



SoftwareCEO Media Kit 2013
<http://www.softwareceo.com>

About SoftwareCEO

SoftwareCEO is the largest premier online community for software CEOs, executives, and professionals. Reaching a sharply-targeted, large audience of software company leaders, SoftwareCEO focuses on providing practical, and actionable advice—as well as specific solutions to problems unique to the industry.

The screenshot shows the SoftwareCEO website interface. At the top, there's a navigation bar with links for Home, Articles, Forums, Downloads, Resources, Blogs, FAQ, Members, Site Info, and Join. Below this is a search bar and a login section for existing users. The main content area is divided into several sections: 'Welcome to the new softwareCEO The #1 resource for Software Executives', 'RECENT ARTICLES' with a list of articles including '9 Tips On Software Startup, Funding, and Software Sales from 3-Time Winner Linda Hayes', 'RECENT DISCUSSIONS' with a table of forum topics, 'FEATURED DOWNLOADS', and 'EDITOR'S PICKS'. There are also social media links for LinkedIn, Facebook, and Twitter.

SoftwareCEO reaches top-level decision makers at software companies – Chief Executives, Vice Presidents and Managers. Thru offers of business advice, discussion forums, research, news, online seminars and links to software-specific resources, SoftwareCEO has created a qualified, well engaged demographic. There is no better way on the web to reach top-level decision makers at b2b software companies.

Reader Engagement

- 48,000 members
- Twice monthly distribution of electronic newsletter to an opt-in list of over 20,000 software company executives.
- 6,000 unique visitors per month
- 10,000 visits per month
- 35,000 page views per month

Why Advertise With Us?

SoftwareCEO's audience includes software company executives, entrepreneurs, and professionals from software companies of all sizes, with a focus on small to medium-sized businesses. Our audience is sophisticated, many of which are familiar with major social media sites such as LinkedIn, Facebook, and Twitter. Several of our users are also bloggers on SoftwareCEO.

Advertising Benefits

- Deliver your message directly to software company leaders engaged in solutions-oriented content.
- Align your messaging, brand, and content offers with SoftwareCEO's targeted, independent editorial content.
- Propose your solution with subscribers who have proven interest in focused and credible solutions that work for other software companies.
- Educate prospects and influence decision makers with your messaging.

Situational awareness

SoftwareCEO readership is at a high percentage of targets in terms of populating a community with software vendors. Solution seeking participants are likely at a later stage in the buy cycle.

Job Level titles

Most members are C-level executives, followed by VP, Director and Manager titles.

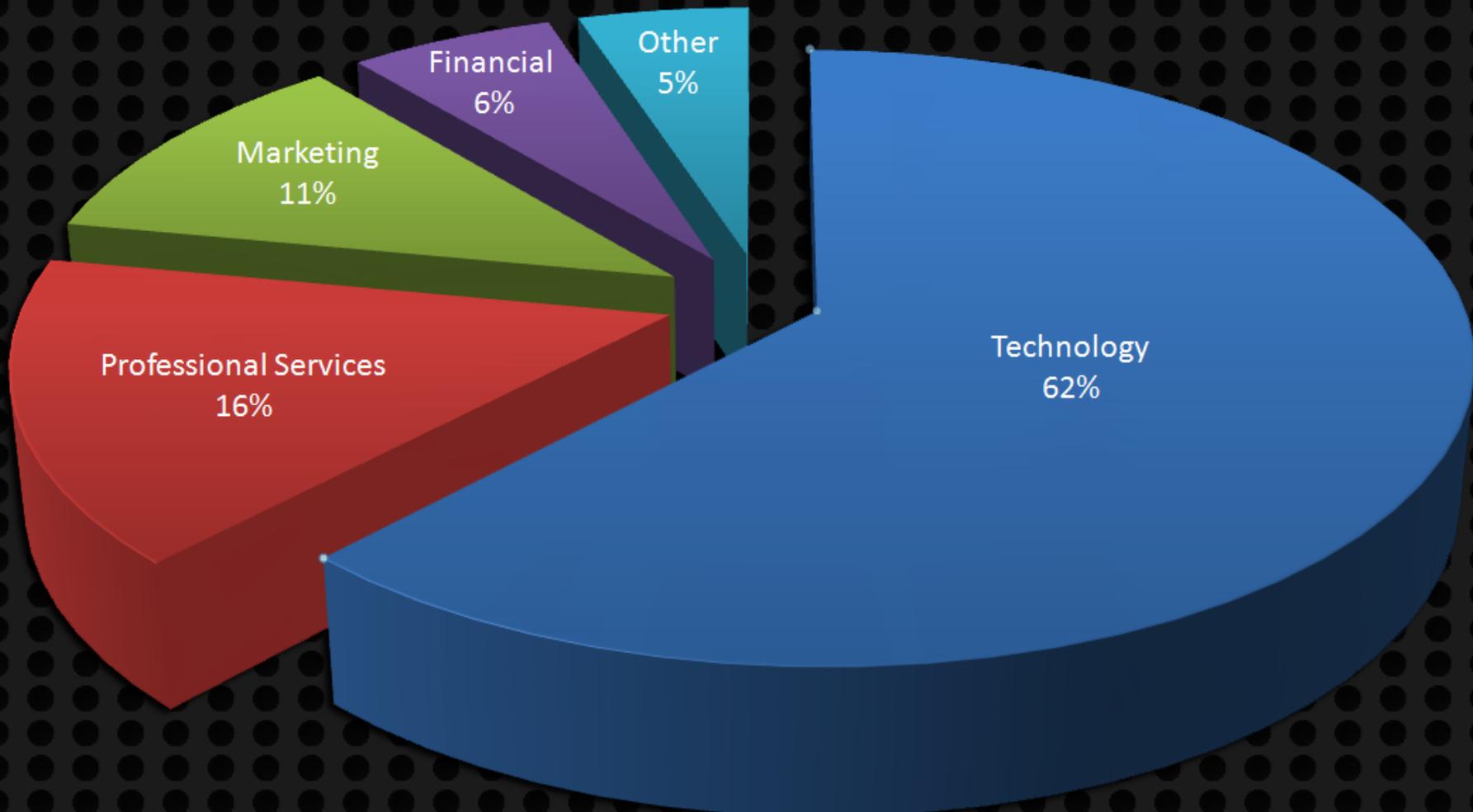
Industries served

Our members evenly represent just about every kind of industry possible, from Marketing Services, Professional Services, Technology, to Educational Services, Banking and Financial Services and Healthcare to Consumer Goods, Travel, Leisure, and Hospitality.

Demographics: Industry Type

SoftwareCEO members represent a diverse range of software companies, serving a number of key industries, including technology, professional services, marketing services, financial & banking related fields, and more.

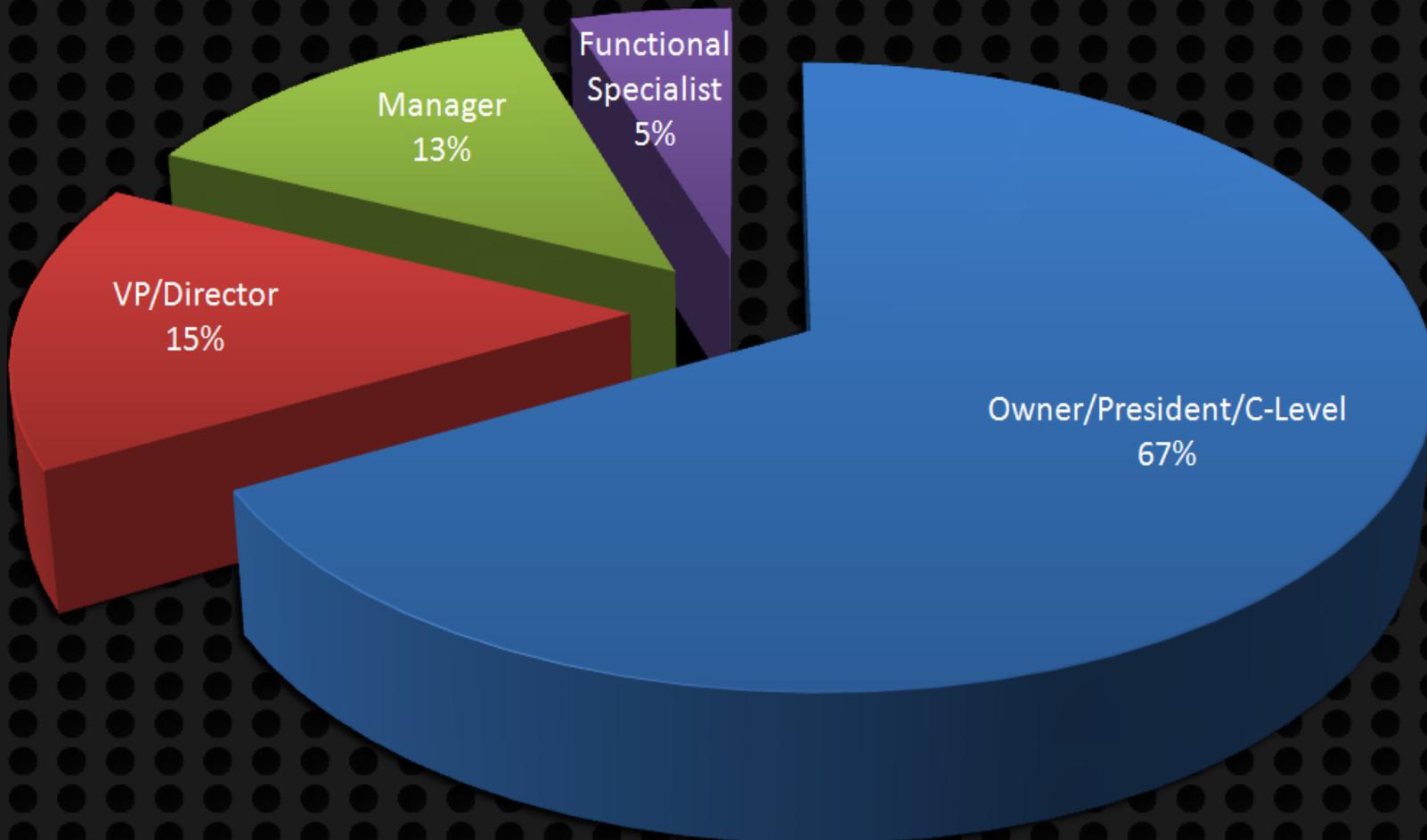
% of SoftwareCEO Members by Industry Type



Demographics: Decision Makers

The vast majority of visitors and members of SoftwareCEO are either owners, CEOs, other C-level executives, or key directors within the company—ensuring your message is being delivered to those closest to the heart of the decision making process.

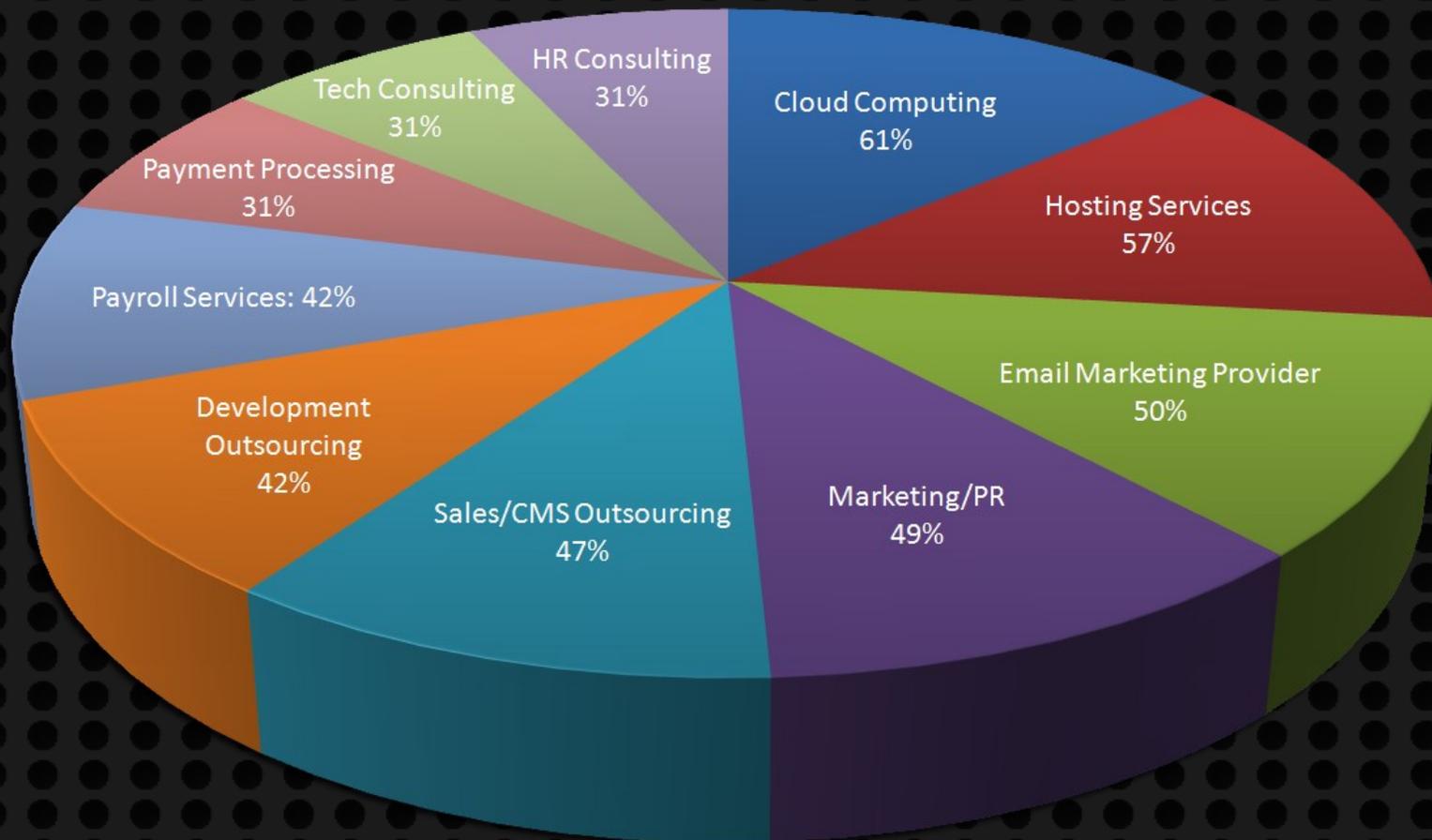
% of SoftwareCEO Members by Company Title



Demographics: Purchasing Trends

Every SoftwareCEO member polled* has indicated a need to purchase services for their software company within 12 months. Reach these companies before they make their decisions by advertising with us through lead gen and other programs.

% of Companies Planning Purchase of Services within 12 Months, By Type

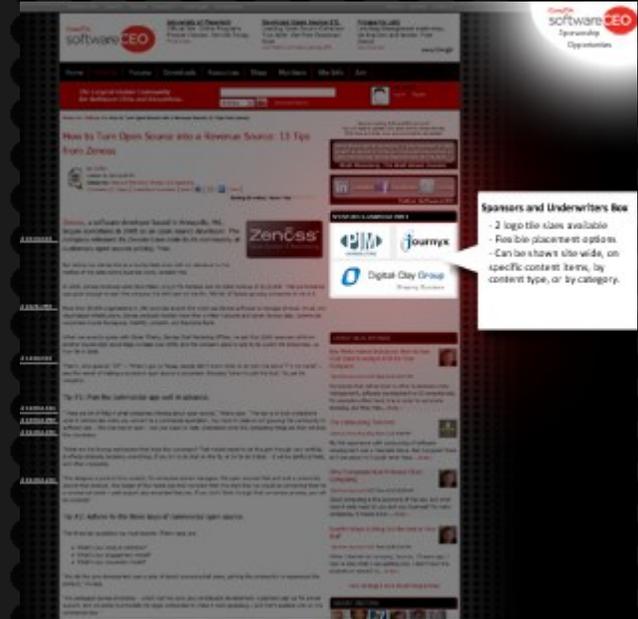
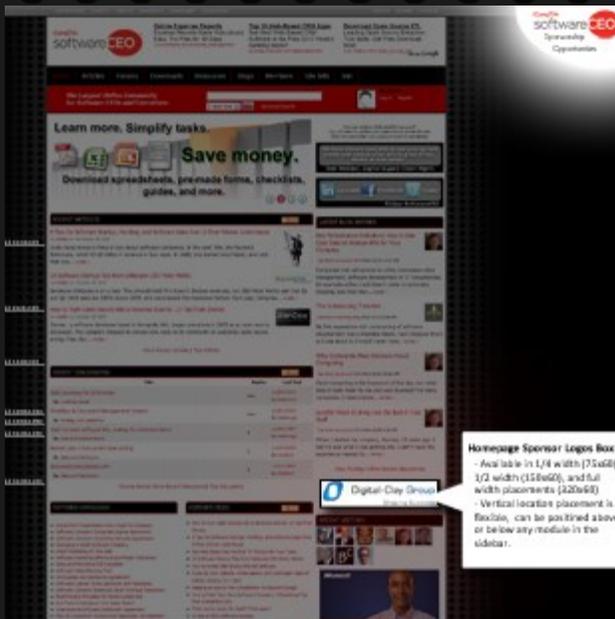


*Based on a 2011 poll of SoftwareCEO members and visitors.

Sponsorship Placement

SoftwareCEO offers several optimized sponsorship locations on our site to call attention to your brand, product, or product line.

For those looking for a full, customized solution, we also offer a dedicated sponsor page. See below for the details on each option—we're sure to have something to fit your individual needs.



Homepage Logo Sidebar Box

- Available in 1/4 width (75x60), 1/2 width (150x60), and full width placements (320x60).
- Vertical placement location is flexible, can be positioned above or below any module in the sidebar.

Dedicated Sponsor Page

- Full, customized page dedicated to a product, product line, or brand.
- No height restriction, can be as long as needed.
- Custom URL, optimized for SEO (ex. /page/yourproductname)

Sponsors & Underwriters Box

- Two logo tile sizes available
- Flexible placement options
- Can be shown site wide, on specific content items, by content type, or by category.

Advertising Opportunities

SoftwareCEO also offers banner advertisements throughout the site as well as in our newsletter. Homepage advertisements are available in standard leaderboard and rectangle formats as seen below.

Our newsletter is flexible and can support various types of advertisements, including sponsorship and sidebar placement—please contact us for details.

Leaderboard Advertisements

- IAB standard 728x90 leaderboard
- Placement above the fold on the top of every page

Rectangle Advertisements

- IAB standard 300x250 IMU
- Placement above the fold on the right side of every page

Newsletter Advertisements

- Newsletter sponsorships to 20,000+ opt-in subscribers
- Email blasts to 15,000+ members

Targeted Lead Generation

SoftwareCEO offers a flexible lead generation solution designed to help you efficiently capture information directly from your target audience.

Through a variety of methods, including the promotion of related assets or white papers, we can gather and deliver the customer leads your business needs.

FREE: 5 Signs Your Business Has Outgrown QuickBooks

As your business has grown, so have your accounting and processing needs. You could be spending (read: wasting) extra money on software that isn't meeting the needs of your company, resulting in inefficient processes and lost revenue. In this white paper, you'll learn the tell-tale signs your business has outgrown QuickBooks and that it's time to switch or upgrade—as well as some advice on how to make the move. This 19-page, executive white paper is available to download for free. Simply fill in your contact information and you will be given direct access to the white paper.

1. Are you the owner or decision maker for a software company?
 Yes
 No

2. Company Name

3. Your Company Role

4. First Name

5. Last Name

6. E-mail Address

The screenshot shows the SoftwareCEO website interface. At the top, there's a navigation bar with links for Home, Articles, Forums, Downloads, Resources, Blogs, FAQ, Members, Site Info, and Join. A prominent banner features a 'Download Now' button and the headline 'Wasting time & money on inefficient accounting? Learn the 5 signs your business has outgrown QuickBooks.' Below this, there are sections for 'RECENT ARTICLES' and 'LATEST BLOG ENTRIES'. The 'RECENT ARTICLES' section includes an article by Eric Ries titled 'Author & Entrepreneur, Offers 10 Fat Tips for Lean Software Startups'. The 'LATEST BLOG ENTRIES' section features 'The End User Training Arms Race'.

The screenshot shows the SoftwareCEO newsletter. The header includes the CompTIA software CEO logo and the text 'Welcome to the SoftwareCEO Official Newsletter 01/31/12: 10 Fat Tips for Lean Software Startups'. The main content area features an 'Editor's Picks' section with a 'Download Now' button and the headline 'Wasting time & money on inefficient accounting? Learn the 5 signs your business has outgrown QuickBooks.' Below this, there's a section for 'Eric Ries, Author & Entrepreneur, Offers 10 Fat Tips for Lean Software Startups' by Bruce Hadley. The newsletter also includes a 'SUBSCRIBER EXCLUSIVE: How to Build Growth Via a Partner Program: Shipwire Marketing VP Offers 11 Tips' by Bruce Hadley. The footer contains the Shipwire logo and a call to action to 'Join Now for \$99'.

Capture Information

- Customized questions
- Survey built directly into Capable platform

Website Promotion

- Custom image promoting lead generation survey
- Placement above the fold on the homepage

Newsletter Promotion

- Newsletter sponsorships to 20,000+ opt-in subscribers
- Email blasts to 15,000+ members
- Can be used to promote various assets to encourage participation

SoftwareCEO Advertising Options and Pricing

<i>Product</i>	<i>Description</i>	<i>Fee</i>	<i>Product</i>	<i>Description</i>	<i>Distribution</i>	<i>Fee</i>
Banner Advertisements			Email Broadcast			
<u>Banner:</u> Medium Rectangle	300x250 pixels with link. Home page, above fold, upper right, site wide.	\$60/CPM	<u>Direct Response</u> Email Distribution	Advertiser provided HTML distributed to double-opt-in of SCEO subscribers.	16,000 per dist.	\$4,200 per dist.
<u>Banner:</u> Leaderboard	728x90 pixels with link. Home page, above fold, upper right, site wide.	\$40/CPM	Newsletter Inserts			
<u>Sponsored Link</u>	Advertiser provided link, posted at bottom of SCEO homepage.	\$100 per month	<u>Newsletter</u> Insertion Banner or Text Announcement	160x350 pixel graphic or 75 words of text with link and small logo (90x90). Distributed 2x per month to opt-in audience.	20,000 per dist.	\$425/run
Site Position Sponsorships			<u>Newsletter</u> Insertion Tile	160x117 pixels graphic, distributed 2x per month to opt-in audience.	20,000 per dist.	\$300/run
<u>Exclusive Homepage</u> Sponsorship	Homepage Side Bar, exclusive/does not rotate. (1)	\$1,600 per month	Targeted Lead Generation			
<u>Sidebar Module /</u> <u>Featured Link</u>	Homepage side bar exclusive/does not rotate. Tile placement (75x60) image provided by sponsor.	\$800 per month	<u>Lead Generation</u> Campaign	Call for Pricing Information		
<u>Dedicated</u> Sponsor Page	Full custom page dedicated to a product, brand or line. (2)	\$2,200 per month				

(1) Full width placements (320x60), provided by sponsor. Position flexible, can be positioned above or below any module in sidebar.

(2) No height restrictions; can be as long as you need. Custom URL, SEO optimized (ex. /page/your product name). Note: This placement includes additional supportive ad positions to ensure estimated distribution/exposure. The supportive position costs are included in fee, with an approximate additional value of \$1,800. Advertiser provides creative for Dedicated Sponsor Page as well as additional supportive advertising.