

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

Webinar is a very cost effective way to market and promote your services and reach out to a worldwide or regional captive audience



✓ EDUCATE

Show how your product works and demonstrate the benefit to the user, including testimonials from satisfied customers

✓ ENGAGE YOUR AUDIENCE

Associate your brand with a pre-eminent research and event company to host a webinar and get an exclusive speaking slot to engage with your audience on a personal level. Sponsored webinars gather in average more that 150 participants

✓ GENERATE QUALITY LEADS

E-meet and convert leads that have expressed a strong level of interest and intent. Receive the detailed information of all executives registered and attendees

✓ LEVERAGE OUR POWERFUL MEDIA

Sponsored webinars are promoted through our powerful Nextv Media and e-mail blasts to up to 30,000 contacts. Your webinar recording and presentation are available for 3 month on our news and corporate website

Pricing
\$5,000

GENERATE LEADS & ENGAGE YOUR TARGETS

White papers

Spread your expertise and build a better brand image

✓ HOSTING WHITE PAPER

A 5-10 pages white paper provided by the sponsor. The document will be hosted on Daxxis websites to be downloaded by registration.

✓ GET EXCLUSIVE VISIBILITY

The White paper will be hosted for 3 months on the relevant websites: Daxxis, Nextv News international & regional and our newsletters. It will be promoted up to 30,000 contacts through e-mail blasts.

✓ GENERATE LEADS

Receive every week the detailed list of executive contacts who download the white paper



Pricing
\$3,000

ADVERTISING BANNERS

Push your brand on one of the leading media specialized in the
TV, OTT, Media & Entertainment industry



- ✓ Ad banners appear throughout Nextv News international and regional websites.
- ✓ Ad Banners are also released in the daily newsletters sent to our subscribers database.
- ✓ Our specialists can make recommendations as to banner design and call-to-actions to help ensure maximum engagement.



5,000
News posted



45,000
Subscribers



60,000
Monthly Visitors

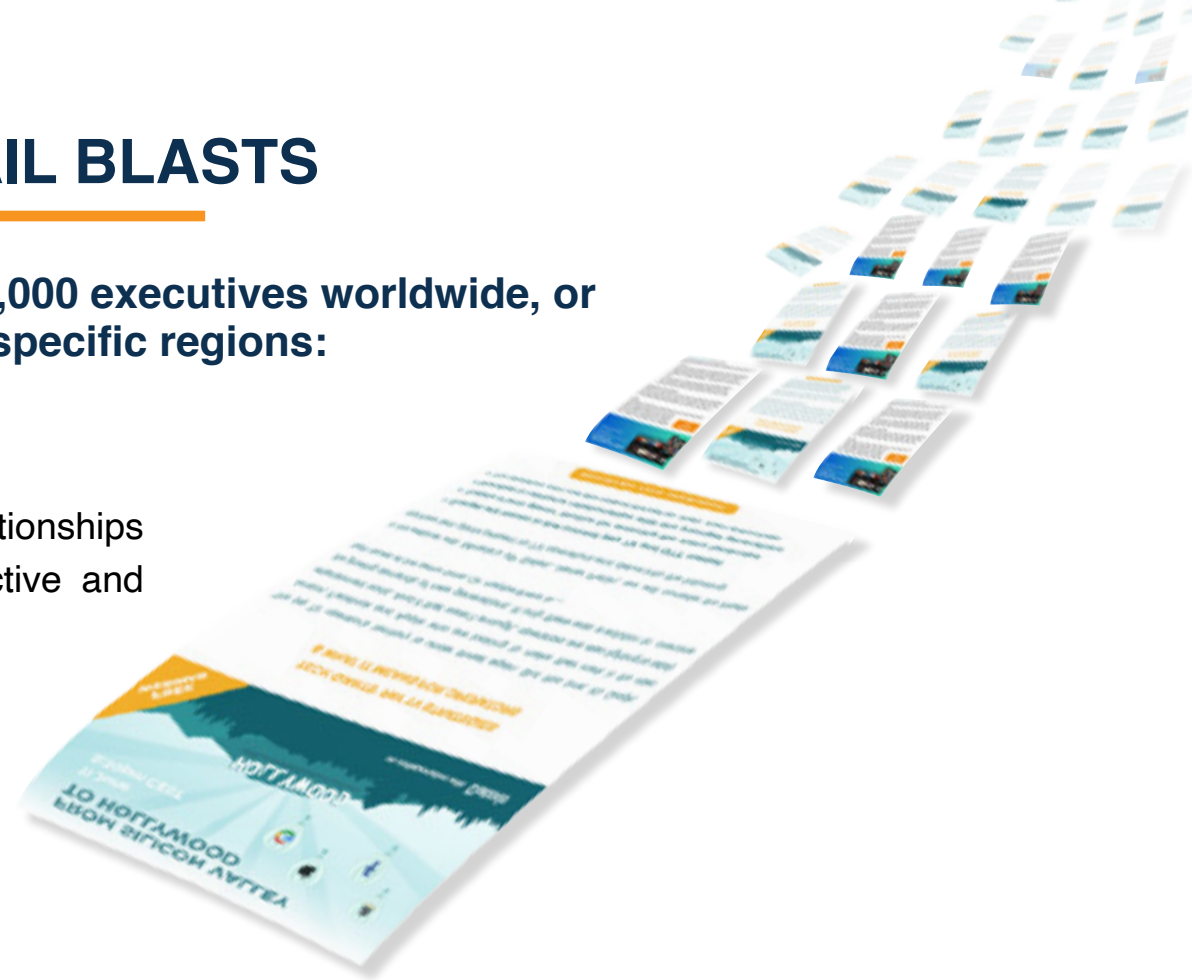
EMAIL BLASTS

Reach more than 25,000 executives worldwide, or target specific regions:

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

12-13%
Average Open Rate

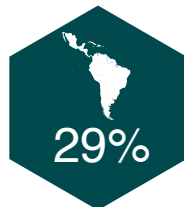
5-6%
Average CTR



North America



Latin America



Asia



Europe



Africa



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

AD BANNERS ON NEWS WEBSITES

Get unique visibility for your brand through advertising banners

3 different OFFERS:



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

CONTACT US

Learn more about Media Services at
www.dataxis.com

You can also contact us directly at:
sales@dataxis.com
+49 30 2178 0569 (Dataxis Europe)
+54 11 6869 2068 (Dataxis Americas)
+230 452 4814 (Dataxis Africa/APAC)

