

NEW!

Multi-Vendor Targeted Content Syndication Campaigns



Targeted Leads With CPLs Starting at Just \$18.75!

Need to build a targeted internal database of prospects to nurture and grow? Looking to get more mileage out of content you've created?

ActualTech Media's new multi-vendor, targeted content syndication campaigns are the answer you've been looking for!

Throughout 2021, we're rolling out special, targeted content syndication campaigns to our audience and we want your asset to be included in the upcoming campaigns.

WHAT YOU GET

- ✓ Some of the most affordable content syndication CPLs in the industry
- ✓ 400 leads delivered per 30-day campaign
- ✓ Monthly targeting themes with everything from verticals like SLED, Healthcare and Finance to tech niches like Data Protection, Cloud and more!
- ✓ Discounts available for joining multiple campaigns!

SERVICE OPTIONS

1 month (400 campaign unique leads)	\$9,500 (\$23.75 CPL)
3 months (1,200 campaign unique leads)	\$23,400 (\$7,800 / month; \$19.50 CPL)
6 months (2,400 campaign unique leads)	\$45,000 (\$7,500 / month; \$18.75 CPL)

HOW IT WORKS

1. Choose the targeting campaign(s) you'd like to join
2. Provide a quality content asset that would be a good fit for the target audience that month
 - Need a suitable content asset to syndicate? ActualTech Media will create a discounted eBook for you in record time. You can even amortize the content cost across multiple campaign months!
3. We add your asset to the targeted campaign for the applicable month and start promotion
4. Receive your weekly lead report!

CAMPAIGN TARGETING DETAILS

(running on a monthly basis):

- Verticals including SLED/FED, Healthcare and Finance
- Technology Categories including security, cloud, data protection and more
- Roles including ITDM and subject matter experts in each category
- See upcoming campaign schedules on page 2

Campaign Schedule

Campaign Category	Campaign Theme	Title/Role Targets	Vertical Target	Mar-21	Apr-21	May-21	Jun-21	Jul-21	Aug-21	Sep-21	Oct-21	Nov-21	Dec-21	Jan-22	Feb-22	Mar-22	Apr-22	May-22
Fed/SLED	Supporting, Managing, and Securing Fed/SLED IT and Cloud Environments	IT Mgr+	SLED, Federal government	✓	✓	✓				✓	✓	✓						
Ransomware	Developing a Ransomware Strategy: Avoidance and Recovery	IT Mgr+, Data Protection, Security	All	✓	✓	✓				✓	✓	✓						
Security	Improving Your Security Posture	IT Mgr+, Security	All		✓	✓	✓				✓	✓	✓					
Cloud	Wrangling the Cloud: Management Strategies and Tools	IT Mgr+, Cloud titles	All		✓	✓	✓				✓	✓	✓					
Financial Services	Supporting, Managing, and Securing Financial Services IT and Cloud Environments	IT Mgr+	Financial and business services			✓	✓	✓				✓	✓	✓				
Data Protection & DR	Identifying Critical Needs in Data Protection and Disaster Recovery	IT Mgr+, Data Protection	All			✓	✓	✓				✓	✓	✓				
Microsoft Ecosystem	Supporting Microsoft Environments	IT Mgr+	All				✓	✓	✓				✓	✓	✓			
Healthcare	Supporting, Managing, and Securing Healthcare IT and Cloud Environments	IT Mgr+	All				✓	✓	✓				✓	✓	✓			
Security	Streamlining Human Security: Training and Tools to Secure the Human	IT Mgr+, Security	Healthcare, Pharma, Life Sciences					✓	✓	✓				✓	✓	✓		
Networking	Exploring Innovations in Networking	IT Mgr+, Networking	All					✓	✓	✓				✓	✓	✓		
Data Management	Getting a Handle on Data Management	IT Mgr+, Storage, Database	All						✓	✓	✓				✓	✓	✓	
Infrastructure	Optimizing Infrastructure: From the Edge to the Data Center to the Cloud	IT Mgr+, Infrastructure	All						✓	✓	✓				✓	✓	✓	
Applications & DevOps	Supporting and Enhancing Modern Application Environments	IT Mgr+, DevOps	All							✓	✓	✓				✓	✓	✓
Infrastructure & DevOps	Building a Next Generation IT Architecture	IT Mgr+, Infrastructure, DevOps	All							✓	✓	✓				✓	✓	✓

* IT Mgr+ = IT Manager & Above

Contact Your ActualTech Media representative today for more details.



ActualTech Media

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