

Dataxis

MEDIA KIT

DIGITAL CAMPAIGNS & WEBINARS & WHITE PAPERS



GENERATE LEADS

ENGAGE YOUR TARGETS

INFLUENCE THE MARKET

GET UNIQUE VISIBILITY

Associate your brand with a pre-eminent research & event company and leverage our network of more than 25,000 industry executives

Dataxis is at the heart of the growing worldwide TV and Telecom markets and we provide our clients with comprehensive **detailed market research, high quality events, and powerful media** covering more than 200 countries with a strong focus on emerging markets.

WEBINARS



EDUCATE, ENGAGE YOUR AUDIENCE & GENERATE NEW LEADS

Dataxis webinars gather in average more than 150 participants. Benefits include:

- ✓ 15 mins: Dataxis analyst to introduce the market and provide content development.
- ✓ 25 mins: Sponsor speaking slot to present its business proposal.
- ✓ 15 mins: Operator/Broadcaster/Partner case study to support your business proposal
- ✓ 5 mins: Q & A session

GET EXCLUSIVE VISIBILITY

Sponsor a webinar and get an exclusive speaking slot to present your business proposal. Be visible on our websites (company logo, webinar banner) and promote your webinars through our Nextv News Media and e-mail blast to our 25,000 contacts.

GENERATE LEADS

Receive the detailed list of executives registered to your webinar at the end of the session. Your webinar recording available for 3 months on our websites.

Pricing
\$5,000

WEBSITES AD BANNERS & DAILY NEWSLETTERS



ADVERTISE YOUR BRAND on one of the leading media specialized in the TV, Video, OTT & Entertainment industry

More than just news, Nextv News brings industry comments, white papers, webinars, video interviews, and digital magazines. Ad banners appear throughout Nextv News websites and our daily newsletters depending on your advertising package. Our specialists can make recommendations as to banner design and call-to-actions to help ensure maximum engagement.

5,000

News posted

32,000

Subscribers

60,000

Monthly Visitors

ADVERTISING BANNERS

WHY ADVERTISE IN NEXTV NEWS INTERNATIONAL AND REGIONAL WEBSITES?

NextvNews

32,000+
Subscribers

60,000+
Monthly Visitors

PROMOTE YOUR BRAND in one or several regions and measure your campaign impact

- ✓ **1** International Website and **3** regional websites
- ✓ More than **5,000 news** posted annually
- ✓ **21** Daily Newsletters by week
- ✓ Multi-regions package offers available
- ✓ More than just news, Nextv News brings industry comments, White papers, Webinars & Video interviews

NextvNews
INTERNATIONAL

40,000+ Monthly visitors
10,000+ subscribers

NextvNews
LATIN AMERICA

30,000+ Monthly visitors
11,000+ subscribers

NextvNews
BRASIL LUSOFONOS

9,000+ Monthly visitors
3,000+ subscribers

NextvNews
AFRICA

25,000+ Monthly visitors
8,000+ subscribers

AD BANNERS ON NEWS WEBSITES

GET UNIQUE VISIBILITY FOR YOUR BRAND THROUGH ADVERTISING BANNERS

3 different OFFERS:

- ✓ **HEADER**
- ✓ **PREMIUM**
- ✓ **CLASSIC**

Head & Central banner:

Web: 1315 x 185px

Mobile: 350 x 125px

Side banner:

Web: 300 x 300px

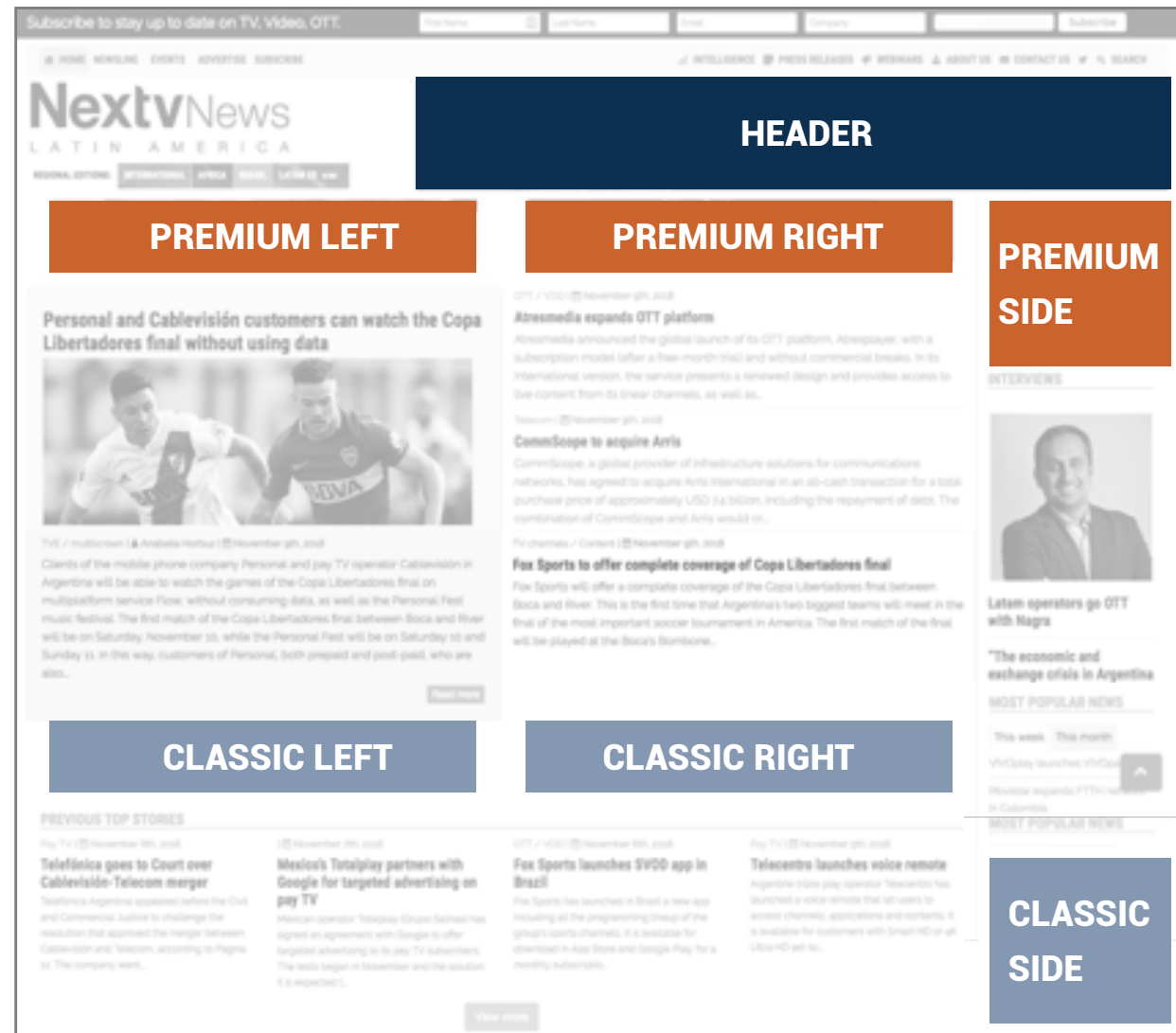
Mobile: 300 x 300px

File format:

.gif and .jpeg only

File weight:

100kb max



ADVERTISING RATE CARD

		NexTV News INTERNATIONAL	NexTV News REGIONAL
HEADER	1-3 months 4-6 months 7-12 months	\$1,600 \$1,500 \$1,400	\$1,400 \$1,300 \$1,200
PREMIUM	1-3 months 4-6 months 7-12 months	\$1,300 \$1,100 \$900	\$1,100 \$900 \$700
CLASSIC	1-3 months 4-6 months 7-12 months	\$1,000 \$900 \$800	\$800 \$700 \$600

PACKS MULTI-REGIONS

2 regions	-10%	+Free Premium banner visible on INTERNATIONAL website & corresponding daily newsletter for minimum 2 days a week
3 regions	-15%	+Free Premium banner visible on INTERNATIONAL website & corresponding daily newsletter for minimum 3 days a week
4 regions	-20%	+Free Premium banner visible on INTERNATIONAL website & corresponding daily newsletter for minimum 3 days a week

EMAIL BLASTS



Reach more than 25,000 Executives Worldwide, or target specific regions:

- > Africa & Middle-East
- > Latin America
- > Brazil
- > Europe

Dataxis "**email blast**" helps build stronger customer relationships and stay in regular contact with the market with attractive and professional email communications.

- > **Average open rate: 13-14%**
- > **Average CTR: 5-6%**

REGION	1 REGION	2 REGIONS	3 REGIONS	ALL REGIONS
1 email blast	\$400	\$600	\$750	\$900

WHITE PAPERS

HOSTING WHITE PAPER

A 5-10 pages white paper provided by the sponsor. The white paper will be hosted on Daxxis websites, with free download available by registration.

GET EXCLUSIVE VISIBILITY

The white paper will be hosted for 3 months on the relevant websites: Daxxis, Nextv News international & regional. It will be promoted up to 25,000 executive subscribers through e-mail blasts.

GENERATE LEADS

Received the detailed list of contacts who download the white paper every week.



Pricing
\$3,000

CONTACT US

Learn more about Media Services at
www.dataxis.com

You can also contact us directly at:
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