



about admonsters



AdMonsters creates deep, collaborative and insightful events that consistently attract and influence ad operations decision makers. They are a 'must buy' for Adobe Auditude.

—adobe

AdMonsters is the premiere community of digital media leaders. Through unparalleled conferences and cutting-edge custom sponsored content, AdMonsters provides indispensable resources and strategic insight on the future of digital media.

Launched in 1999, AdMonsters has built a robust community of operations professionals from global digital publishers and advertising technology providers. Our cornerstone event, The AdMonsters Publisher Forum, actively fosters this community and provides both live and digital forums where members share best practices, explore new technology platforms and continue to build long lasting relationships.

As the digital media industry expanded and evolved, so did the AdMonsters audience, which now includes digital publishers and content creators, agencies, brands, technology platforms and investors.

Today, AdMonsters curates relevant, editorially-driven conferences and unique digital content, focused on multi-screen monetization, media operations, digital analytics, advertising technology, media billing and finance, and digital strategy. AdMonsters consistently draws an audience of senior decision makers from brands, agencies and digital publishers, whose expert knowledge, innovative thought, experience and willingness to collaborate at AdMonsters events, drive the digital future.

audience

At its core, AdMonsters is a publisher who is dedicated to providing deep, actionable insights into the digital media industry. AdMonsters generates leading-edge research, relevant webinars, expert interviews, technology playbooks and other media that are vital to experts from across the digital media spectrum. Brands, agencies, publishers, technology platforms and investors rely on AdMonsters as they develop strategies, drive technology and monetize media across screens.

>30,000



Monthly
Uniques

100,000



Monthly
Pageviews

15,000



Newsletter
Subscribers

15,000



Registered
Online
Members

≈3,000



Total Annual
Conference
Attendees

30,500



Twitter
Followers

4,875



Facebook
Likes

Global Reach



- Americas 65%
- Europe 18%
- Asia 13%
- Other 4%

clients

As a technology or service provider in the world of digital media, you know how important it is to engage with your customers and prospects at all levels to uncover key decision makers. Revenue and operations executives, their teams, and digital CTOs, CIOs, CDOs and CMTOs are all constantly engaged in evaluating new platforms, technologies and service providers. They are influential in initiating change and can become a valuable internal sales force for you. AdMonsters unique offerings provide the type of high quality content that attracts and engages these industry leaders.




admonsters event calendar


jan

feb

mar

apr

 **March 1-4**
Publisher Forum
Sonoma

 **April 28**
OPS | London


may

june

july

aug

 **June 9**
OPS | NYC

 **June 15-17**
Publisher Forum
Brussels

 **August 23-26**
Publisher Forum
Charleston, SC

sept

oct

nov

dec

 **October 21**
OPS | Germany

 **November 8-11**
Publisher Forum
La Jolla, CA

 **November 10**
Screens | London

admonsters

publisherforum

- **March 1-4** | Sonoma, CA
- **August 23-26** | Charleston, SC
- **November 8-11** | La Jolla, CA

admonsters

connect. share. innovate. grow.

“AdMonsters has been an invaluable partner for The Media Trust since our inception. Their conferences connect us with the community of digital media decision-makers in a uniquely valuable way. AdMonsters’ content programs have proven to be a great avenue to drive industry discussion and have helped us further carry our message throughout the display and mobile ad ecosystems.

—chris olson
CEO, The Media Trust

Click to see and hear the sponsorship shout-outs from our 2014 New Orleans Publisher Forum



The AdMonsters Publisher Forum started in 1999 and remains the flagship conference for digital publishers. With a consistently sold-out attendance, Publisher Forums are each limited to one hundred of the most senior leaders in digital publishing and focus on revenue and monetization strategies, operations and ad technology decisioning. Participants gather at an attractive offsite venue for three days of authoritative keynotes, peer-to-peer discussions, closed-door sessions and invaluable networking. Sessions are focused on developing actionable solutions and best practices in response to today’s digital media challenges.

Who Attends AdMonsters Publisher Forum:

Attendance is limited to individuals at digital publishing/media companies whose roles are focused on monetization strategies, advertising operations or advertising technology.

Titles:

- SVP/VP Operations
- CIO
- CRO
- CTO
- VP/Dir Ad Ops
- VP/Dir Content
- VP/Dir Mobile Ops
- VP/Dir Sales
- VP/Dir Sales Ops
- VP Technology
- Sales Operations Manager
- Chief Product Officer

Companies:

- Facebook
- ESPN
- Cox Media
- Expedia
- The New York Times
- Disney
- Condé Nast
- DreamWorks Animation
- CBS Interactive
- Gannett
- NBCUniversal
- The Weather Channel

Sample Topics:

- The strategic role of Ad Operations
- Technology selection, implementation, integration
- Reporting data integration and reconciliation
- Audience targeting, tag, and pixel management
- Yield, revenue and inventory management
- Mobile ad models and technology

ops ny

■ June 9 | Metropolitan Pavillion | NYC

admonsters

OPS is the only one-day conference for media leaders and digital strategists that unlocks how digital media really works. It's the gathering place for digital media technology leaders challenged with navigating the latest shifts in our industry and understanding how to stay competitive and profitable.

OPS is the best place to connect with other digital strategists and to make the next steps in turning your digital media business into a profitable, efficient media system. Every year, OPS features the largest, most successful web brands alongside hot young companies with cutting edge solutions and technologies that are shaping the future of digital.

Who attends OPS?

OPS attracts a wide range of digital media leaders from across the ecosystem, including online publisher and agencies, brands, ad networks, exchanges and technology and service providers.

Sample Topics:

- Evolution of agency trading desks
- Programmatic premium
- Data as currency
- Multi-platform digital video strategy
- Viewability
- Mobile privacy
- Buying TV in a digital world
- Monetizing the stream
- Video discovery & distribution

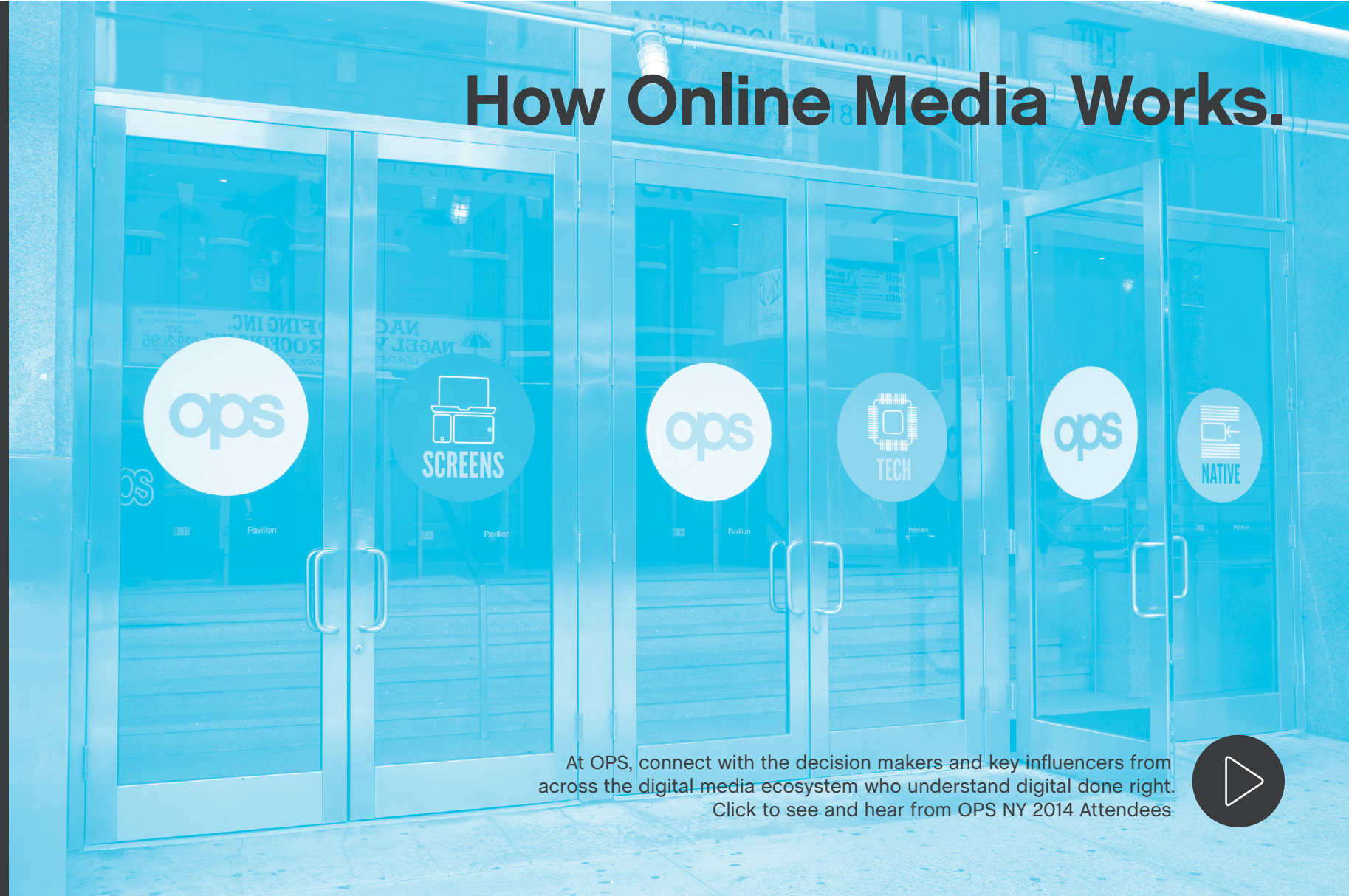
Titles:

- CEO
- CTO
- SVP/VP Branded Entertainment
- SVP/VP Revenue Strategy
- Head of Monetization Platforms
- VP Global Strategy
- VP/Dir Digital Advertising Solutions
- VP/Dir Product Development
- VP/Dir Yield Management

Companies:

- Yahoo!
- Pandora
- ESPN
- Universal McCann
- Viacom
- McCann Erickson
- Neu Venture Capital
- New York Times
- Starcom MediaVest Group

How Online Media Works.



sponsorships:

speaking

experiential

	Title	Interview Track	Panel	Intro Track Keynote	Entertainment	VIP Dinner Invitation-Only	Uber Discount Code	Continental Breakfast	Espresso Stand	Wrap Party	Ice Cream Cart	Networking Break	Networking Lounge
	10 Minute Presentation to Full Audience Prior to Keynote Address	■	■	■	■	■	■	■	■	■	■	■	■
	20 Minute Interview with Client to Track Audience	■	■	■	■	■	■	■	■	■	■	■	■
	Participation in 40 minute Panel Discussion	■	■	■	■	■	■	■	■	■	■	■	■
	10 Minute Introduction to Track Keynote Speaker	■	■	■	■	■	■	■	■	■	■	■	■
	Lunch or Wrap Party Entertainment Sponsor	■	■	■	■	■	■	■	■	■	■	■	■
	Exclusive Post-OPS Dinner with Invited Guests	■	■	■	■	■	■	■	■	■	■	■	■
	Exclusive Uber Discount Code for Transport to or from OPS	■	■	■	■	■	■	■	■	■	■	■	■
	Exclusive Continental Breakfast Sponsor	■	■	■	■	■	■	■	■	■	■	■	■
	Exclusive All-day-long Espresso Stand Sponsor	■	■	■	■	■	■	■	■	■	■	■	■
	Exclusive Wrap Party Sponsor with 1.5-Hour Open Bar	■	■	■	■	■	■	■	■	■	■	■	■
	Exclusive Afternoon Ice Cream Cart Sponsor	■	■	■	■	■	■	■	■	■	■	■	■
	Networking Break Sponsor includes drinks and snacks	■	■	■	■	■	■	■	■	■	■	■	■
	Networking Lounge Sponsor on one of 4 floors	■	■	■	■	■	■	■	■	■	■	■	■
	Exclusive Branding on OPS Event Bag	■	■	■	■	■	■	■	■	■	■	■	■
	Exclusive Branding on OPS Water Bottle	■	■	■	■	■	■	■	■	■	■	■	■
	Exclusive WiFi Branding on Login	■	■	■	■	■	■	■	■	■	■	■	■
	Exclusive Sponsorship of OPS Event Application	■	■	■	■	■	■	■	■	■	■	■	■
	Mobile Device Charging Station on one of 4 floors	■	■	■	■	■	■	■	■	■	■	■	■
	1 Standard Exhibit Space	■	■	■	■	■	■	■	■	■	■	■	■
	Conference Passes for VIP Client or Prospect	4	4	3	3	3	3	3	2	3	2	2	2
	Conference Passes for Staff	4	4	3	3	3	3	3	2	3	2	2	2
	Logo Displayed On-Site and On Event Web Page	■	■	■	■	■	■	■	■	■	■	■	■
	Distribution of Marketing Materials On-Site	■	■	■	■	■	■	■	■	■	■	■	■
	Post-Event Attendee Database (Name, Company, Title)	■	■	■	■	■	■	■	■	■	■	■	■

Many additional OPS Sponsorships are available. Be sure to contact the 8 Meter Media sales team for more information. The sponsorships listed do not fully represent the 30+ sponsorships available at OPS in 2015.

branding

	Event Bag	Water Bottle	WiFi	Mobile App	Power Station
10 Minute Presentation to Full Audience Prior to Keynote Address					
20 Minute Interview with Client to Track Audience					
Participation in 40 minute Panel Discussion					
10 Minute Intro to Track Keynote Speaker					
Morning or Lunch Entertainment Sponsor					
Exclusive Post-OPS Dinner with Invited Guests					
Exclusive Uber Discount Code for Transport to or from OPS					
Exclusive Continental Breakfast Sponsor					
Exclusive All-day-long Espresso Stand Sponsor					
Exclusive Wrap Party Sponsor with 1.5-Hour Open Bar					
Exclusive Afternoon Ice Cream Cart Sponsor					
Networking Break Sponsor includes drinks and snacks					
Networking Lounge Sponsor includes couches, tables, and chairs					
Exclusive Branding on OPS Event Bag	■				
Exclusive Branding on OPS Water Bottle		■			
Exclusive WiFi Branding on Login			■		
Exclusive Sponsorship of OPS Event Application				■	
Mobile Device Charging Station on one of 4 floors					■
1 Standard Exhibit Space	■	■	■		
Conference Passes for VIP Client or Prospect	2	2	2	3	3
Conference Passes for Staff	2	2	2	3	3
Logo Displayed On-Site and On Event Web Page	■	■	■	■	■
Distribution of Marketing Materials On-Site	■	■	■	■	■
Post-Event Attendee Database (Name, Company, Title)	■	■	■	■	■

Many additional OPS Sponsorships are available. Be sure to contact the 8 Meter Media sales team for more information.
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global conferences

- April 28 | OPS | London
- June 15-17 | Publisher Forum | EU
- October 21 | OPS | Germany
- November 10 | Screens | London

In addition to our core coverage of the US, AdMonsters also hosts conferences around the world in key high-growth digital media markets: London, Amsterdam and Germany.

AdMonsters global events provide an entry point for participants from across the digital media industry in these emerging markets to join the world-wide AdMonsters network of industry leaders.

Our global events follow the same AdMonsters Publisher Forum core values of Focus, Quality and Community to provide a uniquely valuable forum where industry experts lead the sessions and create an open dialogue amongst participants.

AdMonsters events enable participants to stay ahead of the curve with everything they need to know including the strategic role of ad operations, audience targeting, yield and inventory management and more.

AdMonsters global conferences in London, Amsterdam and Germany are key opportunities to engage leaders in digital media and support your business development goals in your target markets around the globe.

Attendees are vetted to ensure that the audience is comprised of senior leaders in digital operations, technology, media, publishing, monetization and strategy from across the digital media ecosystem.



admonsters
connect

admonsters



Connect is a great match for Rocket Fuel's Audience Accelerator product. The AdMonsters community represents the real rocket scientists in digital media, and they are exactly who we are looking to connect with. We're excited to be working with AdMonsters to help foster the conversation around advanced targeting, audience extension and how big data can drive effectiveness at scale for publishers and networks."

—Paul Wenz

VP, Business Development, Rocket Fuel

Align your brand with 8 Meter Media's quality content and one-time events to engage decision makers in digital media.

The 8 Meter Media community constantly looks for more in-depth analysis, insight, original research and interviews with thought leaders to inform their decisioning and strategies. At the same time, our partners want to foster conversation and engage the community through original content. With 8 Meter Media's Connect line up, we have created a suite of unique, sponsored content solutions and small events designed to address both demands. We accomplish this by creating more original, editorially-driven content and memorable, intimate events while supporting our partners' customer engagement goals.

8 Meter Media Connect gives you the opportunity to engage the 8 Meter Media and AdMonsters communities before, during and after our larger events. For example, you might run a Connect:Content Interview before sponsoring a Pub Forum, and follow-up the Pub Forum with a Connect:Events Meetup. Leverage the momentum and continuity of Connect:Events and Connect:Content with your event sponsorships or as stand-alone projects. We consult with your team to determine your marketing goals, and then create original, objective, top-quality branded content and one-time events.

connect:content

- **Articles and Interviews:** Independent editorial coverage of key technical topics and players in the industry
- **Playbooks:** Independent coverage of best practices for specific processes, procedures, and areas of technology
- **Technology Spotlights:** Comparative features covering key ad ops and technology solutions
- **Newsletter Advertising & Website Advertising:** Display advertising on AdMonsters.com and in our weekly newsletter seen by 8 Meter Media's exclusive targeted audience.

connect:events

- **Webcasts:** Editorially driven webinars on important industry topics
- **Meetups:** Informal get-togethers of local members of the 8 Meter Media/AdMonsters community that facilitates discussion about the industry.
- **Happy Hours:** Host informal Happy Hours in New York City or San Francisco, for networking and socializing.
- **Dinners:** Exclusive Dinners for selected AdMonsters and 8 Meter Media members, clients and sales prospects, at top rated restaurants in San Francisco or New York City.

The logo for admonsters.com features the word "admonsters" in a dark grey, lowercase, sans-serif font. The "a" is stylized, with its left side forming a dark grey speech bubble shape. The ".com" is in a white, lowercase, sans-serif font. The entire logo is positioned on an orange background.

Community and Membership

The AdMonsters community uses AdMonsters.com in several ways. We offer fresh, daily news analysis and expert commentary via the AdMonsters blog and weekly content through the AdMonsters Newsletter. The AdMonsters community actively engages with each other through the AdMonsters.com Discussion Forum, and our AdMonsters.com Job Board provides the community a very useful tool to recruit highly specialized talent.

For those who wish to go deeper, AdMonsters.com Membership offers more in-depth content and premium features. AdMonsters.com membership gives its users access to content from all of our events, including those that a user may have not attended, as well as access to video interviews of industry thought leaders, research and full access to the membership database.

Marketers can access this highly qualified and engaged audience of more than 30,000 unique monthly visitors to the site via several digital advertising and sponsorship opportunities.

AdMonsters.com standard ad unit sizes are 728x90 and 300x250. Our weekly newsletter features an exclusive advertising sponsor with a top of the page 728x90 leaderboard and a 300x250 unit in the right sidebar.

Contact sales@admonsters.com for more information about advertising campaign options and sponsorship opportunities.

Reach Engaged Digital Media and Advertising Technology Leaders Through AdMonsters.com

The AdMonsters.com website provides digital media leaders with cutting-edge research and analysis, shared best practices, and open forum for discussion that they need to optimize their business strategies and advance their careers. Our editorial mission is to provide objective, actionable analysis focused on monetization, operations, technology and strategy for these decision-makers. AdMonsters.com provides a mix of editorial analysis, thought-leader interviews, contributed expert commentary, original research and an active discussion forum that enables our audience to exchange ideas and stay at the forefront of this highly dynamic industry.

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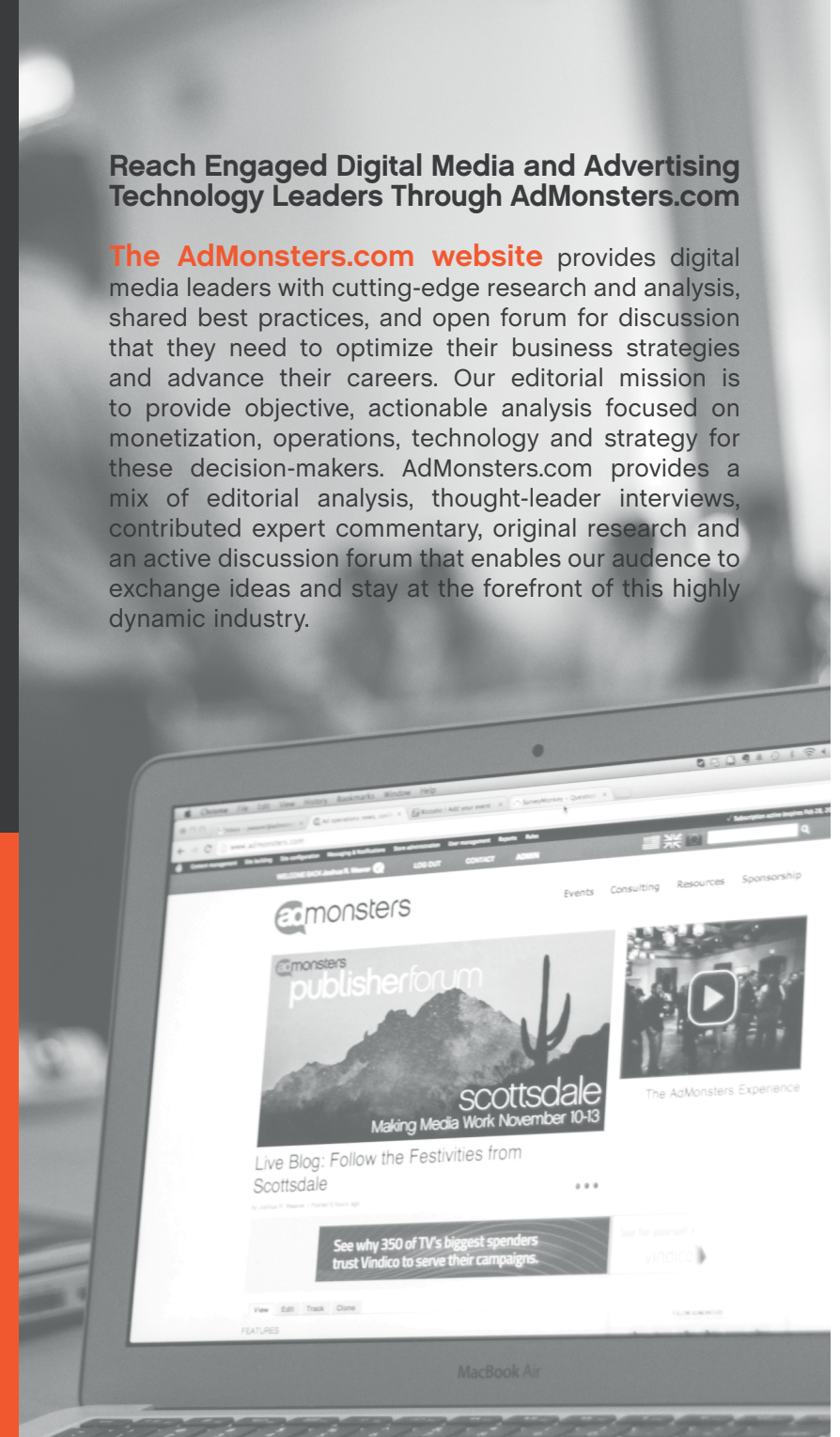


Facebook
Likes

Global Reach



■ Americas 65%
■ Europe 18%
■ Asia 13%
■ Other 4%





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