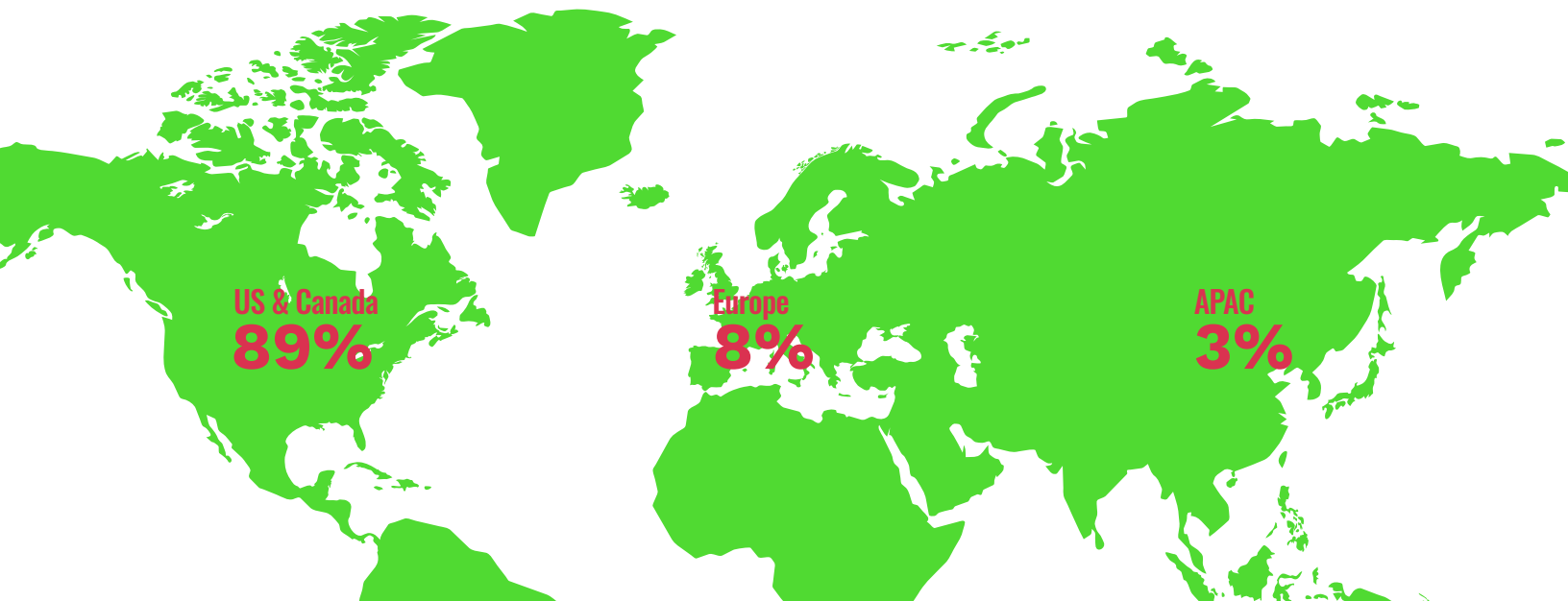
Responsible for \$6.8 billion in annual technology spending.



Generate \$1.25 trillion in annual revenue.



Support 2.75 million users.



EDITORIAL CALENDAR

AOTMP® Insights publishes content to inform and inspire telecom, mobility, and IT management professionals across the globe. Monthly editorial themes are supported by industry insights, best practices, thought-leadership perspectives, case studies, and vendor solution profiles.

NOV 2021

Business Impact

- Business value creation case studies.
- Strategic business alignment best practices.
- The role of technology modernization in business growth.
- Technology as a business differentiator.

DEC 2021

State of the Industry:
The Year Ahead

- Hot topic technologies to watch with adoption and impact predictions.
- Emerging telecom, mobility, and IT management best practices.
- Industry change predictions that will affect customer-vendor business relationships.
- Legislative and regulatory prediction.

JAN 2022

Legal & Regulatory

- Key changes in laws and policy that affect technology management practices.
- Compliance requirements and implications.
- Views on pending legislation and policy and the potential impact on business.
- Case studies and use cases.

FEB 2022

Operational Efficiency

- Telecom, mobility, and IT management process automation case studies.
- Operational KPIs that convey technology management results.
- BPO, managed services, and in-sourcing trends and case studies.
- Technology management best practices for operationally focused practitioners.

MAR 2022

Industry Debates
& Controversies

- Current controversies and themes.
- Positions, perspectives, and impact.
- Predictions on polarizing topics.
- Industry winners and losers.

APR 2022

Technology

- New and emerging technology.
- Technology disruptor case studies and use cases.
- Innovation opportunities.
- Technology evaluation best practices.

MAY 2022

Business Impact

- Business value creation case studies.
- Strategic business alignment best practices.
- The role of technology modernization in business growth.
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JUN 2022

Diversity & Inclusion

- Profiles of technology professionals.
- Inclusion case studies and use cases.
- Best practices for fostering diversity and inclusion.
- Profiles of companies that embrace diversity and inclusion.

JUL 2022

Mid-Year Industry Update

- Trends that affect vendor-customer business relationships.
- Support and v trends that affect internal customer satisfaction.
- Exceptional vendor-customer experiences.
- Technology evolution, adoption, and use cases.

AUG 2022

Vendor Management & Strategy

- Vendor management office (VMO) best practices.
- Developing productive vendor-customer partnerships.
- Vendor performance KPIs.
- Case studies, use cases, and illustrations in vendor management excellence.

SEP 2022

Financial

- The financial impact of efficient telecom, mobility, and IT management practices.
- Return on investment case studies.
- Illustrating the business value of soft dollar returns.
- Technology management best practices for financially focused practitioners.

OCT 2022

Academia & Industry Collaboration

- New and emerging skills required to manage technology.
- Upskilling and re-skilling industry trends and best practices.
- Talent acceleration partnership case studies.
- Career journey profiles to inspire telecom, mobility, and IT industry professionals.

NOV 2022

Business Impact

- Business value creation case studies.
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DEC 2022

State of the Industry: The Year Ahead

- Hot topic technologies to watch with adoption and impact predictions.
- Emerging telecom, mobility, and IT management best practices.
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AOTMP® INSIGHTS MAGAZINE AD PLACEMENTS

Ads available in quarter page, half page, full page, and two page spread.

Artwork must be provided by customer. See page 10 for artwork and content specifications.

	Members	Non-Members
Two-Page Spread	\$3,150	\$3,500
Full Page	\$1,755	\$1,950
1/2 Page	\$1,350	\$1,500
1/4 Page	\$900	\$1,000
Premium Placement		
Inside front cover (Full Page)	\$3,510	\$3,900
Video Add-on with any Purchased Ad		
Customer-provided	\$855	\$950
Customer-produced with AOTMP® Thought Leader	\$3,825	\$4,250



AOTMP® INSIGHTS THOUGHT LEADERSHIP

Articles

Articles, which will appear in a targeted monthly issue of AOTMP® Insights, are a highly visible way to demonstrate leadership and industry expertise to an audience that is receptive to new ideas, unique solutions, and advancing technology. Articles of 900-1200 words (no more than 4 pages in layout), which include company logo with website hyperlink and the author's logo, bio, social media handles, are published in AOTMP® Insights and in the AOTMP® Member Community. Promotional social media images and article links are provided in advance of publication.

\$4,500

\$5,000 for
non-members

Package Includes:

- 4 Pages total.
- Layout and design by AOTMP®.

Inserts

Inserts afford companies the ultimate publishing footprint – 2,000 to 3,000 words and up to 10 pages in layout plus 2 full-page ads – to delve deep into thought leadership topics. In addition to inclusion of company logo with website hyperlink and the author's logo, bio, social media handles, the insert is listed on the cover as featured content and it is included as content in two promotional emails. Inserts are published in AOTMP® Insights and in the AOTMP® Member Community. Promotional social media images and article links are provided in advance of publication.

\$8,550

\$9,500 for
non-members

AOTMP

5 TIPS TO PROTECT YOUR ORGANIZATION FROM RANSOMWARE

BY STEVE COBB
Chief Information Security Officer

Below are 5 Tips that you can use to protect your organization:

- 1. Turn on Multi-Factor Authentication**
Turn this on as soon as possible! There are many ways to implement it. If you have purchased a plan with MFA software for free, this is especially important. The most heavily used to exploit other services in your organization - spanning from the cloud to...

ADVERTISING PACKAGES

These packages help you to keep your brand and message in front of your audience over the course of an entire year.

INDUSTRY LEADER

\$41,148

\$45,720 for non-members.
Total value: \$57,150.

- 2 - Two-Page Spread Ads
- 10 - Full-Page Ads
- 2 - Customer Provided Videos
- 1 - Customer Produced Video w/AOTMP®
Thought Leader
- 3 - Articles
- 1 - Insert

INNOVATOR

\$29,529

\$32,810 for non-members.
Total value: \$38,600.

- 1 - Two-Page Spread Ad
- 6 - Full-Page Ads
- 1 - 1/2-Page Ad
- 2 - Customer Provided Video
- 4 - Articles

PREMIUM

\$16,767

\$18,630 for non-members.
Total value: \$20,700.

- 6 - Full-Page Ads
- 6 - 1/2-Page Ads

CELEBRATE PEOPLE & FIND TALENT IN AOTMP® INSIGHTS

People on the Move

People on the Move is dedicated to recognizing industry professionals for career achievements and milestones. Listings include a listing category, photo, name, title, company, and a 100-word description (viewable in a pop-up dialog box).

\$90

\$100 for non-members

People on the Move Listing Categories:

- New Hire
- Award
- Board Member
- Promotion
- Appointment
- Retirement
- Recognition



RECOGNITION
JIM BELMONT
CTO
Technology Corp.

James Belmont has won the AOTMP® IT Professional of Year Award for his work integrating AI/AR into Technology Corp's customer engagement platform. Jim's leadership and technical acumen are appreciated by his peers and his team. Congratulations!

AWARD
KIM DAVIS
VP, Human Resources
Business Inc.

AWARD
JONAS SEIF
Sr. Programmer
Software Inc.

Job Postings

\$135

\$150 for non-members

Looking for your next superstar? List your job posting with AOTMP®. Job postings include a company logo, job title, and a 100-word description (viewable in a pop-up dialog box).

WHITEPAPERS & CASE STUDIES

Whitepapers

Whitepapers authored and produced by AOTMP® educate and inform on a topic that supports your company's critical narrative. Third party perspectives from industry experts add credibility to the topic and the AOTMP® branded layout assures your readers that the integrity of the content is trusted.

x1 **\$6,300**
\$7,000 for
non-members

- 3-5 pages of content authored by AOTMP® on a mutually agreed upon topic.
- 2-3 interviews by AOTMP® with third parties to obtain various perspectives on the topic.
- Design and layout with customer logo and boilerplate.
- High resolution ePrint (PDF) with full licensing rights.
- Publishing whitepaper in AOTMP® Member Community.

x4 **\$20,160**
\$22,400 for
non-members

Case Studies

Case studies convey the ultimate story of proven results and business impact. Let AOTMP® curate the story through third party validation of the results and expert narration of the partnership that delivered optimal business results to your customer. Publishing your customer case study in an AOTMP® branded layout assures your readers that the integrity of the content is trusted.

x1 **\$7,650**
\$8,500 for
non-members

- A 3-5 page business case authored by AOTMP® that includes three sections: a problem statement + the solution + the results/business impact.
- An interview by AOTMP® with the customer to be featured in the case study.
- Design and layout with customer logo and boilerplate.
- High resolution ePrint (PDF) with full licensing rights.
- Publishing whitepaper in AOTMP® Member Community.

x4 **\$24,480**
\$27,200 for
non-members

- AOTMP® Insights publishes on the 10th of each month.
- All content and advertising submissions are due on the 1st of the month prior to the publication month (e.g., June 1 submission deadline for July 10 publication).

Artwork Specifications

Accepted file types: PDF, .ai, .eps, high resolution JPEG.
 RGB color mode preferred.

Two-Page Spread	11in x 17in
Full Page	11in x 8.5in
1/2 Page	5.5in x 8.5in
1/4 Page	2.75in x 8.5in

Content Specifications

- Must include substantive, practical content. No apparent marketing content.
- Due by edition's draft deadline (1st of the month prior to the publication month (e.g., June 1 for July publication)).
- 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.
- Author will have the opportunity to review final draft prior to publication; response will be required by deadline provided at that time.