

MULTIMEDIA — M2MPREMIER.COM

M2mpremier.com is the ultimate resource for M2M, acting as the global information hub for all things pertaining to machine-to-machine technology.

m2mpremier.com is not just another Web resource. Rather, it is designed to be customized to enhance each individual user's experience, allowing them to sign up for custom alerts related to specific vertical interests. Recently, the Website, which was originally fee-based, has become open to all visitors, simply by becoming a registered user.

From case studies, to white papers, to RSS feeds, m2mpremier.com houses all of the critical content impacting the machine-to-machine space. m2mpremier.com also contains a vendor analysis section where users can cull critical information for every provider in the machine-to-machine space.

M2MPREMIER.COM USER PROFILE

m2mpremier.com users are passionate and have a desire to stay informed, educated, and engaged in how connectivity and collaborative technology are shaping both their personal and professional lives.

COLLABORATIVE EXCHANGE

- Influential and driven business professionals
- 72% of users are new visitors
- 31% of users are outside the United States
- 52% of the traffic to the Website is from referring Websites

Content on the Click:

- Just under six minutes, the average amount of time a user spends on the m2mpremier.com Website.
- 80% believe m2mpremier.com does a very good job in covering the connected device industry.
- About 13% of **CONNECTED WORLD** online users also use m2mpremier.com as their machine-to-machine resource.

Source: 2011 **CONNECTED WORLD** Readership Study; Corporate Adopter Survey; and Google Analytics.



M2MPREMIER.COM — BANNER PLACEMENT

BANNER UNIT	PLACEMENT NAME	PIXEL SIZE	NET COST/MONTH
HOMEPAGE			
Large Box I	HPB ₁	300x250	\$500/placement
Large Box II	HPB ₂	300x250	\$500/placement
VERTICAL/DEPARTMENT PAGES (PER SECTION)			
Leaderboard	VDL	728x90	\$250/placement
Large Box I	VDB ₁	300x250	\$250/placement
Large Box II	VDB ₂	300x250	\$250/placement

AVAILABLE PLACEMENTS

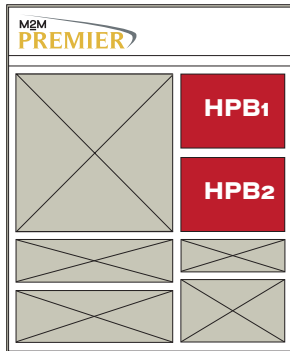
VERTICAL DASHBOARD

- Construction/Facilities Management
- Consumer/Connected Home
- Energy/Utilities
- Healthcare/Medical
- Manufacturing/OEM
- Public Safety/Law Enforcement
- Retail/POS
- Security
- Service/Maintenance
- Transportation/Automotive

DEPARTMENTS

- Vendor Analysis
- Directories
- Education
- Deployment Guide
- Developers Portal
- Investments

Homepage



Vertical and Departments

