



bwwmediagroup
FUEL FOR SERIOUS TECHNOLOGISTS

2022

MEDIA KIT

For our technology properties:



For inquiries, contact: hello@bwwmediagroup.com



An independent media company with offices in New York & Chicago.

BWW Media Group is committed to providing the best content and community resources to help IT professionals be successful in their jobs and keep their end users and businesses running 24 hours per day, 365 days per year. To us, the IT Professionals are business heroes.

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This Media Kit covers 2022 advertising opportunities on our technology properties:





Two primary technology properties. Deep Tech & Tech Interests for IT Professionals

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[Microsoft 365 Ready For The New Windows Server, ...](#)

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Microsoft Patches Azure Active Directory Private Key Data Vulnerability

Research Smith's
New 26, 2022

Microsoft recently made changes to Azure Active Directory (Azure AD) to mitigate an issue where private key data stored in an Azure AD application or service principal could be read or abused. Some Azure services use incorrectly stored private key data in Azure AD in the **keyCredentials** property when they create, refresh or regenerate their secrets. As a result, a non-privileged user can view existing

What is the Azure AD keyCredentials property?

The **keyCredentials** property in Azure AD is meant for storing a certificate with public key data for use in application authentication. Microsoft says that certificates with **private** key data could have also been stored in the **keyCredentials** property.

Public keys are designed for "public" consumption and its normal that most access should be given. But private keys should always be safeguarded.

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Remote Desktop Manager - A Remote Connection Management Tool for IT Pros

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"While some people have been working remotely for many years - or even nearly decades - the pandemic has created a whole new generation of remote workers."

"According to researchers at Global Knowledge, there were the top highest paying IT certifications in 2020."

"Not all pricing strategies are flexible and easily accessible. Some are surprisingly subtle and sophisticated."

"Why should we delegate control of our digital safety net to an outside company? Pick it over from its threat, instead of yourself."

"Here are five common cybersecurity misconceptions (and how to be better)"

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Samsung Galaxy Book S
Starting at \$599 USD

Samsung Galaxy Book E
Starting at \$399 USD

Microsoft Surface Go 2
Starting at \$399 USD

Huawei MateBook E
Starting at \$399 USD

The New Microsoft Edge Lands on ARM in Beta

By Paul Thurrott Jan 16, 2020 WITH 0 COMMENTS
Microsoft has finally released a pre-release version of its new Edge browser that works natively in Windows 10 on ARM.

Microsoft Plans to be Carbon Negative by 2030

By Paul Thurrott Jan 16, 2020 WITH 0 COMMENTS
Microsoft plans to be carbon negative by the end of this decade, but it has even bigger sustainability plans for the future.

Fibbit Enables SpO2 Monitoring on Newer Wearables

By Paul Thurrott Jan 16, 2020 WITH 0 COMMENTS
Fibbit is enabling a blood oxygen (SpO2) monitoring feature on its Vera and Ionic smartwatches and Charge X wearables.

There's a Seeker Born Every Minute - Windows Weekly #55

By Paul Thurrott Jan 16, 2020 WITH 0 COMMENTS
This week's episode of Windows Weekly features a special guest from the world of podcasting.

The End Of Windows? Support - What The Tech Ep. 462

By Paul Thurrott Jan 16, 2020 WITH 0 COMMENTS
Paul and Leo discuss the end of support for Windows 7, the beginning of the new Microsoft Edge era, Windows 10, and much more.

Edge - German Version Inadvertently Installed

By Paul Thurrott Jan 16, 2020 WITH 0 COMMENTS
A user reports that the German version of Microsoft Edge was installed on their system without their knowledge.

Petri | Thurrott on Petri.com

MOBILE Paul Thurrott's Short Takes: December 20

First Ring Daily 751: It's All Greek to You

Aired on January 16, 2020 by Brad Sanson with 0 Comments

On this episode of First Ring Daily, Edge speaks a different language, Bluetooth is Bluetooth and a little bit of opening narration.

[View Episode Page](#) [Podcasts Hub](#)

3 New Games Are Coming to Xbox Game Pass for PC

By Paul Thurrott Jan 16, 2020 WITH 0 COMMENTS
Microsoft today revealed that A Plague Tale: Innocence, Children of Morta, and Gears are coming in the second half of the month.

Mozilla Lays Off 79

By Paul Thurrott Jan 16, 2020 WITH 0 COMMENTS
Citing the "times of tight core finances," Firefox maker Mozilla this week laid off 79 employees.

Rethinking Whole-House Audio: Bluetooth Adapter

By Paul Thurrott Jan 16, 2020 WITH 0 COMMENTS
I know that Bluetooth can't meet my whole-house audio needs, but I've been thinking about it lately.

The End Of Windows? Support - What The Tech Ep. 462

By Paul Thurrott Jan 16, 2020 WITH 0 COMMENTS
Paul and Leo discuss the end of support for Windows 7, the beginning of the new Microsoft Edge era, Windows 10, and much more.

There's a Seeker Born Every Minute - Windows Weekly #55

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MOBILE Paul Thurrott's Short Takes: December 20

Paul discusses various topics related to mobile technology and computing.

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Paul discusses various topics related to mobile



| Company Size | Percent of Total |
|------------------------------------|------------------|
| Micro (1 - 9 Employees) | 9% |
| Small (10 - 49 Employees) | 17% |
| Medium-Small (50 - 199 Employees) | 14% |
| Medium (200 - 499 Employees) | 9% |
| Medium-Large (500 - 999 Employees) | 8% |
| Large (1,000 - 4,999 Employees) | 16% |
| XLarge (5,000 - 10,000 Employees) | 7% |
| XXLarge (10,000+ Employees) | 20% |

| Functional Area | Percent of Total |
|------------------------|------------------|
| Information Technology | 48% |
| Operations | 8% |
| Government | 7% |
| Medical/Health | 7% |
| Finance | 5% |
| Sales | 5% |
| Engineering | 5% |
| Education | 4% |
| Marketing | 2% |
| Legal | 2% |
| HR | 2% |

| Company Revenue | Percent of Total |
|-------------------------------|------------------|
| Micro (<\$1MM) | 11% |
| Small (\$1MM-\$10MM) | 18% |
| Medium-Small (\$10MM-\$50MM) | 19% |
| Medium-Large (\$50MM-\$100MM) | 5% |
| Large (\$100MM-\$200MM) | 7% |
| XLarge (\$200MM-\$1B) | 14% |
| XXLarge (\$1B+) | 26% |

| Industry | Percent of Total |
|---------------------------|------------------|
| Software | 15% |
| Education | 10% |
| Manufacturing | 9% |
| Healthcare | 8% |
| Finance | 7% |
| Retail | 6% |
| Business Services | 6% |
| Government | 5% |
| Construction | 5% |
| Telecommunications | 4% |
| Transportation & Travel | 3% |
| Insurance | 3% |
| Media & Internet | 2% |
| Real Estate | 2% |
| Non-Profit | 2% |
| Wholesalers | 2% |
| Hospitality & Hotels | 2% |
| Legal | 2% |
| Resource Extraction | 2% |
| Energy, Utilities & Waste | 2% |

| Professional Group | Percent of Total |
|------------------------------|------------------|
| Business Professional | 49% |
| IT Professional | 27% |
| Small Business Professional | 9% |
| Finance Professional | 4% |
| Healthcare Professional | 3% |
| Human Resources Professional | 3% |
| Marketing Professional | 2% |
| Fortune 500 Employee | 2% |
| High Income Professional | 1% |

| Region | Percent of Total |
|---------------|------------------|
| North America | 48% |
| EMEA | 32% |
| APAC | 16% |
| LATAM | 2% |
| Other | 2% |



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GET-IT: 1-DAY Virtual Conferences

GET-IT GOLD Sponsorship:

Sponsor 1 Conference: \$13,500 each

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Sponsor 4 Conferences: \$6,015 each

GET-IT MULTI-SPONSORSHIP SAVINGS

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GET-IT: 1 Day Virtual Conferences ONLY 4 in 2022

March 24, 2022

Microsoft 365 Collaboration and Productivity Accelerator for IT Pros

June 23, 2022

Microsoft Cloud Security and Compliance 1-Day Virtual Conference

September 22, 2022

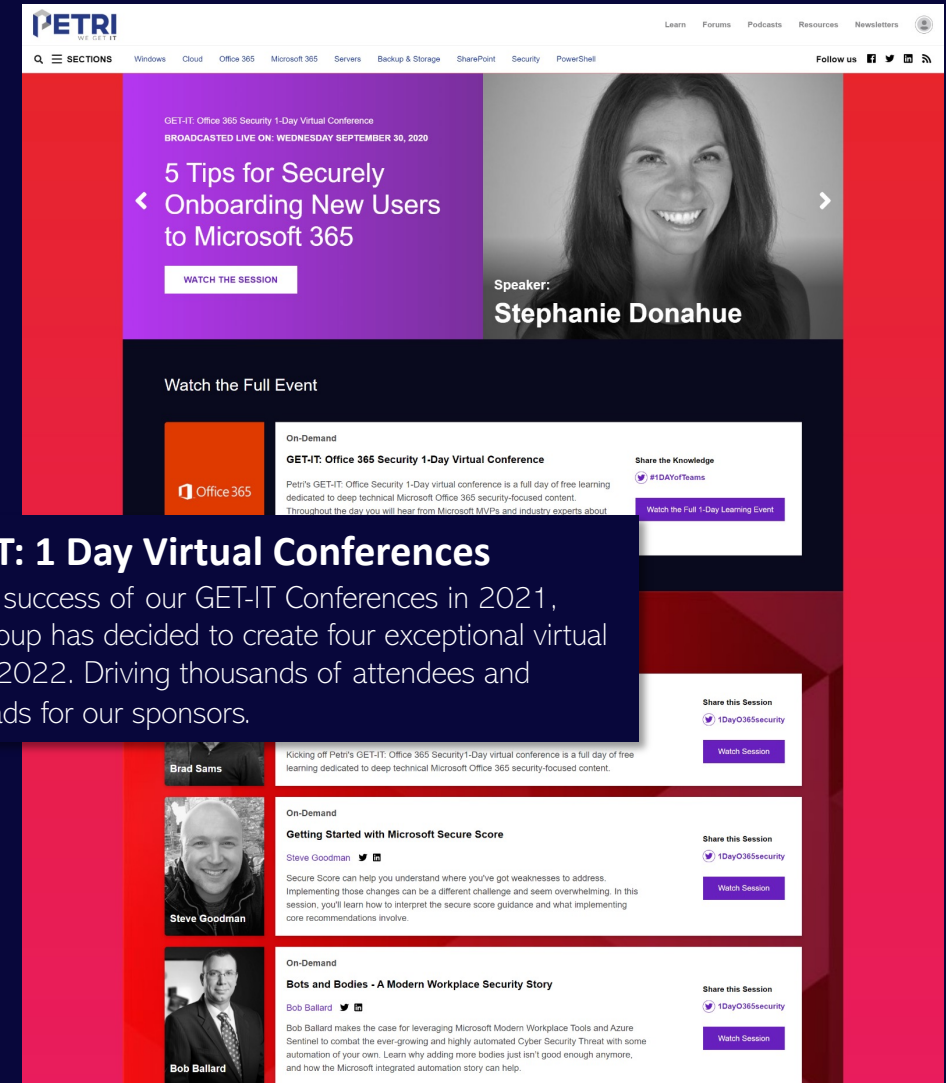
Virtualization 1-Day Virtual Conference

December 8, 2022

Microsoft Teams 1-Day Virtual Conference

For inquiries, contact: hello@bwwmediagroup.com

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Sponsorship details on following page



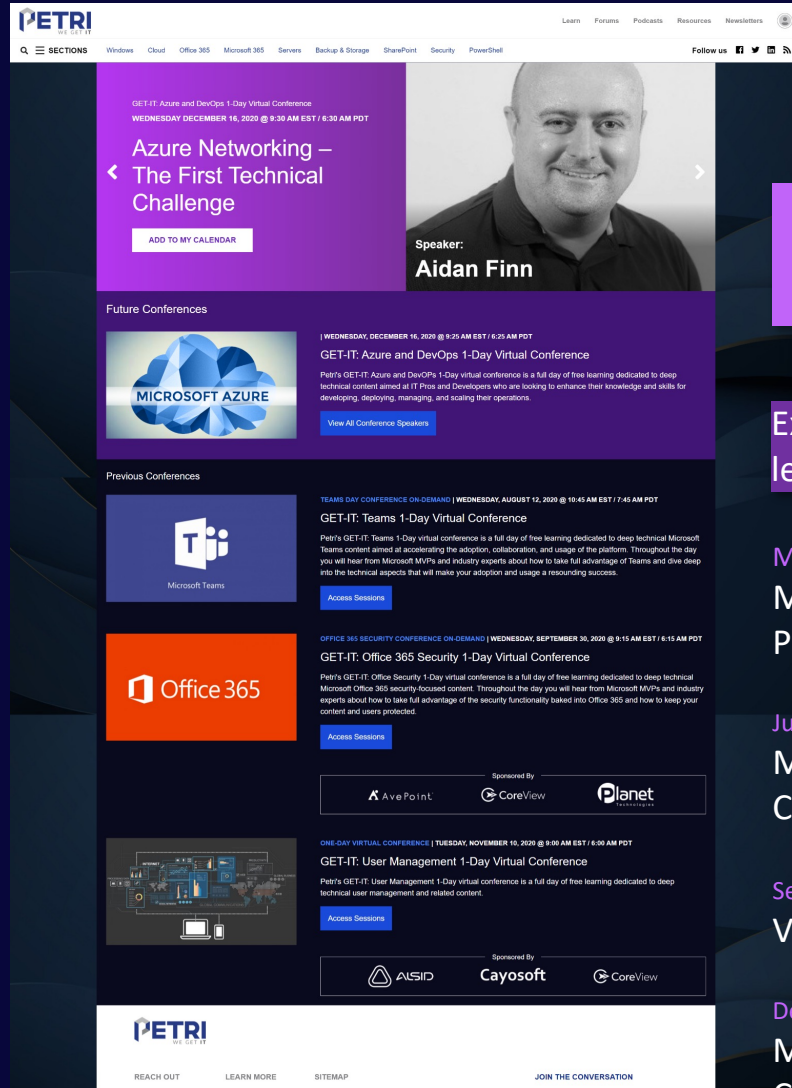
GET-IT: 1-DAY VIRTUAL CONFERENCE SPONSORSHIP DETAILS

GOLD Conference Sponsorship Includes:

1. Your company is listed with logo and backlink to your company site on all conference pages, emails & promotional materials, and post-conference follow-up. Sponsors are also added to all social media posts regarding conference to our social audience of over 300,000 strong.
2. Opportunity to host a 30 to 45-minute educational session during the conference with live Q&A following session, managed by conference hosts, Paul Thurrott and Russell Smith.
3. Event is highly promoted, and sessions are given by Microsoft MVPs and recognized industry experts.
4. Session speakers provide an article on their session topic, culminating into an e-book which is delivered to all registered participants immediately following the conference. Sponsors are welcome to submit an article for this e-book to our Editorial team.
5. All conference leads prior, day of and 2-weeks post event are shared with Sponsor.
6. 250 lead minimum guarantee - Leads gathered through conference registration. Event is promoted on multiple channels – Twitter, Facebook, Petri.com, Thurrott.com, and YouTube – to draw as many users as possible on day of event for maximum brand exposure for our sponsors.
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9. Content never sunsets on Petri.com.

SILVER Conference Sponsorship Includes:

All Gold Package components above, minus conference leads/guarantee (numbers 5 & 6 from list above)



GET-IT: 1 Day Virtual Conferences ONLY 1 REMAINING

Exceptional awareness, thought leadership and lead generating activity

March 24, 2022
Microsoft 365 Collaboration and Productivity Accelerator for IT Pros

June 23, 2022
Microsoft Cloud Security and Compliance 1-Day Virtual Conference

September 22, 2022
Virtualization 1-Day Virtual Conference

December 8, 2022
Microsoft Teams 1-Day Virtual Conference



Microsoft Cloud Security and Compliance 1-Day Virtual Conference

As more organizations than ever before move data, apps, and services into the cloud, and employees access resources from outside the corporate firewall, there's a growing need to ensure secure access and provide more sophisticated security protections.

Ransomware has surged in recent years, becoming the number one threat for organizations. In this 1-day virtual event, industry experts and Microsoft Valuable Professionals (MVP) will cover how to secure endpoints, collect data and analyze it to prevent attacks before they take hold of your network, protect resources using a zero-trust model, and planning governance measures for security and compliance.

- Deploying Microsoft Defender for Endpoint
- What is Azure Sentinel and how it can help protect cloud and on-premises IT resources.
- Expert roundtable: Planning for governance of Microsoft 365 apps
- Protecting Microsoft Office apps from attack
- Azure Active Directory security: How Azure AD and identity management forms the foundation of zero-trust security in Microsoft 365

Virtualization 1-Day Virtual Conference

Flexibility is key as organizations move to provide employees and third parties with access to corporate resources from any location and securely. For many, virtualization and virtual desktop infrastructure (VDI) is a key part of the solution.

In this 1-day virtual learning event, industry experts and Microsoft Valuable Professionals (MVP) will walk you through evaluating Desktop-as-a-Service (DaaS) solutions from Microsoft, how to deploy your own VDI using VMware Horizon, understanding the storage requirements for VDI, and how to size your hardware to host a fast and reliable virtual server or desktop infrastructure.

- Windows 365 vs Azure Virtual Desktop - Which Solution to Choose and Why? (Dean Ellerby)
- Best Practices for Modernizing an Existing VDI by Migrating to Azure Virtual Desktop (Neil McLoughlin)
- Optimizing the VDI User Experience with FSLogix Containers, App Masking, and Java Version Control (Travis Roberts)
- Sponsored Session - Vadim Vladimirovskiy
- Expert Roundtable: Choosing the Right Virtualization Solution (Dean, Neil, Travis, Vadim, Speaker TBA, Sponsor 2 TBA)
- Securing Azure Virtual Desktop with Azure AD Conditional Access and multifactor authentication (MFA) (Speaker TBA)

GET-IT: 1-DAY VIRTUAL CONFERENCE DETAILS

Microsoft Teams 1-Day Virtual Conference

Petri's annual Teams 1-Day Virtual Conference is back! Teams is the internal communication hub for small teams in large and small organizations. In this 1-day virtual learning event, you'll learn how to get the most out of Teams and your Microsoft 365 licenses.

This year, industry experts and Microsoft Valuable Professionals (MVP) will provide you with solutions to some of your top concerns, including how to back up Microsoft 365 data, how to facilitate hybrid work, governance and compliance, and using reporting to monitor your workforce and improve productivity.

- Considerations for Backup and Recovery of Data in Microsoft 365
- Get Started with Hybrid Work and Teams Rooms
- Managing Information Governance, Security, and Compliance in Microsoft Teams
- Expert roundtable: How to Unlock the Power of Teams for Your End Users
- Using Teams and Microsoft 365 Reports to Improve Productivity and Increase Adoption



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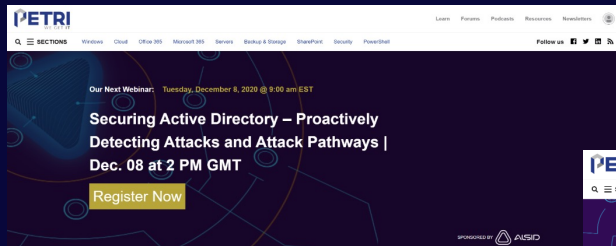
FUEL FOR SERIOUS TECHNOLOGISTS

Webinars

Fully Managed Webinar: \$15,000

Webinar + Techbrief: \$18,000

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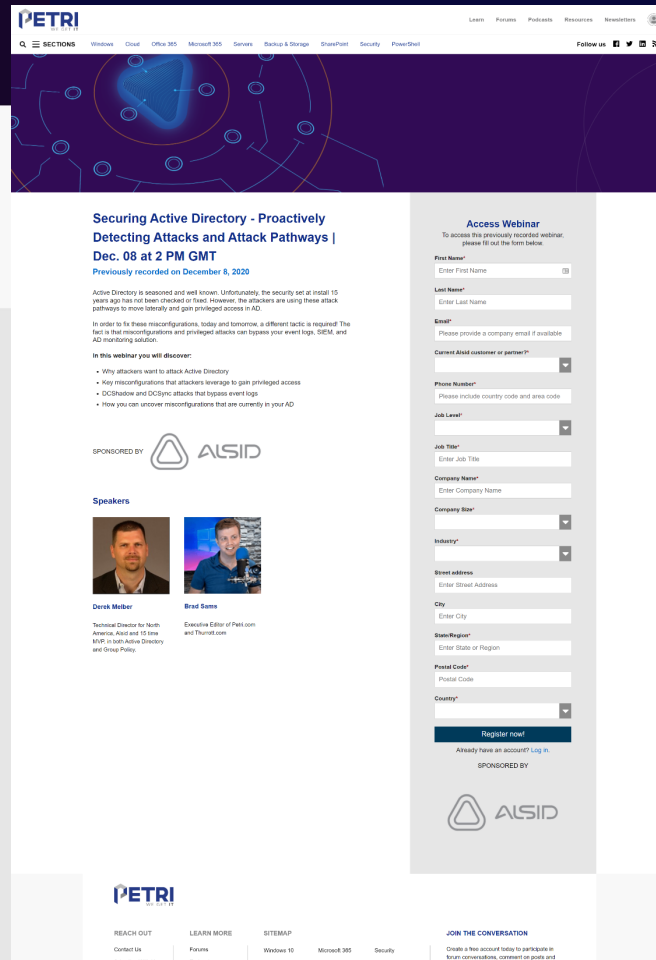
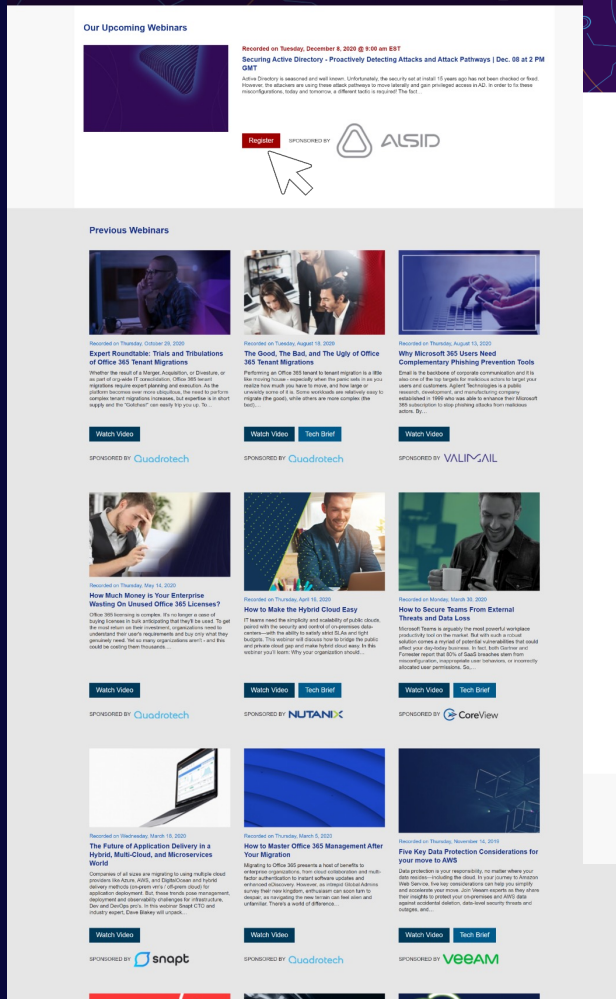
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- Leads generated from registrations prior to live webinar event or from on demand promotion after live webinar date
- Every effort is made to guarantee 70% leads (175) prior to live webinar date
- Fully managed, multi-touch marketing program to drive audience awareness & consideration
 - Promoted through our channels to our BWW Media Group audiences
 - Full nurture tactics used to drive attendance post registration
 - Co-hosted with a Petri / Thurrott expert or hosted solely by your subject matter expert(s)
 - Post webinar follow-up with registered and attended participants
 - Thank you!
 - On-demand webinar available
 - Tech brief ready for download
- Full multi-touchpoint campaign reporting to client on registrants and attendees



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Custom Content Services

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| Sponsored Post Package: | \$4,000 |
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Maximizing Your Microsoft E5 Security Solutions

Ebook
The Forensic New Wave™: SaaS Application Data Protection, Q4 2021

On-Demand Webinar
Combating Cyberattacks in 2022: Prepare to Defend Your Active Directory

Home | Office 365

Guide: Using PowerShell to Assist with Backing up Microsoft 365 Data and Settings

Steve Goodman | JUN 14, 2021

If you are aiming for a roll-your-own approach to creating a backup of your data in Microsoft 365, the options are not great for a build-your-own solution. However, when it comes to the configuration of your tenant, there are good options.

Even if you've bought a backup product for Microsoft 365 or are relying on the service availability and capabilities to guarantee data is retained – a configuration change can spell a weekend of unwanted extra work, and potentially data loss. As people say, prevention is better than cure.

Sponsored Post Link: [Afai.ai provides a modern solution for backing up Office 365 \(and Google Workspace too\) including full Teams support, SharePoint and OneDrive file metadata and sharing permissions, and many other advanced and modern features.](#)

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Backing up your data in Microsoft 365 using PowerShell

If you must get a copy of a particular user's data for a belt-and-braces backup, need to perform the same task regularly, and you don't have a product on hand, then PowerShell can provide the answer.

In the on-premises world of Exchange Server, the closest equivalent to what I'll describe would often be referred to as a brick-level backup, and via PowerShell as a scheduled task, involving performing PST exports of mailboxes. This was a wildly inefficient way of performing a backup, and often performed for VIP mailboxes where awaiting a full database restore wasn't desirable.

In Microsoft 365, we've got more than just Exchange Online to consider, and the same PowerShell cmdlets used on-premises don't work in Microsoft 365. Instead, it is necessary to perform a Compliance Search against the users we want to copy both Exchange and OneDrive for Business data, then after the export completes, download the data from Microsoft 365 to a local location.

This can be completed from the web interface, which includes a dedicated tool to both connect to the temporary export location in Azure, and then compose the extract in the requested format, such as ZIP files. When using PowerShell, the AzCopy tool can be used to perform the export of email message files and files.

To demonstrate this, I've created a simple PowerShell function, [Example_Export](#), designed to create, monitor, and then export the data, then copy the data to a local folder using AzCopy. This isn't a production-ready script, but it is self-documenting so that you can see the core process and cmdlets required. You'll see this in action in the screenshot below.

MORE FROM STEVE GOODMAN

Making Office 365 More Sustainable with Self-Service Restore

Guide: Using PowerShell to Assist with Backing up Microsoft 365 Data and Settings

How to Restore Files and Data in Microsoft 365

PETRI NEWSLETTERS

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SMB's 5-Quick Cybersecurity Wins

Learn about the five core steps for strengthening the SMB's cybersecurity protection.

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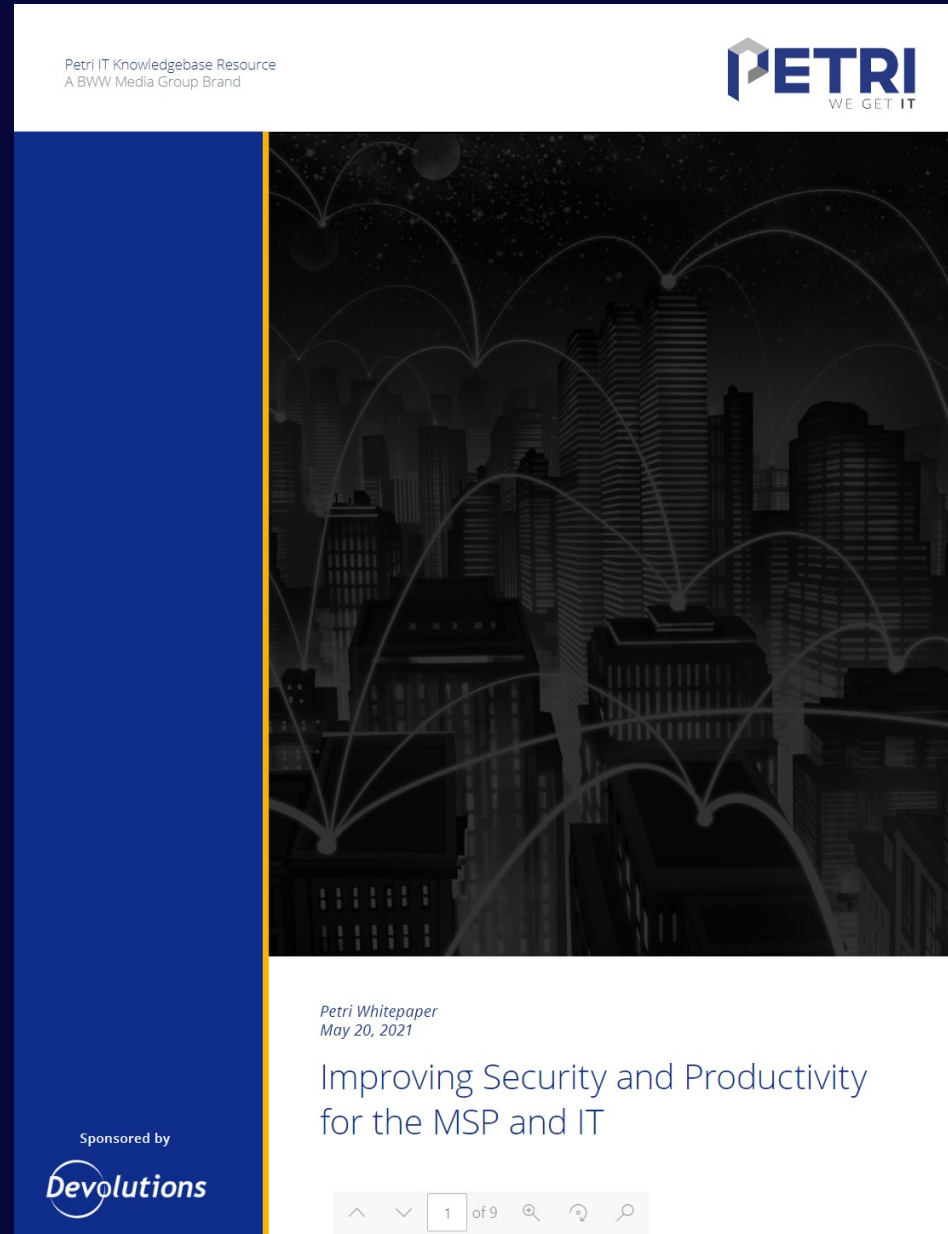
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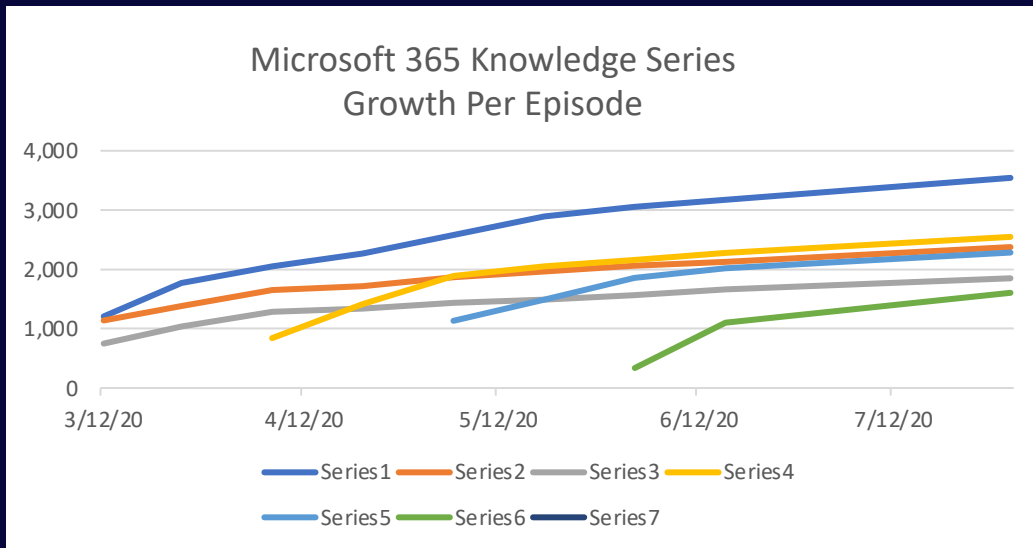
Whitepaper is given optional permanent placement onsite at Petri.com

Whitepaper creation:
\$10,000



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Advanced M365 Day Session Materials Are Now Available - Download Now and Boost Your Knowledge!

Microsoft 365 Knowledge Series

Episode 7: Power Platform and Microsoft Graph

Microsoft 365 Knowledge Series Episode 7: Power Platform and Microsoft Graph

02:20

About M365 Knowledge Podcast

Microsoft 365 Knowledge Series is a learning path about how small to enterprise-sized companies can fully utilize the Microsoft 365 solution for their organizations. Hosted by Paul Thurrott of Thurrott.com and Stephen Rose from Microsoft, this series dives deep into the solutions offered by Microsoft 365 along with smart and unique ways your organization can take advantage of everything that the service has to offer.

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LATEST EPISODES

Microsoft 365 Knowledge Series Episode 7: Power Platform and Microsoft Graph

Jun 25, 2020

Microsoft 365 Knowledge Series Episode 6: Enabling and Managing Remote Work

May 28, 2020

Microsoft 365 Knowledge Series Episode 5: Enhancing Your Security

Apr 21, 2020

Microsoft 365 Knowledge Series Episode 4: Teams and the Hub for Teamwork

Mar 25, 2020

Microsoft 365 Knowledge Series Episode 3: Management and Security

Feb 28, 2020

Microsoft 365 Knowledge Series Episode 2: Office 365 and Collaboration

Feb 04, 2020

Microsoft 365 Knowledge Series Episode 1: Hello World, Hello Microsoft 365

Content Syndication

General IT Lead Cost:
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Download the SharePoint Forms Whitepaper

Download our whitepaper and learn best practices for SharePoint Forms.

An increasingly mobile, and in more recent times remote workforce, has led to a demand to interact with SharePoint from a variety of different devices. Gone are the days when a user would sit at a desktop in the office and complete a form, which challenges many of the traditional ways SharePoint was deployed. Microsoft has responded to this changing user behavior with a plethora of mobile apps and Canvas Power Apps, which is focused on mobile devices. Despite all of these changes, it is very hard to build forms of any complexity in SharePoint that behave consistently across devices.

Download this whitepaper and learn about Mastering SharePoint Forms to make your organization more efficient.

The SharePoint Forms Whitepaper covers:

- >> How the native experiences in SharePoint lack the functionality of the most needed forms
- >> The wider customization toolset of Microsoft 365 is too complicated for end-users
- >> KWizCom Forms is a solution available through your already installed SharePoint instance

About KWizCom

Since 2005, KWizCom has provided innovative solutions and services to make SharePoint even better for over 10,000 companies worldwide. KWizCom's solutions and services expand Microsoft SharePoint out-of-the-box capabilities, streamline workflow, maximize efficiency and enhance over-all productivity for hundreds of thousands of users.

Gold Collaboration and Content
Silver Collaboration and Content

First Name*

Last Name*

Email*

Please provide a company email if available

Phone Number*

Job Level*

Job Title*

Company Name*

Company Size*

Industry*

State/Region*

Postal Code*

Country*

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Download Now!



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FUEL FOR SERIOUS TECHNOLOGISTS

Onsite Sponsorship & Advertising

PETRI.COM SITE SPONSORSHIP

See pages 18-22

Gold Sponsorship: \$10,000/month
Silver Sponsorship: \$6,500/month
Bronze Sponsorship: \$3,000/month

PETRI.COM MULTI-MONTH SITE SPONSORSHIP SAVINGS



5% OFF: 2 – 3 months Sponsorship (any level)
7.5% OFF: 4 – 6 months Sponsorship (any level)
10% OFF – 7 plus months of Sponsorship (any level)

PETRI.COM OR THURROTT.COM ONSITE

Petri.com High Impact Ad Campaign:
See page 25

Petri.com or Thurrott.com Guaranteed ROS
Campaign:
See pages 26-27

For inquiries, contact: hello@bwwmediagroup.com

Petri.com Onsite Sponsorship Premium Benefits

A rich engaging onsite presence built into the web site in order to showcase our Sponsors

Exclusive Premium Benefits for Petri.com Site Sponsors

Sponsor Package Benefits

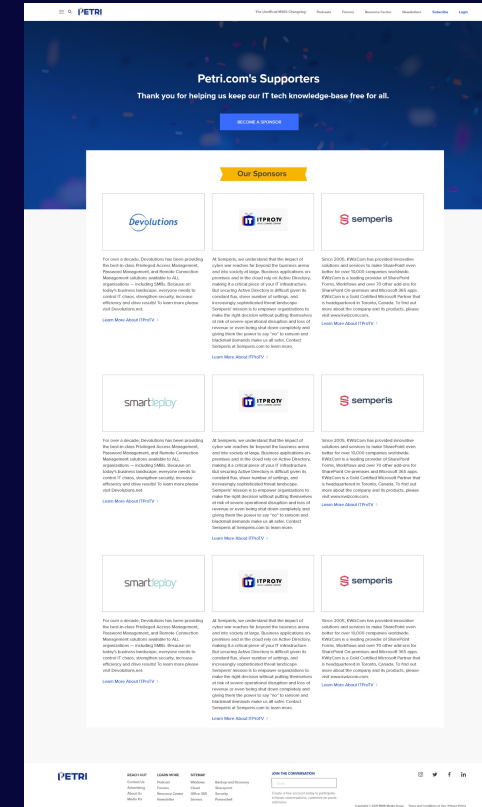
- All sponsors are featured on the Petri.com Sponsor Page -- here Gold, Silver, and Bronze sponsors are all showcased.
- Gold and Silver sponsors also receive a unique landing page on Petri.com.
- Unique SOV% of Petri.com (15% Gold, 10% Silver, 5% Bronze)
- Sponsor blocks are shown on all servable pages and avoid typical “banner blindness” and ad blockers
- Now with even more added value and bonus benefits

Plus *NEW* Premium Benefits – All package Levels

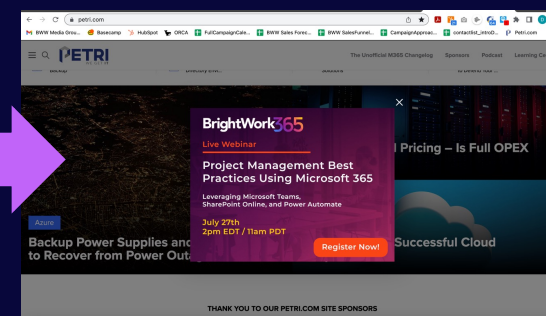
- Sponsors will receive a SOV of the Petri.com High-Impact ad unit as a bonus. SOV % and total impressions are determined by Sponsorship level. Ad is served to unique visitors on home, article, and category pages.
- Sponsors receive an additional discount, based on Sponsor level, on all other BWW Media Group marketing programs including Dedicated Email & Newsletter takeovers, GET-IT 1-Day Conference Sponsorships, Fully Managed Webinar Program, Sponsored Post package, Whitepaper creation, and Podcast Sponsorships (when ordered during a Sponsorship month)

BONUS: Petri.com Site Sponsors receive a reserved number of High-Impact ad unit impressions each month but can also buy additional & limited impressions each month with the applicable program discount before other advertisers

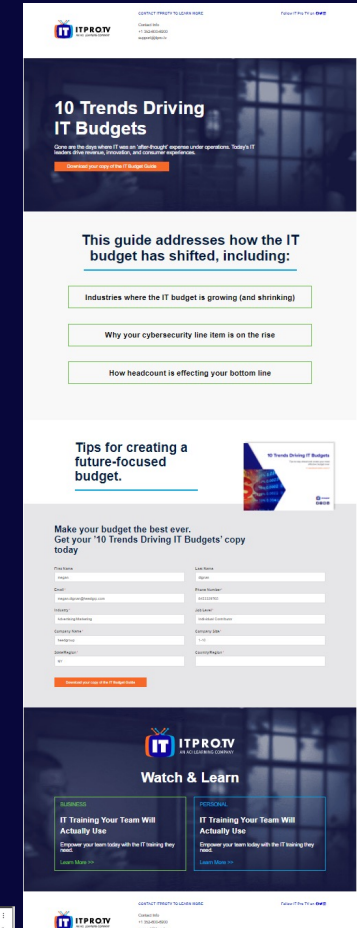
Petri.com Sponsor Page



Petri.com High-Impact Ad Unit



Gold or Silver Sponsor Landing Page



Petri.com Onsite Sponsorship Package Details

Premium benefits are reserved for our site sponsors and extended to additional marketing programs

| Package Details | GOLD Sponsor Package | SILVER Sponsor Package | BRONZE Sponsor Package |
|---|--|--|--|
| Company Logo/Link & Description on Petri.com Sponsor Page | ✓ | ✓ | ✓ |
| Unique Landing Page on Petri.com | ✓ | ✓ | |
| Petri.com SOV% of Monthly Sponsor Blocks on Servable Pages | 15% | 10% | 5% |
| BONUS Petri.com SOV% of Included High-Impact Ad Unit Monthly Impressions | 7.5% (approx. 42,000 impressions or 4 days) \$2,100 Value! | 5% (approx. 28,000 impressions or 2-3 days) \$1,200 Value! | 2.5% (approx. 14,000 impressions or 1-2 days) \$560 Value! |
| BONUS Discounted rate on Petri.com Additional High-Impact Impressions | 15% | 10% | 5% |
| | Sponsors have first choice of remaining available High-Impact ad unit impressions each month | | |
| BONUS Discount % on All Other Petri.com & Thurrott.com Marketing Programs* | 15% | 10% | 5% |
| | Discount applies to Dedicated Email & Newsletter takeovers, GET-IT 1-Day Virtual Conference sponsorship, fully managed Webinar program, Sponsored Post package, Whitepaper creation, Podcast Sponsorships & more | | |
| Single-Month Sponsorship Cost | \$10,000 | \$6,500 | \$3,000 |
| Multi-Month Sponsorship Package Discount** | 5% Off 2-3 months (any level) | 5% Off 2-3 months (any level) | 5% Off 2-3 months (any level) |
| | 7.5% Off 4-6 months (any level) | 7.5% Off 4-6 months (any level) | 7.5% Off 4-6 months (any level) |
| | 10% Off 7+ months (any level) | 10% Off 7+ months (any level) | 10% Off 7+ months (any level) |

*Bonus Sponsorship discount does not apply to Content Syndication programs.

**Multi-month Sponsorship discount may not be combined with Bonus Sponsorship or any other volume discounts.

A rich engaging onsite presence built into the website in order to showcase our Sponsors

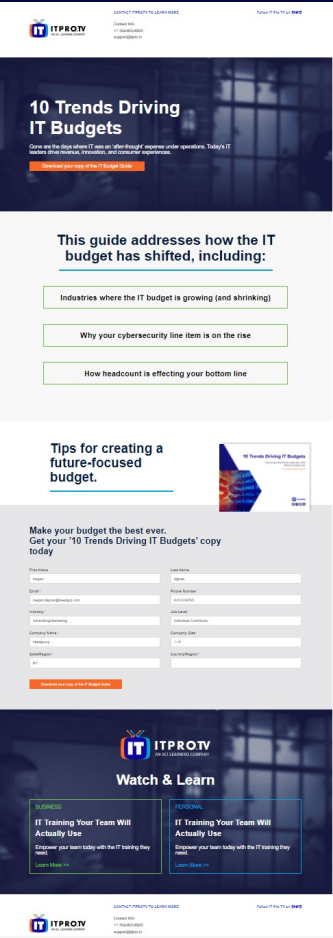
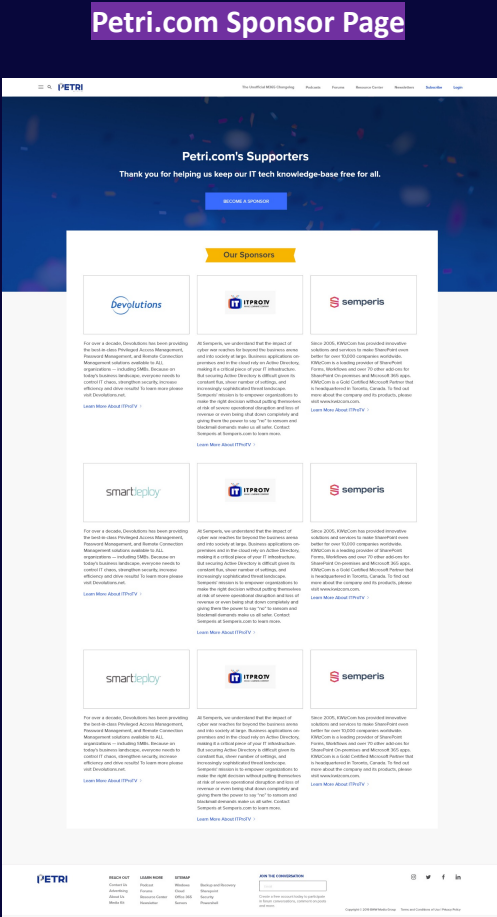
All sponsors are featured on the Petri.com Sponsor Page -- here Gold, Silver and Bronze sponsors are all showcased. Gold and Silver sponsors both receive a unique landing page on Petri.com.

- \$10,000/month
- Unique landing page on Petri.com
- Sponsoring 15% of Petri.com
- Sponsor blocks shown on 15% of servable page

- \$6,500/month
- Unique landing page on Petri.com
- Sponsoring 10% of Petri.com
- Sponsor blocks shown on 10% of servable pages

- \$3,000/month
- Sponsoring 5% of Petri.com
- Sponsor blocks shown on 5% of servable pages

| Multi-Month Sponsorship Savings | |
|---------------------------------|-----------------------|
| Number of Months | Discount (all levels) |
| 2 to 3 | 5% |
| 4 to 6 | 7.5% |
| 7+ | 10% |



Petri.com Onsite Sponsorship Overview cont.

Onsite Sponsorship on Petri.com

Sponsor 15%, 10% or 5% SOV of Petri.com

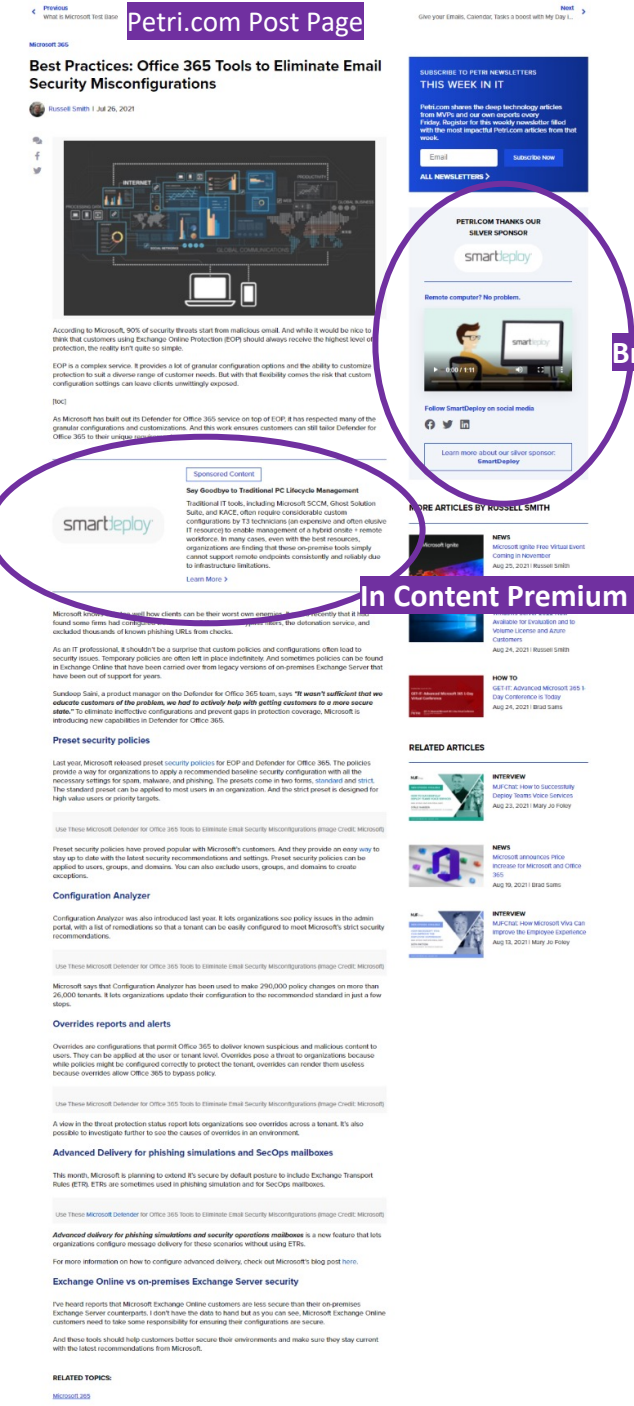
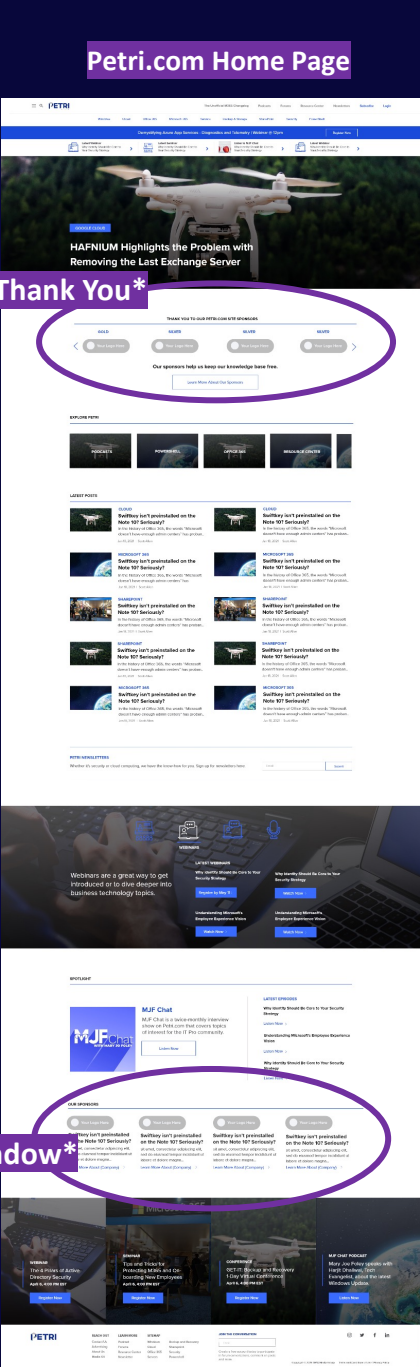
Standout through our unique Brand Sponsorship Blocks built into our website and served throughout the Petri.com experience.

Sponsorship blocks showcase your brand and serve links, in-block video or audio content, and even give the user the ability to download your content assets.

A powerful branding and awareness tool for your technology solutions – able to reach hundreds of thousands of IT Professionals and decision-makers every month.

Your logo and content are served throughout Petri.com pages in several different sponsor blocks.

Avoids ‘Banner Blindness’ and Ad Blockers.




*Sponsor blocks included in your sponsorship are displayed on many different page types throughout Petri.com.

Petri.com Sponsorship Overview cont. (Page 3 of 5)


Sponsorship Blocks included in Your Petri.com Sponsorship

Brand Showcase Block

PETRI.COM THANKS OUR
GOLD SPONSOR

 Your Logo Here

Title of Content Here



Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt

Learn More

More From (Company Name)


Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor amet, consectetur

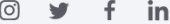
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor

Type of Content Here

Technado: The Weekly Tech News Wrap-up



Follow (Company Name) on Social Media




Learn More About Our Gold Sponsor: (Company Name)


Sponsor Thank You

THANK YOU TO OUR PETRI.COM SITE SPONSORS


GOLD

 Your Logo Here


SILVER

 Your Logo Here

SILVER

 Your Logo Here

SILVER


 Your Logo Here

Our sponsors help us keep our knowledge base free.

Learn More About Our Sponsors

Sponsor Window


OUR SPONSORS



Swiftkey isn't preinstalled on the Note 10? Seriously?

sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna...


Learn More About (Company) >



Swiftkey isn't preinstalled on the Note 10? Seriously?

sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna...


Learn More About (Company) >



Swiftkey isn't preinstalled on the Note 10? Seriously?

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Learn More About (Company) >




Swiftkey isn't preinstalled on the Note 10? Seriously?

sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna...

Learn More About (Company) >

In Content Premium Block

 Your Logo Here

Sponsored Content

Article Title Here

Ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation

Learn More >

Items Needed from Sponsor

Brand Showcase Block:

- Link off site to your website, blog or other content
- Logo (transparent background)
- Links to Relevant (if any) social media accounts
- Select type of A/B/C Widget

Please see next page for additional details.

Thank You Widget:

- Links to your sponsor page or your website
- Logo (transparent background)

Sponsor Window:

- Links to your sponsor page or your website
- Logo (transparent background)
- Link to on-site of off-site article of choice (article sponsorship not included)

In-Content Premium Widget:

- Logo (transparent background)
- All links to on-site of off-site article of choice (article sponsorship not included)

Petri.com Sponsorship Overview cont.

(Page 4 of 5)


All sponsors have a Brand Showcase Block to be delivered on Petri.com

Brand Showcase Block


Your unique Brand Showcase Block presents any 3 advertising modules of your choice.

Modules are described on following page.

PETRI.COM THANKS OUR
GOLD SPONSOR

 Your Logo Here

Title of Content Here



Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt

Learn More

More From (Company Name)


Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor amet, consectetur





Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor

Type of Content Here

Technado: The Weekly Tech News Wrap-up

 0:00/0:00

Follow (Company Name) on Social Media



Learn More About Our Gold Sponsor:
(Company Name)

(For the Brand Showcase Block, choose 3 items to display in block from below)

Modules include:

- Video File (training vid/ how to/ informational/ etc)
 - Please provide a video file (mp4 or WebP) no larger than 20MB and sized to 720p
- Audio File (podcast/sound bite/etc)
 - Please provide an audio file (mp3) no larger than 20MB
- Downloadable content asset (article/ whitepaper/ ebook/ etc)
- List of articles (max 3)
- Featured article (please include photo)

Petri.com Sponsorship Overview cont. (Page 5 of 5)

Brand Showcase Block Modules

Sponsors choose any 3 modules to display in the Brand Showcase Block

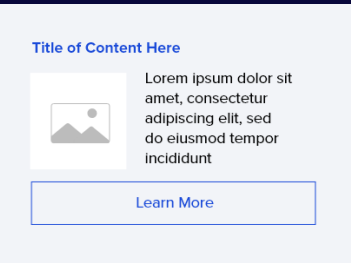
Document Download



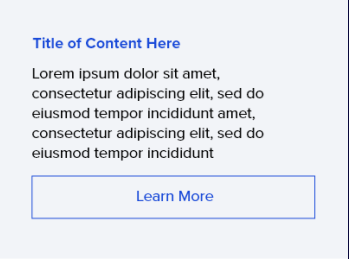
Downloadable Assets (article/ whitepaper/ebook/ etc)

- Please submit cover of the content that is being downloaded or an image associated with the content
- Please submit the image as a jpeg
- Please submit the title of the article along with a short description of the article
- To help guarantee readability, we ask for a maximum of 115 characters for all titles and a maximum of 250 characters for all descriptions)

Learn More w/ Image



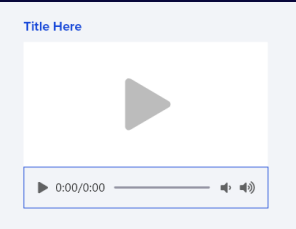
Learn More No Image



Featured article (with or without a photo)

- Photo should be at least 111x111px and in a square format
- Please submit an article you would like to include in this sponsorship block
- Please submit the title of the article along with a short description of the article
- To help guarantee readability, we ask for a maximum of 115 characters for all titles and a maximum of 250 characters for all descriptions)

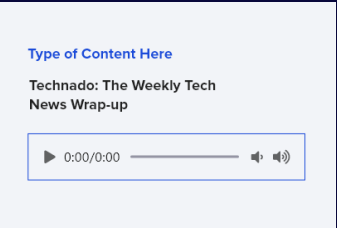
Embedded Video



Video File (training vid/how to/informational/etc)

- Please provide the title of the video (limited to 115 characters)
- Please provide a video file (mp4, wmv, mov, avi, etc)

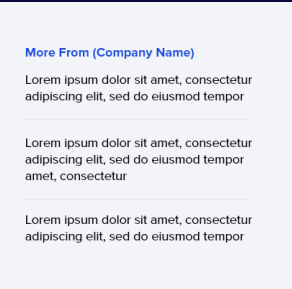
Embedded Audio



Audio File (podcast/sound bite/etc.)

- Please provide the title of the media (limited to 115 characters)
- Please provide an audio file (mp3)

Article List



List of articles (max 3)

- Please submit up to 3 articles you would like to include in this module
- To help guarantee readability, we ask for a maximum of 115 characters for all titles

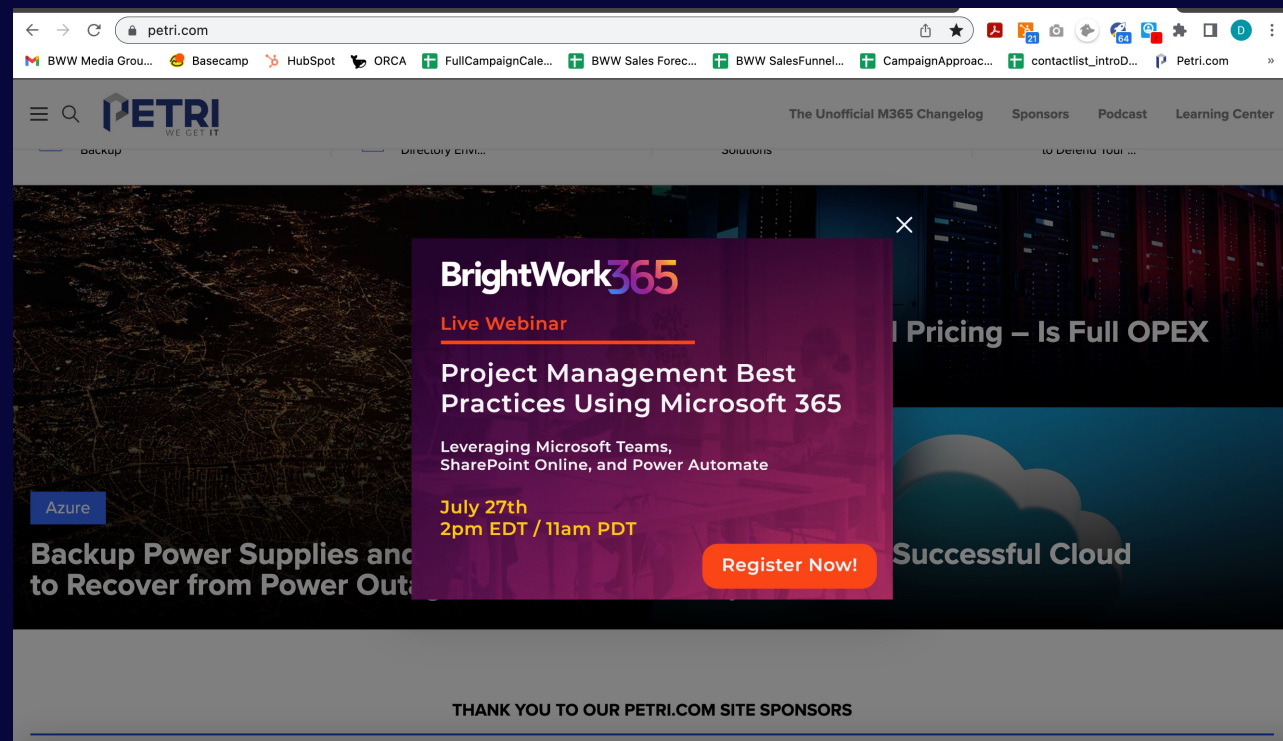
New Petri.com High-Impact Campaign

High Impact Ad Units are interactive and encourage brand engagements among our audience through strategic touchpoints and placements throughout the Petri.com site.

- High Impact Ad Unit is available to run for a minimum of 10,000 impressions campaign, based on availability, and is served on home, articles, and category pages
- Ad is served 1x per 12-hour period to each unique visitor, regardless of which page they visit first
- Ad unit is sized at 30% of screen resolution and displayed in center of screen for the user at a 4x5 or 4x3 ad sizing
- Ad is visible on screen until visitor clicks or closes
- Client can provide creative or BWV Media Group's creative team can create ad unit
- Site direct only campaign dominates over programmatic ad units and ensures delivery by avoiding ad blockers
- Sponsorship package discount can be applied to general rates below

Rates:

| Min Impressions | Max Impressions | CPM |
|-----------------|-----------------|---------|
| 10,000 | 99,999 | \$50.00 |
| 100,000 | 199,999 | \$45.00 |
| 200,000 | plus | \$40.00 |



BONUS: Petri.com Site Sponsors receive a reserved number of High-Impact ad unit impressions each month but can also buy additional & limited impressions each month with the applicable program discount before other advertisers

PETRI.COM GUARANTEED RUN OF SITE CAMPAIGN

Broad reach run of site (ROS) campaign provides a variety of ad unit sizes and placements guaranteed to be delivered throughout the Petri.com site

- Site direct placements will take priority over programmatic units on servable pages
- Choose between or choose all available banner sizes
- Set your own impression count and flight dates (50,000 minimum impressions)

Rates:

\$8.00 CPM right rail 300 x 250

\$12.00 CPM right rail skyscraper 160x600

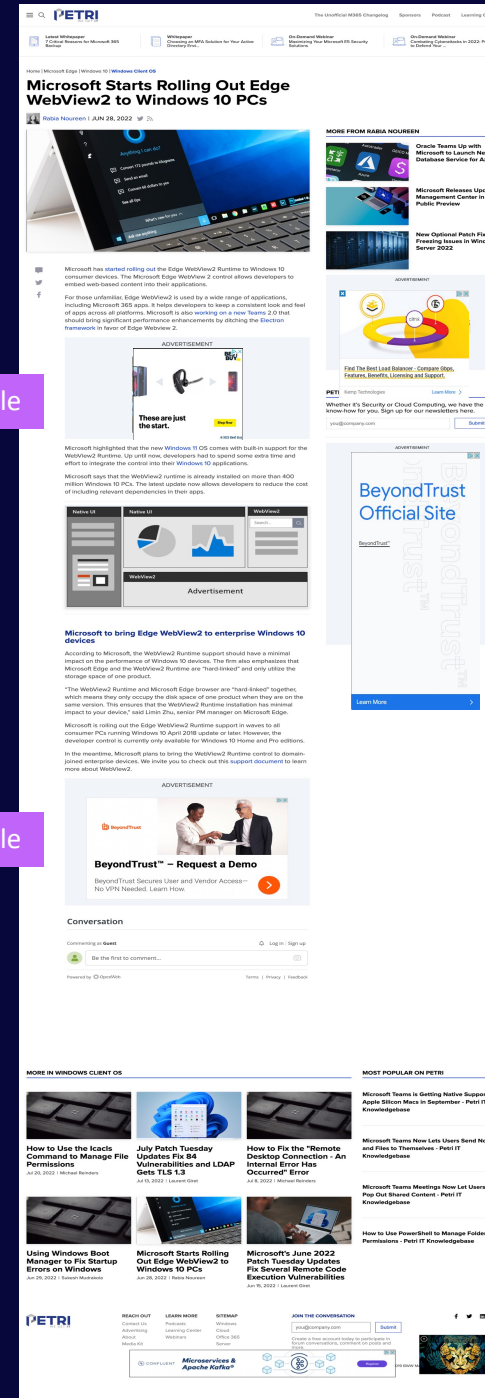
\$18.00 CPM in-content 300x250

In-Content rectangle

In-Content rectangle

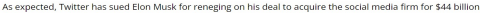
Right rail rectangle

Right rail skyscraper



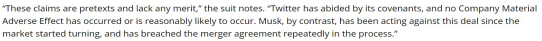
Twitter Sues Elon Musk

Posted on July 12, 2022 by [Paul Thurrott](#) in [Social](#) with 5 Comments



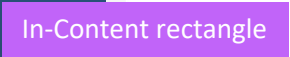
Twitter alleges that Musk engaged in a series of "material contractual breaches" and that it is suing to prevent further breaches. Musk, Twitter says, is legally obligated to consummate the acquisition as agreed. Musk's tactics show "disdain" for Twitter and its shareholders, the suit notes, adding that he has "repeatedly disparaged Twitter and the deal, creating business risk for Twitter and downward pressure on its share price."

Most interesting, perhaps, the suit addresses the three claims that Musk used as a justification for [his attempt, last Friday, to terminate the acquisition](#).



Twitter has asked the courts for an expedited trial in September so that its complaint can be heard and acted on quickly, and before the October 24 acquisition deadline.

Tagged with [Twitter](#)

Comments (5)

 **digiguy**
I really hope that the deal does not go through, this was a bad idea from the beginning...

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Social Boost [See more >](#)

Currently on Forums [All Forums >>](#)

From the Editor's Desk for Monday, July 11
Posted by Paul Thurrott

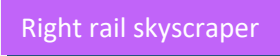
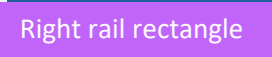
[CLOSED] Ask Paul for this Friday, July 8
Posted by Paul Thurrott

Microsoft Defender
Posted by iAkrakis

Questions for 7/8?
Posted by Brad Sams

Posted by dltf 6 COMMENTS

Visit the Toronto



Thurrott

Advertise directly on Thurrott.com.

Please contact BWW Media Group for display advertising directly on Thurrott.com. We have many custom opportunities to put your brand in front of the millions of views on Thurrott.com.

Average Traffic:
400,000-500,000 page views per month
200,000-300,000 Unique Visitors
40,000 business domains

Available Impressions:
50,000 per week

Rates:

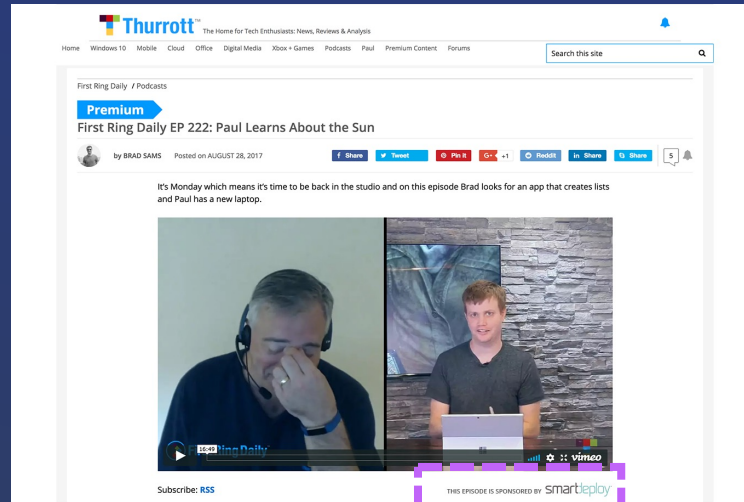
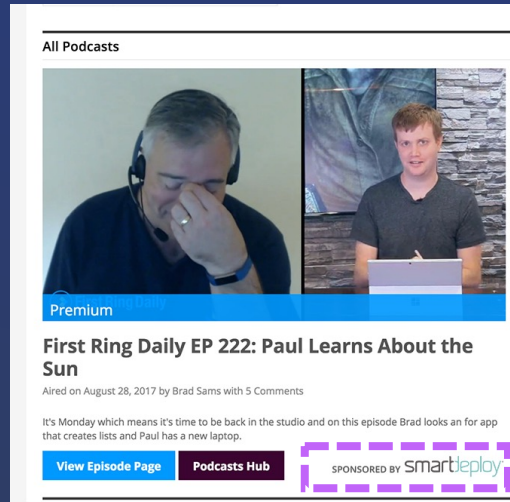
- \$8.00 CPM right rail 300 x 250
- \$12.00 CPM right rail skyscraper 160x600
- \$18.00 CPM in-content 300x250
- \$35-40 CPM top leaderboard 728x90

For inquiries, contact: hello@bwwmediagroup.com

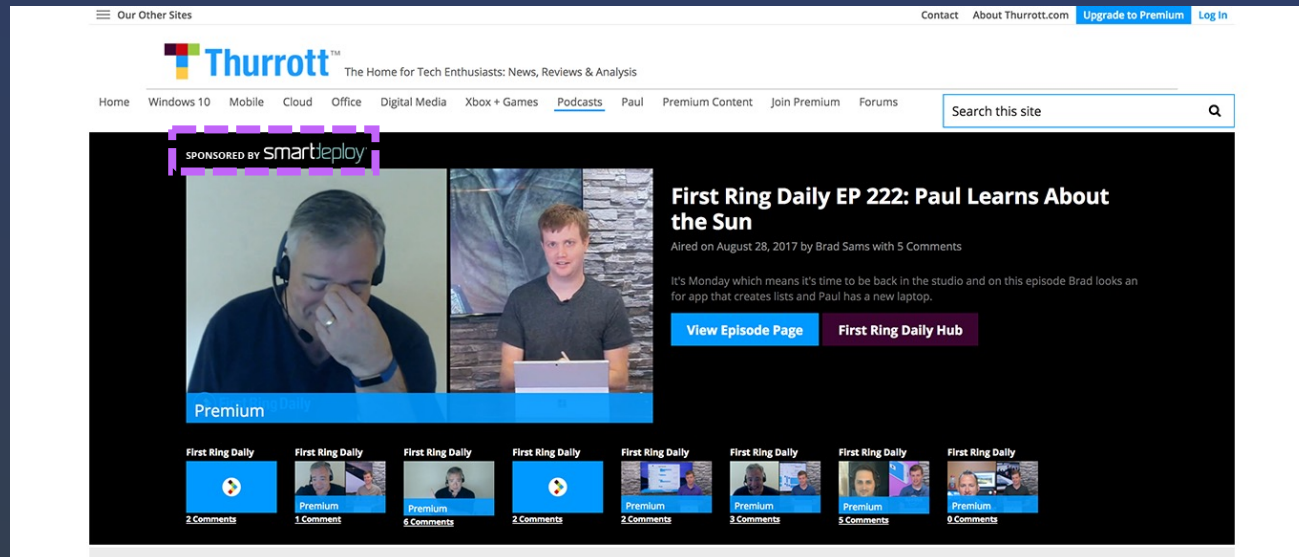
Podcast Sponsorships

PODCAST SPONSORSHIPS

| | |
|-------------------|---|
| First Ring Daily: | \$5,000/month \$300/episode (5 episode minimum) |
| Sams Report: | \$2,000/month \$600/episode |



Multiple Brand Placements = Thousands of Impressions



For inquiries, contact: hello@bwwmediagroup.com



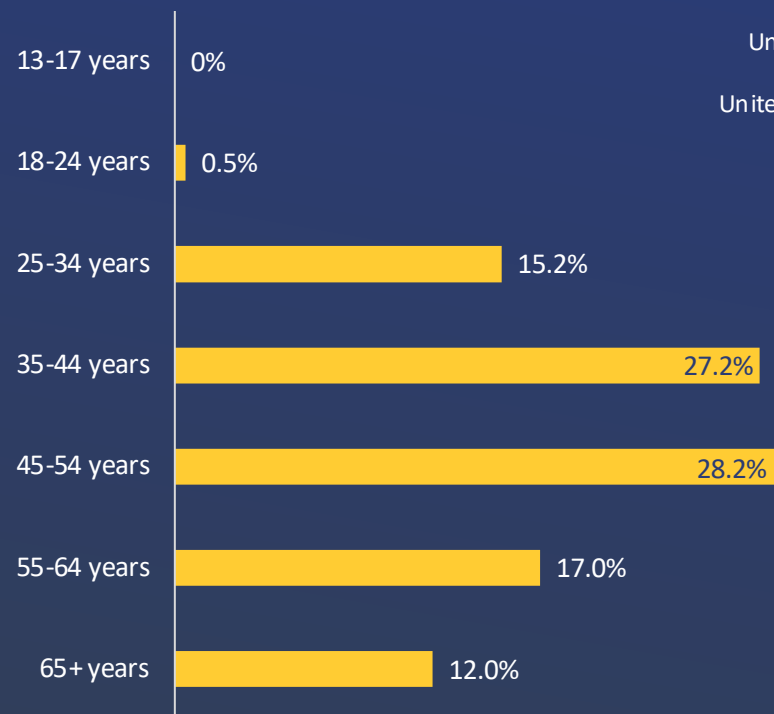
Sponsor First Ring Daily, a daily podcast hosted by Paul Thurrott and Brad Sams, where industry news of the day gets covered.

Sponsorship includes:

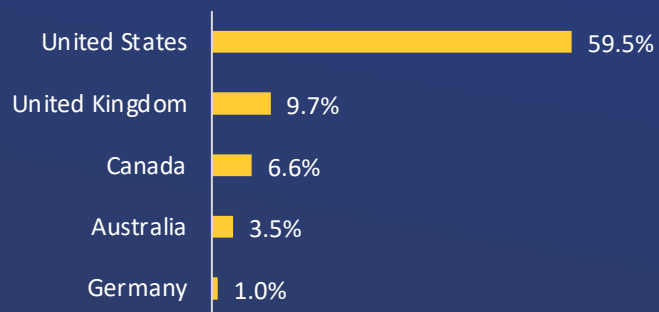
- Multiple brand impressions throughout Thurrott.com during sponsorship period
- Intro/outro sponsorship mentions during sponsorship period
- Mid-roll commercial play or live commercial read at a natural break in the episode
- Thurrott Daily Newsletter Takeover - 1 per week per sponsorship period
- Daily show averages: **4,000 plays per episode**
- Available though:



Age of Viewers



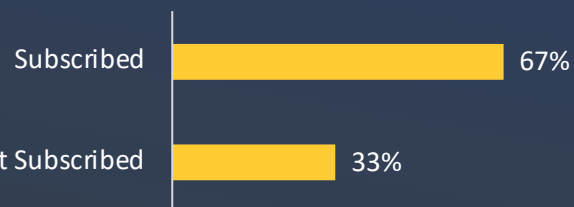
Top Geographies



INTERESTS:

Technology,
Collaboration Software,
Peripherals,
Mobile Computing,
Software/Business &
Productivity Software,
Consumer Electronics /
Game Consoles / Sony
PlayStation,
Telecom / Mobile Phone
Services

Watch Time From Subscribers



For inquiries, contact: hello@bwwmediagroup.com



First Ring Daily™

Sponsor First Ring Daily, a daily podcast hosted by Paul Thurrott and Brad Sams, where industry news of the day gets covered.

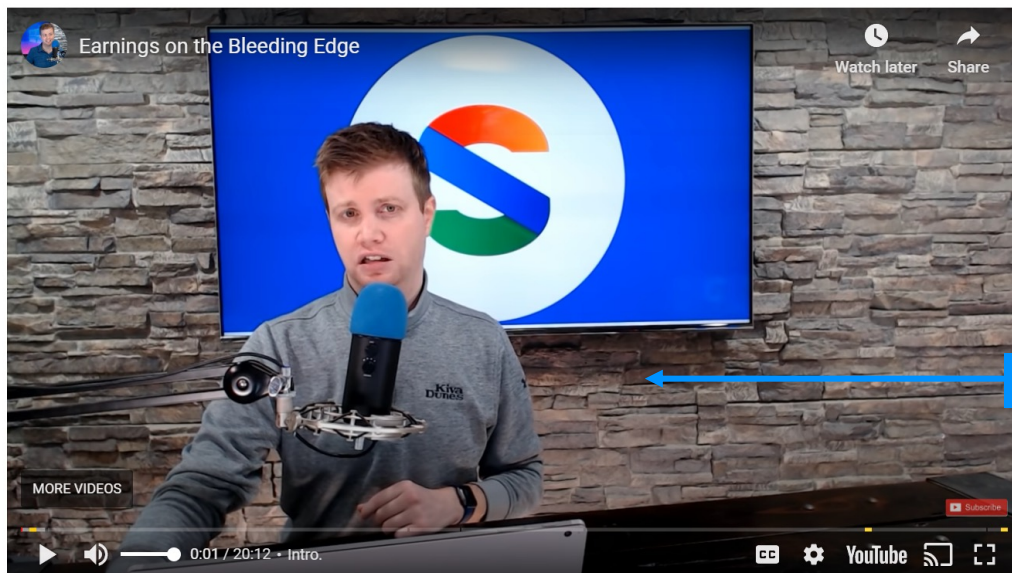
Sponsorship includes:

- Multiple brand impressions throughout Thurrott.com during sponsorship period
- Intro/outro sponsorship mentions during sponsorship period
- Mid-roll commercial play or live commercial read at a natural break in the episode
- Thurrott Daily Newsletter Takeover - 1 per week per sponsorship period
- Daily show averages: **4,000 plays per episode**
- Available though:



Thurrott

Make sure to check out Security Unlocked EP 10!



Intro/Outro Brand Mentions

Subscribe: [RSS](#) | [YouTube](#) | [iTunes](#) | [Google Play](#)

THIS EPISODE SPONSORED BY  **Security Unlocked**
The Microsoft Security Podcast

Multiple Brand Placements

Make sure to check out Security Unlocked EP 10!



Mid-roll Commercial Roll
or Live Read Commercial
by Brad Sams

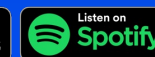
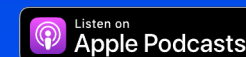


Sams Report

Sponsor Sams Report, a weekly podcast hosted by Brad Sams, where he spots light the big stories of the week and answers audiences' questions.

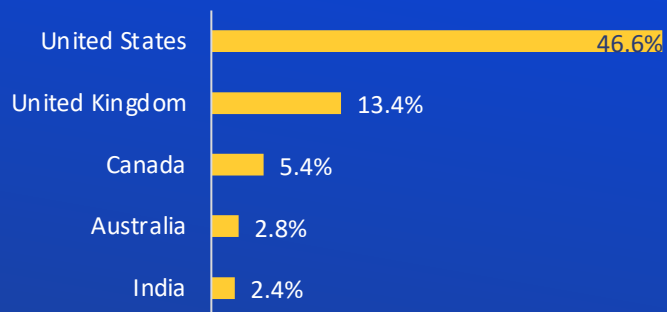
Sponsorship includes:

- Multiple brand impressions throughout Thurrott.com during sponsorship period
- Intro/outro sponsorship mentions during sponsorship period
- Mid-roll commercial play or live commercial read at a natural break in the episode
- Weekly show averages: **8,700 plays per episode**
- Available though:

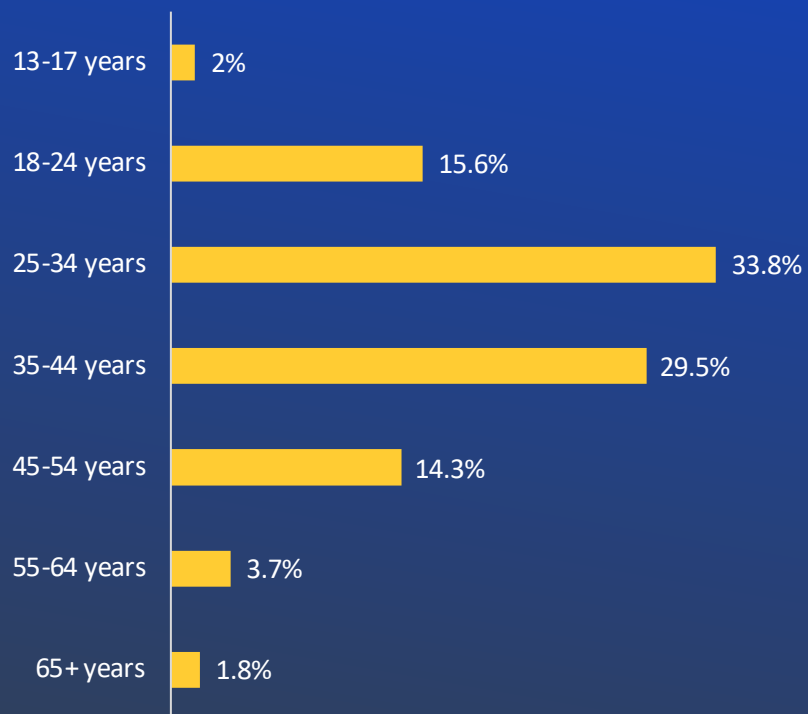


For inquiries, contact: hello@bwwmediagroup.com

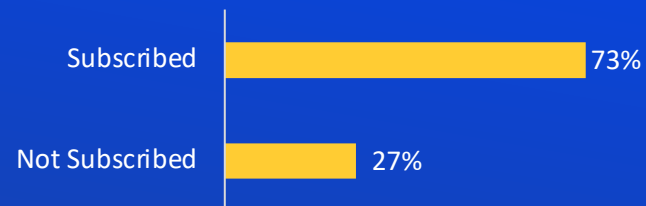
Top Geographies



Age of Viewers



Watch Time From Subscribers



INTERESTS:

Technology,
Collaboration Software,
Peripherals,
Mobile Computing,
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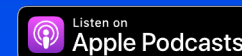


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Artificial intelligence and machine learning are helping protect you right now. Learn how on the Security Unlocked podcast from Microsoft.


Nic Fillingham




Natalia Godyla

Security Unlocked
The Microsoft Security Podcast





Discover how artificial intelligence (AI) is being used to protect our personal identities.

In Episode 8 of the Security Unlocked podcast, hosts Nic Fillingham and Natalia Godyla are joined by Maria Puertas Calvo, Data Science Lead of Microsoft's Identity Security and Protection Team.

In this episode, you will uncover:

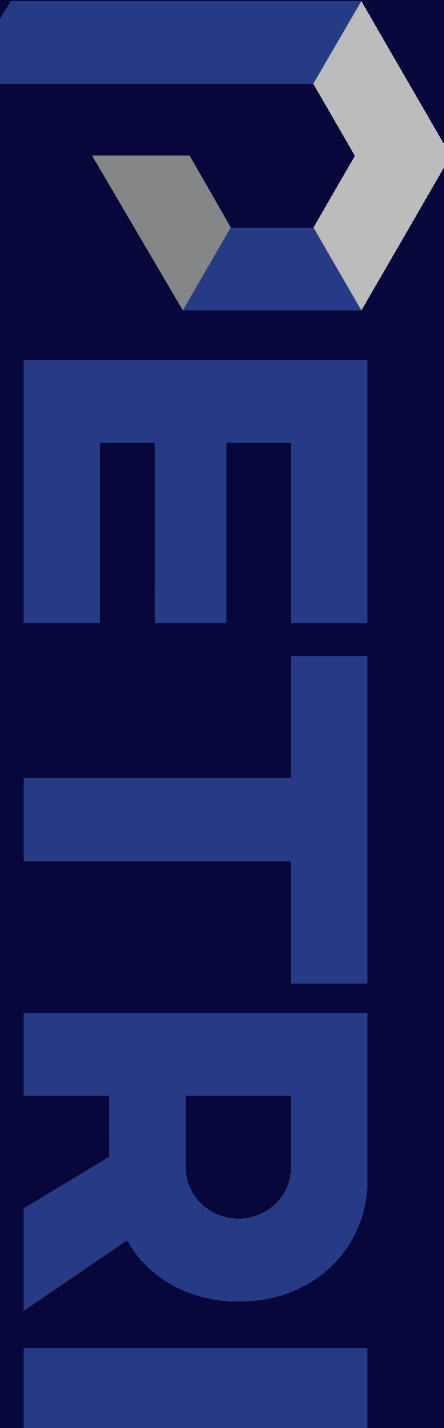
- How offline detections are used for account compromise prevention
- The importance of multi-factor authentication
- How Microsoft is taking a new approach with AI to identify threats with real-time prevention

[Listen to Episode 8 of Security Unlocked](#)



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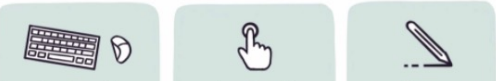
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Webinar: Thursday, August 13th at 2pm EST
Why Microsoft 365 Users Need Better Phishing Prevention Tools
[Save My Seat](#)

Learn that email impostors can damage your reputation and your wallet.

Don't Miss Thursday's Webinar
August 13th, 2 PM ET

Prevent malicious actors from targeting your users and customers!

83% of email attacks are brand impersonations and another 6% are impersonations of people, meaning nearly 90% of all email attacks rely on deceptive sender identity. And, this has cost companies billions of dollars according to the FBI.

Don't be vulnerable, in this live webinar ([Why Microsoft 365 Users Need Better Phishing Prevention Tools](#)), you will:

- Learn how **Office 365** admins can protect their users from phishing attacks
- What is **DMARC**, why it is **important to your security** and how to use it effectively
- How to **implement free tools** that can protect your environment

[Don't Get Compromised, Register Now!](#)

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Avg CTR: 7.74%

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Office 365 Insider

Monthly newsletter bringing you current Office 365 knowledge from leading experts.

New Technical Audit Events Added to Office 365

By Tony Redmond

In March, Microsoft eventually released the MailItemsAccessed "crucial audit event" for accounts holding Office 365 E5 licenses (other suitable licenses include Microsoft 365 E5 or the Microsoft 365 E5 compliance). Crucial events are deemed to be of higher value to investigators or others who need to understand exactly what happened when something goes wrong, such as an attacker penetrating a user account.

Insider continues below

Webinar | Expert Roundtable: Trials and Tribulations of Office 365 Tenant Migrations

Thursday, October 29th, 11 AM ET

This live expert discussion will help you prepare for successful tenant migrations, outlining everything you need to know and what to avoid. Ask questions live at the roundtable! You can also submit questions in advance as part of your registration form.

You don't want to miss this roundtable with the following experts:

Tony Redmond, Microsoft MVP and Lead Author of *Office 365 for IT Pros*, **Gary Benty**, Global Infrastructure Architect at Omnicom, and two migration experts from Quadrotech; Chief Technology Officer, **Paul Robichaux** (Microsoft MVP for Office Servers and Services), and Director of Enterprise Migrations, **Mike Weaver**.

[Register for our Live Roundtable Discussion](#)

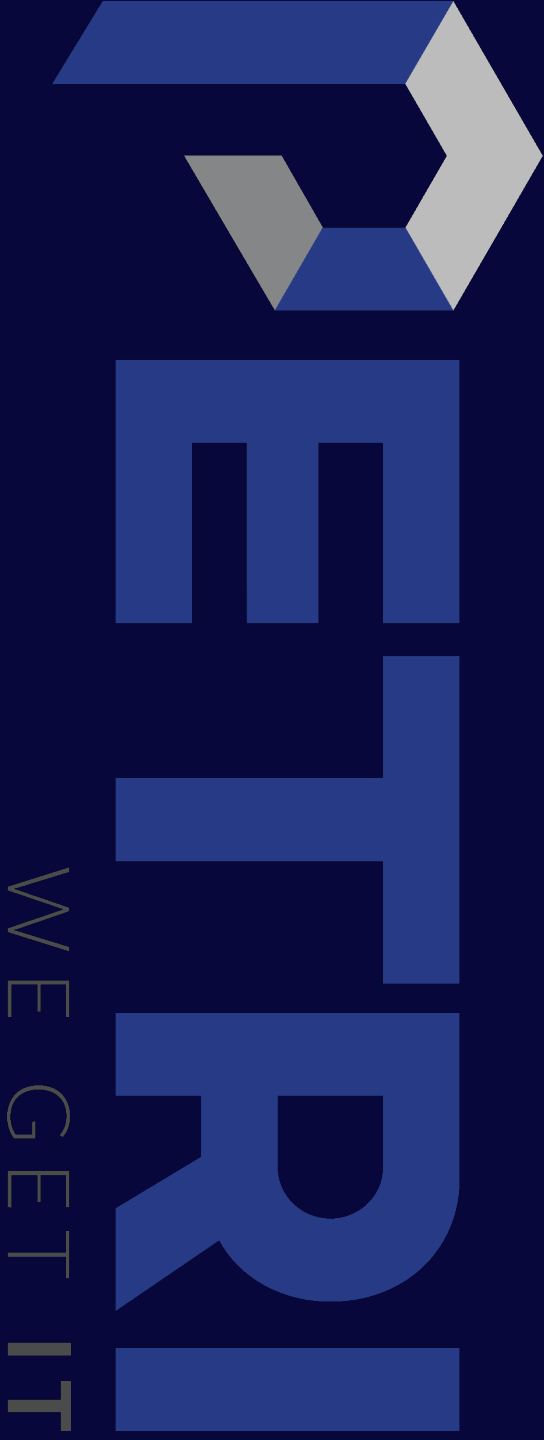
Insider continues from above

Microsoft has now released some additional events to allow investigators to discover information about message sending and mailbox and site searches. Based on what I see in my tenant, it appears that inflow of the message send events into the audit log began around 1 October while capture of search events started around 17 October. Due to the need to distribute updates across Office 365, the exact dates will vary from tenant to tenant. Some tenants I know who have the correct licenses see no trace of the events, including the older MailItemsAccessed event!

The Send event captures details of messages being sent from a mailbox. The event contains the internet message identifier and subject, but you'll have to check the actual message to find details of the recipients. [Continue reading here](#).

Submit Your Questions for This Live Office 365 Migration Roundtable.

[Register Now >](#)





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
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
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GET-IT SHAREPOINT VIRTUAL CONFERENCE

FEBRUARY 9, 2021

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 **The importance of third party security solutions for Microsoft 365 Webinar**




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TAILORING TEAMS EBOOK

Make Teams More Productive For Your Organization

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GET-IT SharePoint 1-Day Virtual Conference | Streaming Live on February, 9th

On February 9th, we will be streaming to YouTube, Twitter, Facebook, Petri.com, and other locations to make it easy for you to watch SharePoint Day. Why SharePoint? With the explosive growth of remote work during the year (usage doubled to 200 million monthly users), making sure that your users are on-boarded correctly, collaborating securely, and organized efficiently, is more important than ever.

[View sessions and learn more.](#)

On-Demand Webinar and complimentary trial of FileWall | The importance of third party security for Microsoft 365

Ransomware gangs are targeting Microsoft CSP's to not only attack these businesses but also as a gateway to reach their customers. A successful penetration on a Microsoft CSP can easily mushroom into a ransomware threat on 10's or 100's of businesses and lead to thousands of dollars in ransom demands or lost time circumventing the breach. CSPs are the new target of large scale, calculated attacks.

[Access webinar & your free trial.](#)

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Explore the new Petri.com Learn Center and get professional training on topics such as:

- Tips and Tricks for Protecting Microsoft 365 and On-Boarding New Employees
- Understanding Secure Score
- Moving to Risk Based Password Policies
- Analyzing Your Office 365 Data for Potential Vulnerabilities.

eBook | Using and Tailoring Microsoft Teams for your Organization

Microsoft Teams has seen an unprecedented surge in adoption and usage since March 2020 due to an increase in remote work and its use as being the premier hub for collaboration and teamwork. However, with this surge organizations are realizing that they cannot set and forget their Teams deployment as issues can begin to arise. Download this eBook and learn strategies your organization can implement, how to mitigate many of the side effects of a surge in Teams activity, and how to boost security and compliance in Teams.

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PETRI.COM TECH TUESDAY

Newsletter Takeover includes a solution spotlight
and a newsletter ad unit

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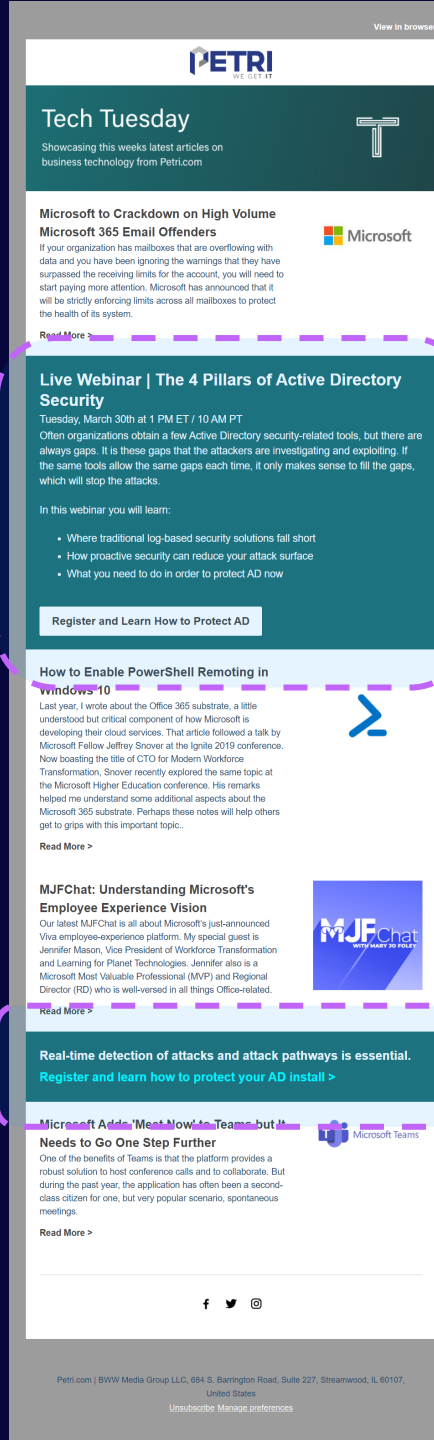
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Avg Open rate: 6.7%

Avg CTR: 7.54%

Solution Spotlight

Ad Unit



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PETRI.COM THIS WEEK IN IT TAKEOVER

Newsletter Takeover includes a solution spotlight and a newsletter ad unit

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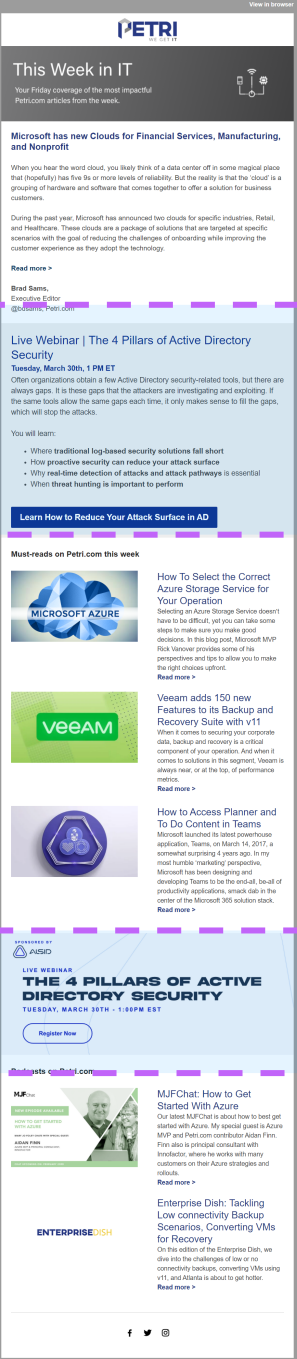
Sent Weekly on Friday

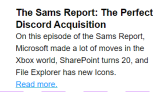
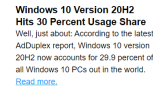
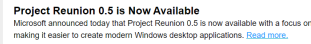
Avg Open rate: 6.4%

Avg CTR: 6%

Solution Spotlight

Ad Unit





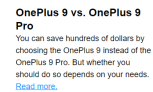
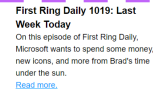
Tuesday, March 30th at 1 PM ET

Often organizations obtain a few Active Directory security-related tools, but there are always gaps. It is these gaps that the attackers are investigating and exploiting. If the same tools allow the same gaps each time, it only makes sense to fill the gaps, which will stop the attacks.

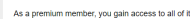
You will learn:

- Where traditional log-based security solutions fall short
- How proactive security can reduce your attack surface
- What you need to do in order to protect AD now

Learn How to Protect AD Tomorrow



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