



IT IS INNOVATION

2016 MEDIA KIT

CTA.tech/i3



It Is Innovation (i3)



The Consumer Technology Association's (CTA)TM flagship publication, *It Is Innovation (i3)*, showcases advances in technology, policy, business, and engineering in the consumer technology industry. It celebrates the entrepreneurial spirit in inventions and start-ups, the ideas, strategies and leadership skills that exemplify the industry and looks at what is in the pipeline. Readers include the professionals that design, manufacture, buy, distribute and analyze products and trends for this \$287 billion industry.

Average Circulation: 48,360+

Includes average print circulation of more than 19,360+ and average digital circulation of more than 29,000+ (based on Nov/Dec 2015 BPA Circulation Statement)

Plus 104,500+ bonus digital distribution (based on Publisher's Own Data)

i3 is the only industry publication that will:

- Increase your visibility before, during and after CES[®]
- Position your brand as a leader in its category
- Get recognition from top leaders and CE decision-makers

About Consumer Technology Association

As the preeminent trade association for the consumer electronics industry, the Consumer Technology AssociationTM is an authority on:

- Tech and market research and forecasts
- Legislative and regulatory news
- Engineering standards
- Industry shows and events
- Training resources
- Owns and produces CES[®]

CTA serves more than 2,200 member companies from every segment of the CE industry.

Consumer
Technology
AssociationTM



Unique Readership

i3 readers are the decision-makers driving the industry forward.

Our readers include the core of the CES audience – the largest tradeshow in North America and the largest CE tradeshow worldwide.

i3 is the only CE magazine with circulation that covers the entire CE spectrum:

- Retailers
- Manufacturers
- Content developers
- Financial analysts
- Venture capitalists
- Engineers
- Policy-makers
- Technologists
- Buyers

i3 is the only CE magazine that:

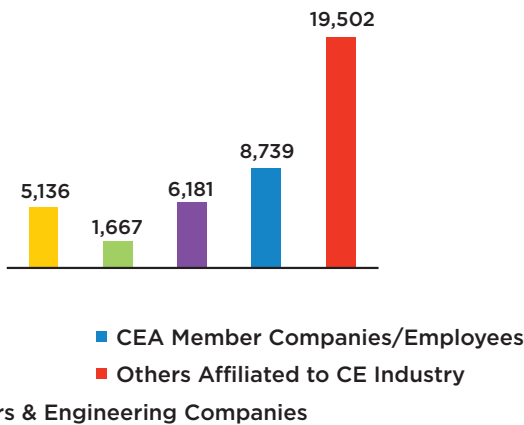
- Includes international circulation
- Connects with Washington policymakers
- Is distributed at Reagan National, LaGuardia and Logan executive shuttles
- Is the official publication of CTA, the Industry Authority
- Reaches top leaders in the CE industry
- Benefits from a premium and exclusive distribution at the CES

41,225	Circulation (includes print and digital)
16,816	Chairman/CEOs/Presidents/ Owners/Vice Presidents
6,803	Retailers and Distributors
5,391	International Subscribers
6,897	Global Executives
6,181	Manufacturers and Engineering Companies
991	Buying/Merchandising
8,739	CTA Member Companies and Employees

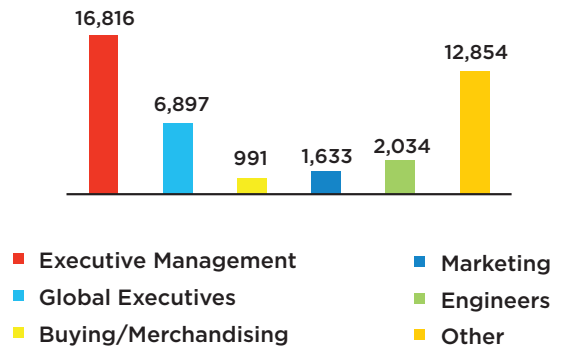
Based on Nov/Dec 2015 BPA Circulation Statement

Snapshot of BPA Circulation Statement Nov/Dec 2015

Business and Industry



Classification by Title



Based on Nov/Dec 2015 BPA Circulation Statement

Editorial Calendar 2016

JANUARY/FEBRUARY: CES 2016 SHOW ISSUE

- Gaming & Virtual Reality
- Futurists Discuss Car Tech
- Smart Urban Areas
- New 3D Printing Models + 4D on the Way
- Silver Nanowire Technology
- Robotics
- The Sharing Economy
- International Focus Eastern Europe

SPECIAL

- CMOs at C Space
- Eureka Park Startups
- CES Unveiled Las Vegas
- Innovations Awards

SHOWS:

CES® 2016



MARCH/APRIL

- Smart Home
- Security in Connected Cars
- Biometrics Advances
- Mobile Wallet

- 4K UHD
- The Best of CES 2016
- Successful Startups
- International Focus: Russia

SHOWS:

Winter Break

CES on the Hill/Digital Patriots Dinner
Technology & Standards Spring Forum

MAY/JUNE

- Virtual and Augmented Reality
- IoT
- Next Gen TV
- Drones: What's New?

- 3D Printing Case Studies
- Health and Biotech
- International Focus: China

SHOWS:

CES Asia 2016
CEO Summit

JULY/AUGUST

- Electric Cars
- Streaming Business Models
- Digital Health
- University Innovations

- Inside an Accelerator
- Fitness Tech
- VR & Gaming
- International Focus: Israel

SEPTEMBER/OCTOBER

- Connected Cars
- Sensors/Connected Devices
- Cyber Security
- Education Tech

- Streaming Models
- The Future of Retail
- International Focus: France

SHOWS:

Innovate!
Technology and Standards Fall Forum

EVENTS

CES Unveiled Paris

NOVEMBER/DECEMBER: THE CES 2017 PREVIEW ISSUE

- Robotics & Drones
- The 3D Incubator
- Wearable Tech
- Smart Home
- Autonomous Cars
- Digital Health
- Sharing Economy
- International Focus: Brazil

SPECIAL

- CE Hall of Fame Dinner
- CES Unveiled New York

FOR MORE INFORMATION ABOUT EDITORIAL CONTENT PLEASE CONTACT:

Cindy Stevens

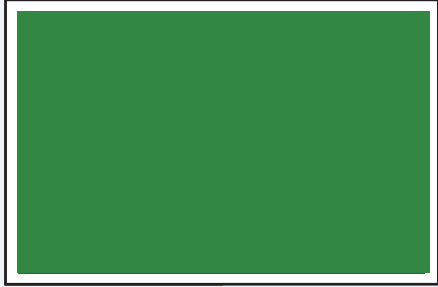
Sr. Director, Publications

703-907-7609 • cstevens@CTA.tech

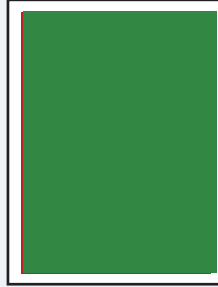
IN EVERY ISSUE: From the CEO • Innovator • C4 • A Technology to Watch • International Focus • Pipeline • Tech Hub • Innovation Movement Inside Policy • Faces of Innovation • Guest Blog • Green PolicyThe Economist Entertainment Matters • CTA Reports • Market Beat • Stats & Facts

Ad Sizes

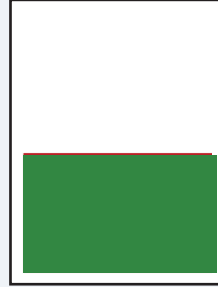
Magazine trim size: 8.25 x 10.875



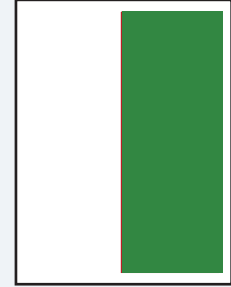
Full-page spread
Live area: 15.5 w x 10 h
Bleed: 16.75 w x 11.125 h
Trim: 16.5 x 11.875



Full page
Live area: 7.25 x 10
Bleed: 8.5 x 11.125
Trim: 8.25 x 10.875



1/2 page horizontal
Live area: 7.25 x 4.625
Bleed: 8.5 x 5.625
Trim: 8.25 x 5.375



1/2 page vertical
Live area: 4.75 x 10

2016 AD AND MATERIAL CLOSE DATES FOR *i3*

	Ad close:	Mats due:
Jan/Feb	Nov 13	Nov 20
Mar/Apr	Feb 16	Feb 22
May/Jun	April 11	April 15
Jul/Aug	June 17	June 24
Sep/Oct	July 17	July 24
Nov/Dec	August 22	August 29
Jan/Feb 2017	October 17	October 24

FOR SALES INFORMATION PLEASE CONTACT:

Aurelie Cornett

Account Executive for CES®
Consumer Technology Association
1919 South Eads St, Arlington, VA 22202
703-907-5245
acornett@CTA.tech

AD RATES

	1X	6X
4-color page	\$3,392	\$2,259
4-color 1/2 page	\$2,242	\$1,144



WEBSITE AND APP ADVERTISING

Web Banners on CTA.tech/i3

Advertising on *i3*'s online site is a great way to gain exposure and stay ahead of your competition. Online ad space is available at **CTA.tech/i3**.

The website reaches a broad audience including retailers, manufacturers, buyers, analysts and many others.

Web Banner Requirements

Banner ads can be purchased in one-month, six-month and twelve-month cycles. Advertisements are available in two sizes, 300x100 pixels and 300x250 pixels.

300x100

300x250

File Format

GIF or JPG file formats are acceptable. Animated GIFs are limited to four rotations or 15 seconds of continuous play.

Also, provide the URL you would like visitors to be directed to.

Maximum file size: 50 KB.

Deadlines

The deadline for submission is one week prior to requested start date.

Cost

Contact **Aurelie Cornett at 703-907-5245 or acornett@CTA.tech** for pricing.

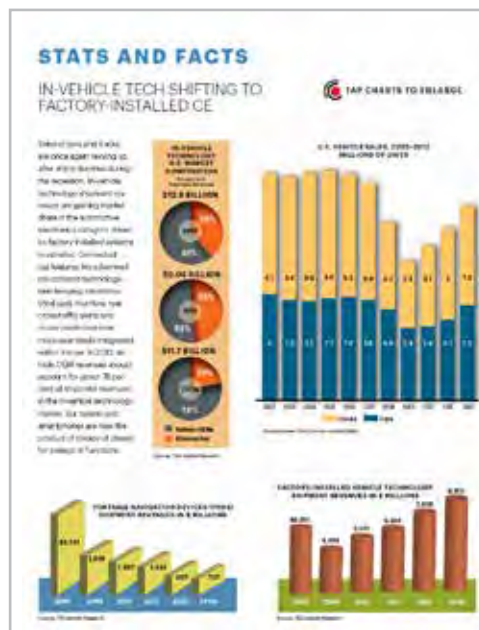
App Advertising

i3 is now available on both Apple and Android tablets in the App Store and on Google Play. Our convenient app is easy to read on-the-go. See the magazine come to life with tap-and-go interactivity, exclusive videos and bonus features not found in the print edition.

Give your ad maximum impact. Embed video, audio, slideshows and more.

Email Sponsorships

Add your company logo or banner ad to our bi-monthly email that reaches more than 150,000 readers. **Aurelie Cornett at 703-907-5245 or acornett@CTA.tech** for pricing.



Print Specifications

POLICIES

Agencies: A 15% commission on gross billing is allowed to recognized agencies on space, color and position if paid within thirty (30) days of the invoice date. Production charges, including, but not limited to, insert handling, special binding of inserts or reprints, are non-commissionable.

Payment Terms: All prepaid invoices receive a 1.5% discount. All invoices outstanding after thirty (30) days will incur a 1.5% per month (18% per year) finance charge. All invoices outstanding after ninety (90) days may be referred to a collection agency. All orders are subject to our credit requirements.

Cancellations: A 50% cancellation fee will be charged if the ad is cancelled prior to the space closing date. The advertiser will be charged for the insertion if space is cancelled after the closing date.

REQUIREMENT FOR DIGITAL ADVERTISING MATERIALS

Disks: CD-ROM. Files may also be transmitted to our FTP site. Contact your advertising representative or ad traffic manager for details.

Desktop File Formats: PDF, EPS or TIFF.

Proofs: A black-and-white composite proof at 100% size should be provided with all ads. If your ad contains four-color scanned images or builds of three or more colors, provide a high-end digital color proof (Iris, Approval, Polaproof, etc.). CTA is not responsible for color shifts due to differences between the file and the proof.

File Submission:

To submit ads electronically, use the following link: <https://sendit.mcmurrytmg.com/filedrop/cea>. Send ONLY the files to be used in your ad. Include a printout of the contents of your disk.

PDF File Construction Guidelines:

- Build pages to trim size and extend elements 1/8" beyond trim if bleed is required.
- All color images must be in CMYK mode; no RGB images.
- All continuous tone images must have a resolution of at least 266 dpi at 100%. Scanned black-and-white line art should have a minimum resolution of 800 dpi at 100% and a maximum resolution of 2400 dpi.
- Do not embed ICC profiles within images.
- Four-color solids and images should not exceed SWOP density of 280%.
- Make Postscript files at least 1/4" larger than ad trim size to allow for 1/8" bleed around ad perimeter.
- All high-resolution images and fonts must be embedded when the PDF file is distilled. Use Acrobat Distiller's "Press Optimized" setting or PDF X-1a for creating the PDF.

Disclaimer: CTA will check advertiser's digital ads. If additional work is necessary to ensure proper output of ads, additional production charges may apply and the advertiser will forfeit any commission. If delays due to missing font or image files are incurred, late charges may apply.

MATERIALS CONTACT/ SHIPPING INFORMATION

By submitting advertising materials to CTA (the "Publisher"), the Advertiser and its Agency agree that all terms of this document are binding. No other conditions shall be binding unless specifically agreed to in writing. No officer, employee or agent of the Publisher has the authority to waive this provision.

All insertion orders are subject to the provisions of this card. Rates are subject to change by the Publisher, at which time reserved space may be cancelled without incurring frequent-rate penalties. Any other cancellations will result in an adjustment to reflect the actual space used at the earned frequency rate.

Position specifications stipulated on insertion orders are not treated as binding. No allowances are made if position requests are not granted. The Publisher reserves the right to refuse to accept any advertising or to cancel any advertising at any time.

The Publisher is not liable for delays in delivery and/or non-delivery due to causes beyond the Publisher's control, including, but not limited to, acts of God, labor problems or government regulations.

The Publisher is not liable for (1) any costs related to its failure to publish an advertisement or (2) errors in key numbers. The Publisher's liability shall not exceed the cost of the space ordered.

The Advertiser and its Agency stipulate that they are properly authorized to publish the material they present to the Publisher, and that these materials do not libel any individual or entity or violate the rights of any third party. The Advertiser and its Agency further indemnify the Publisher and its affiliates from any liabilities, damages or expenses (including costs of defense) arising out of the publication of their advertisement.

QUESTIONS?

Andy Gulzcynski

Ad Traffic Manager

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Scottsdale, AZ 85251

Direct: 602-427-0117

Main AZ office: 602-395-5850

andy.gulzcynski@manifest.com