The leading resource
for the business and
technology of AI

**Gain competitive advantage
through powerful integrated media
lead generation programs**

2021 - 2022
Media Kit

aitrends

The Business and Technology of Enterprise AI

Editorial profile

AI Trends is the industry's largest media channel focused on the business and technology of AI. It is designed for business executives wishing to keep track of the major industry business trends, technologies and solutions that can help them keep in front of the fast-moving world of AI and to gain competitive advantage. *AI Trends* provides effective exposure to the market by linking your business with credible and unparalleled editorial coverage from the industry.

Developed by information technology media veterans and fueled with major contributions from leading industry analysts, editors and AI experts, *AI Trends* is read by enterprises, technology vendors and service providers alike who turn to AI Trends to keep informed on the latest projections, business strategies and technology developments that are shaping the future of AI and machine learning.

Areas of coverage include:

- Ethical and Social Issues
- Executive Interviews
- The Future of AI
- Current Trends
- Business Applications
- Financial Services
- Health Care
- Mobile

- Retail
- Start ups
- Transportation
- Software
- Blockchain
- Cyber Security
- Digital Assistants/Bots
- Emotion Recognition

- Voice Recognition
- IoT
- Natural Learning
- Machine Learning
- Big Data
- Self-Driving Cars
- Robotics

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ai trends®
The Business and Technology of Enterprise AI

About us

Cambridge Innovation Publishing, a division of Cambridge Innovation Institute, provides a portfolio of niche publications for the life sciences, clinical trials, AI and renewable energy communities.

What sets us apart from our competitors, we can help you reach your targeted audience with a medium the approaches that fit within your marketing strategy.   Working with a more focused, niche publication, will allow you to get your products in front of the right audience
… a quality, targeted audience.

Our portfolio consists of Insight Pharma Reports' vast research reports collection and five niche digital subscription products: *AI Trends, Battery Power Online, Bio-IT World, Clinical Research News* and *Diagnostics World.*

Why advertise with a larger publication where you might reach your audience, when you will reach your audience with Cambridge Innovation Publishing?

What new marketing options do we have?

• Expanded AI Trends Webinar offerings

• AI Trends Wallpaper Advertising (one exclusive advertiser per month)

• Sponsor AI Trends Research Survey (limited number available)

• Ad Retargeting - (limited number available)

• Tweets thru the AI Trends Twitter Account (limited number available)
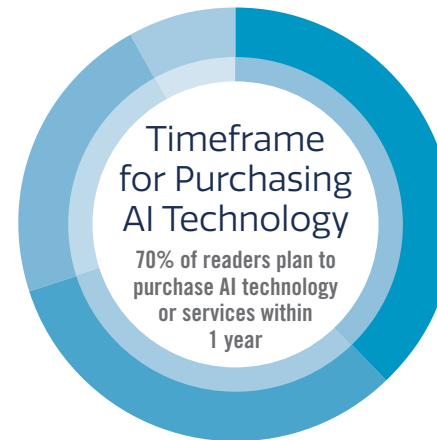
Editorial Calendar | 2021 - 2022 | AITrends.com

aitrends
The Business and Technology of AI

	EDITORIAL COVERAGE
July	**AI in Government**
	AI in Defense
August	**AI in Healthcare Delivery**
September	**Intelligent Assistants & Bots**
	Building Conversational Applications
October	**AI Startups and Investment Community**
	AI Self-Driving Cars
November	**Robotics**
	Intelligent Automation & RPA
December	**AI Business**
	Innovative AI Business Deployments
January	**AI and Systems Integrators**
	Big Data to AI
February	**Emerging AI Technologies**
March	**AI Services/AI in the Cloud**
	AI Education, Workforce Development
April	**State of Machine Learning**
May	**AI in Utilities, Energy**
June	**AI in Biotech**

AI Trends Demographics

Business leaders who want access to new AI and intelligent technologies strategies and solutions

Business Executives from Global 2000 Companies – Founders & CEOs of Venture–Backed Tech Companies – VCs – Angel Investors – Media – Key Connectors – Executive Corporate Management – Business Development Staff – Enterprise Technologists – Product Managers – Marketing Leaders – Corporate Innovation Executives

- CEOs/CIOs/CTOs
- EVP, VP, Director Advanced & Emerging Technologies
- VP/Director of Ecommerce/Ebusiness
- VP/Director of Business Analytics or Business Intelligence
- Business and Technology Executives Responsible for AI Initiatives
- Heads of Innovation
- Heads of Product Development
- VPs of Strategy
- VPs of Product Planning
- Directors of Artificial Intelligence
- Directors of Engineering
- LOB Business Executives
- IT Decision Makers
- Data Scientists & Engineers
- Machine Learning Scientists
- AI and Software Developers
- Entrepreneurs
- Big Data Experts
- Data Architects
- R&D Specialists
- VCs/Investors
- AI Consultants and Service Providers
- Media, Researchers and Analysts
- Other business and technology executives from key industries including *Automotive, Banking, Education, Financial Services, Healthcare, Manufacturing, Retail, Robotics, Software, Transportation*

Annual Corporate Revenue

56% of readers from Global 2000 Enterprises

■ >$25B	21%
■ $10B - $25B	9%
■ $5B - $10B	10%
■ $1B - $5B	8%
■ $500M - $1B	9%
■ $100M - $500M	6%
■ $10M - $100MB	13%
■ <$10M	24%

Timeframe for Purchasing AI Technology

70% of readers plan to purchase AI technology or services within 1 year

■ **3-6 mos**	38%
■ **6-12 mos**	32%
■ **12-18 mos**	22%
■ **Unsure**	8%

Attendee AI Purchase Responsibility

91% of readers approve, specify or recommend AI services & technology purchases

■ **Specify & Approve**	38%
■ **Approve**	34%
■ **Recommend**	18%
■ **None**	9%

2020–2021 Digital Advertising Rate Card

PREMIER PACKAGE: (exclusive)

- Wallpaper Banner (ROS) on AI Trends
- 1x dedicated email of 5k contacts each (client to choose target)
- 2x banners in the AI Trends Weekly Newsletter (13k subscribers)
- 4x Tweets to AI Trends followers (2k followers)
- 30 days Ad Retargeting Banners to AI Trends site visitors

Monthly: $18,000

GOLD PACKAGE: (Limited to 2 per month)

- 1x dedicated email of 5k contacts each (client to choose target)
- 2x banners in the AI Trends Weekly Update (13k subscribers)
- 30-day banner on AI Trends
- 3x Tweets to AI Trends followers (2k followers)

Monthly: $13,000

SILVER PACKAGE: (Limited to 2 per month)

- 1x dedicated emails of 5k contacts each (client to choose target)
- 1x banner in the AI Trends Weekly Newsletter (13k subscribers)
- 2x Tweets to AI Trends followers (2k followers)
- 30-day video on AI Trends

Monthly: $10,000

BRONZE PACKAGE: (Limited to 2 per month)

- 1x banner in the AI Trends Weekly Newsletter (13k subscribers)
- 2x Tweets to AI Trends followers (2k followers)
- 30-day video on AI Trends
- 30-day banner on AI Trends

Monthly: $7,500

A-LA-CARTE OPTIONS:

Wallpaper Banner (exclusive per month) $3500 per month

	1-3 Frequency	4-7 Frequency	8-12 Frequency
Leaderboard Banner	$1700	$1250	$1050
IMU Banner	$1700	$1250	$1050
Newsletter Advertisement	$525	$450	$400
Featured Videos	$1550	$1350	$1150
Featured Product	$1550	$1350	$1150

DEMAND GENERATION

Tweets to AI Trends Followers	Starting at $1500 (limited to 2 per week/month)
Sponsor an AI Trends Survey Project	Starting at $7000 (limit to 3 sponsors)
Email Marketing	Starting at $450 per M, minimum 5,000
Sponsor an eBook (Branding & Exposure)	Starting at $7000
Ad Retargeting	Starting at $5000, minimum 3 months

LEAD GENERATION

Webinars (125 lead min)	Starting at $8500
Whitepapers (100 lead min)	Starting at $8500
Sponsor an AI Trends eBook (100 lead min)	Starting at $8500
Podcasts (100 lead min)	Starting at $8500
Custom Market Research Survey (100 lead min)	Starting at $8500

PLEASE NOTE:

- All campaigns come with a detailed lead activity report upon conclusion.
- All advertising is "Subject to Approval" so please share what you have as we may have suggestions.
- All adverts, links, urls etc., are required 5 business days prior to launch.
- We recommend renewing banner advert design every 2-3 months in order to refresh campaign and optimize click through traffic.
- Available Banners: IMU (275x250), Leaderboard (728x90)

Ad Retargeting

Ad Retargeting is a must in any media plan since you can focus your ad budget on an audience known to be interested in your company. As with any effective ad campaign increasing the frequency of ad impressions served to your target audience dramatically impacts your return on investment (ROI).

- Add an additional touch point to your existing marketing efforts
- Increase brand awareness with repeated exposure via users' favorite websites.
- Improve ROI by only serving ads to those prospects that have shown interest in your company/website.

Web Visitor Visits
Your Website

Web Visitor Leaves Your
Website for Another Website

Web Visitor Sees Your Ad
on Another Website

Web Visitor Clicks on Your Ad
and Returns to Your Website

Common Ad Sizes

Ad	Size
Medium Rectangle	300 x 250
Leaderboard	728 x 90
Wide Skyscraper	160 x 600
Large Rectangle	300 x 600
Mobile Leaderboard	320 x 50
Billboard	970 x 250

Ad Requirements:

- Minimum of three ad sizes required.
- Minimum campaign buy is 90 days; six months is recommended to maximize audience.
- Four pixel codes provided for each campaign; extra pixels are $100 each.
- Allow 15-30 days for pixels to load cookies before serving ads.

- The file size for all static banners must be less than 150KB.
- Ads cannot animate for more than 30 seconds.
- All ads must have a boarder around them.
- Web banners are not permitted to use redirecting URLs.

eBook Series

Branding & Exposure:
(a multi touch point campaign including ebook advertising, email promotion and web advertising)

Topic specific articles are compiled from our editorial team, and one exclusive sponsorship is available per each edition and includes:

- Your company's logo listed as the Exclusive Sponsor on the cover of the eBook

- Your company's 500 word description in an "About Our Sponsor" section

- 2 page, full color ad in the edition

- 3x dedicated email promotions, promoting the eBook, to include a 150x800 Skyscraper banner

- Your company listed as the Exclusive Sponsor on all promotional avenues of the eBook including our social media outlets and newsletters

Featured Videos

Promote your company and products in one of "Feature Videos" locations on the home page of *AI Trends*. Your video will be seen by our site visitors in this ideal location.

Social Media

Promote your products and services to our social network! Call today to find out more about you can send your tweets from our AI Trends/AI World Twitter account.

Lead Generation

As marketers, delivering targeting leads to our sales teams is one of our biggest challenges. Healthtech Publishing offers the tools that will help you this challenges with our lead generation programs, all with minimum lead generation guarantees.

- **Webinars** - (lead minimum 125)
- **Whitepapers** - (lead minimum 100)
- **Podcasts** - (lead minimum 100)
- **eBooks** – sponsor one of our ebooks including industry articles, your advertisements (lead minimum 100)
- **Surveys** – a unique program, offering both custom data and lead information (lead minimum 100)

Just Some of Our Lead Generation Clients Have Included:

Sponsor an AI Trends Annual Survey

AI Trends conducts propriety surveys several times throughout the year, on various topics pressing to the industry. *AI Trends* editors and market research team execute and draft at least 4 unique surveys per year, and the survey results are shared to our *AI Trends* readers and AI World Conference attendees.

We invite you to be part of this new and unique program, and sponsor the results of these surveys.

What this entails:

• Each survey is limited to 2 sponsors

• The survey sponsor will receive full contact information of the survey respondents

• Sponsor's logo is on completed survey results pdf

• Sponsors logo is on the survey page on the website / emails

Ask for more information today!
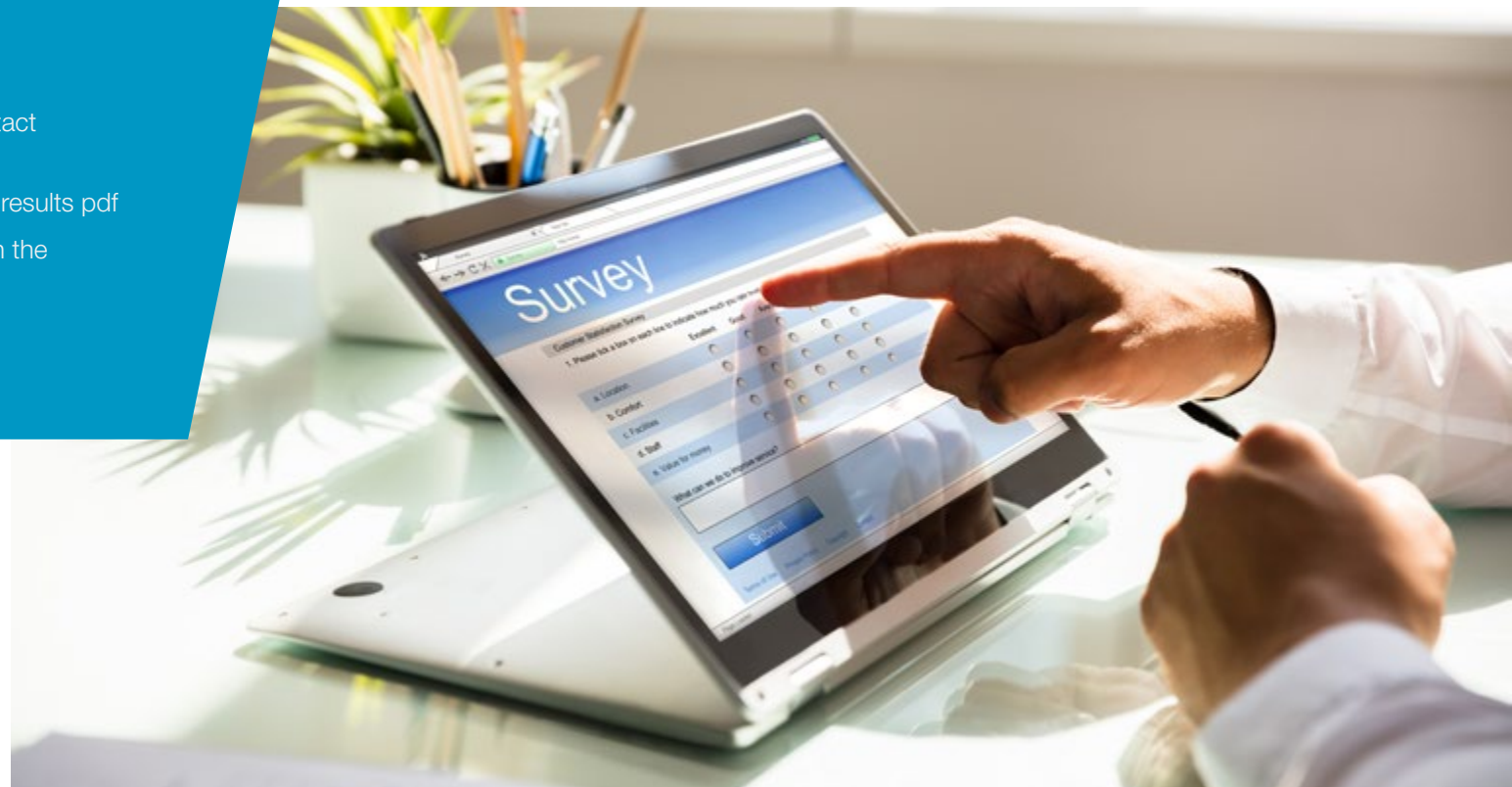
Lead Generation Webinars

125 Leads Minimum

Need a cost effective way to generate sales leads?

Deliver an engaging and educational insight into your organization's technology solutions or share a case study all while gaining new prospects for your sales team!

- Target your audience with our database of over 800k contacts
- Choose from a 60 or 90-minute webinar
- Use polling, whiteboarding or show videos during your webinar

- Receive 125 leads minimum
- Receive weekly client reports
- Add custom question to the registration page to help score your leads to prep your speakers

- Webinars are promoted through dedicated promotion, newsletters and social media
- You will be provided the link to the recorded webinar for your marketing efforts as a sale tool that proficiently addresses key deliverables offered by your industry solutions.

Lead Generation Whitepapers

100 Leads Minimum

Another great lead generation option is whitepapers, this allows companies to educate and inform prospects and they can read the whitepaper when it is convenient for them.

- Target your audience with our database of over 800k contacts
- Receive 100 leads minimum
- Provide us multiple whitepapers to hit the lead quota, which is most effective for clients that purchase quarter long or large lead generation packages

- Receive weekly client reports
- Whitepapers are promoted through dedicated promotion, newsletters and social media
- Custom whitepapers are available for clients that need assistance in writing whitepapers

A BLUEPRINT FOR

Preparing Your Own ML Training Data

///ALEGION™

ORACLE®

Lower Cloud Costs and Innovate with Autonomous Database Technology

FEATURING RESEARCH FROM FORRESTER

The CIO's Guide To Automation, AI, And Robotics

ANTWORKS™
Reimagine IT

DEMYSTIFYING FRACTAL SCIENCE IN COGNITIVE AUTOMATION

Lead Generation Podcasts

100 Leads Minimum

Why a Lead Generation Podcast?

What is different about using podcast as a lead generation tool, is it is an "on-demand" medium, so it can be accessed at any time, meaning that people do not have to give up 45 minutes for a webinar and they can listening while working and or doing other tasks.

Podcasts are making a come back, 112 Americans listened to a podcast in, and is up 11% from 2016. Podcast consumption has been substantially more common among Americans under the age of 25 since the advent of the medium. Until now. For the first time, a larger percentage of 25 to 54 year-olds listen to podcasts monthly than any other age group. [1]

What is included in a Lead Generation Podcast?

- Includes a phone recorded Q&A with one of our editors and a representative from your organization lasting approximately 10-15 minutes

- Suggested topics around a new technology, new product release, viewpoint, case study etc. – something that will engage the audience

- Target your audience with our database of over 800k contacts

- The podcast will be promoted for 90 days, and you will receive a minimum of 100 targeted leads for your sales team

- Receive weekly client reports

- Podcasts are promoted through dedicated promotion, newsletters and social media

- You will be provided the link to the podcast for your marketing efforts following the 90 days as a sale tool that proficiently addresses key deliverables offered by your industry solutions

- Podcasts are most effective in a series, so ask about multiple podcast pricing!

1: The 11 Critical Podcast Statistics of 2017

Lead Generation eBooks

100 Leads Minimum

The newest lead generation program! Our innovative eBook program has been enjoyed by our readers for years! Full of educational and informative content, our eBooks are one of our top download assets each month.

- Target your audience with our database of over 800k contacts
- Receive 100 leads minimum
- Topics are created by our editorial team, but custom topics are available
- Each eBook is limited to one Exclusive Sponsor
- Your company logo listed as the Exclusive Sponsor on the cover
- 500-word description in the "About our Sponsor" section of the eBook
- 2 page, full color ads in the edition
- Your company listed in all the dedicated marketing of the eBook, including online, newsletters and social media.

Custom Lead Generation Solutions Market Surveys

100 Leads Minimum

Our Life Sciences Market Surveys Program offers custom surveys that will help you meet your Market Research needs - from design and implementation to the final reporting, we've got you covered.

Whether you require information to support product development, opportunity assessment, pricing guidance, market entry decisions, or other time-critical business decisions, we can deliver real-time market research within your timeframe and budget that meets your strategic and business needs.

Our Life Science Market Surveys include:

Design, Development and Deployment of Surveys

We understand that each client has unique challenges and business needs, which is why we create efficient surveys with critical questions tailored to your organization.

With your survey questions, we will determine the best online survey method and strategy to meet your data goals.

We offer respondent goal options of 100 (large numbers are available upon request), and will deploy the invitations to participate in surveys via email, as well as monitor the data integrity.

Targeted Sample Lists

With part of your custom survey, you have access to select your sample from our database of over 800,000 contacts. We can use our database in tandem with your customer/prospect listing, or survey our database exclusively.

Recent Survey Topics:

AI in Drug Discovery & Development

AI in Healthcare

AI Outlook for 2020

Annual CIO Survey

Annual Wearables Survey

Budget & Hiring Trends in IT

Client Product Launch Survey

Customer Satisfaction Survey

Project Management Tools Survey

Real World Data (RWD)

Custom Lead Generation Solutions Market Surveys

(Continued)

Reporting

• Respondent's feedback data is collected and aggregated into reports providing powerful and useful information for your organization.

• You will receive the complete raw data file that includes all respondent's responses.
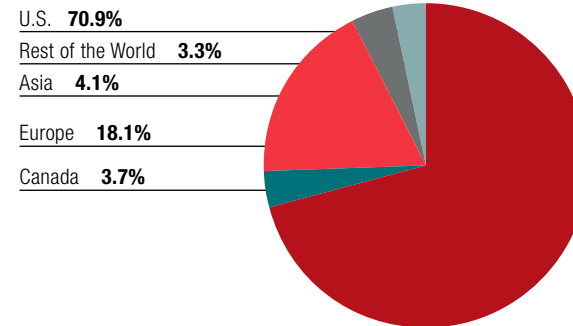
• Cross tab reports are available as well.

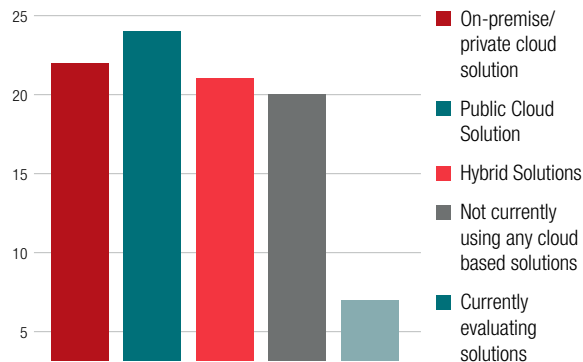Typically, this entire process will take between four-six weeks.

Sample Data

Is your facility CAP Certified?

Yes **25.6%**

N/A **32.2%**

In the Process **2.9%**

No **39.2%**
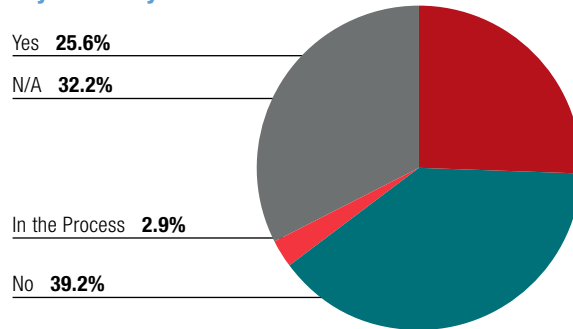
Where is your facility located?

U.S. **70.9%**

Rest of the World **3.3%**

Asia **4.1%**

Europe **18.1%**

Canada **3.7%**

Which of the following is your organization currently using for their cloud based platforms?

On-premise/ private cloud solution

Public Cloud Solution

Hybrid Solutions

Not currently using any cloud based solutions

Currently evaluating solutions

Do you feel that the current vendors offer the solutions that your organization needs?

Yes **64.3%**

Not Sure **25.7%**

No **10.0%**
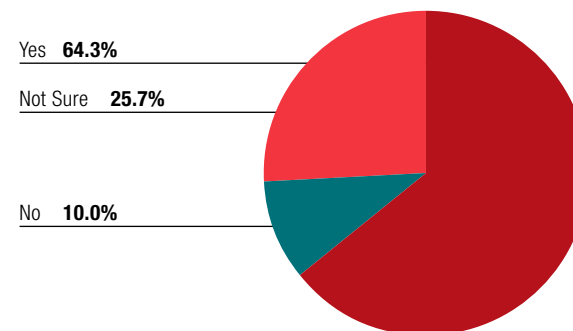
Custom Lead Generation Solutions Market Surveys
(Continued)

Basic Market Research Survey

- Our service includes the design, development and deployment for your custom survey
- We will assign a dedicated Marketing Project Manager to review your survey questions, and to provide you with feedback and recommendations
- We will provide a sample size 100 minimum prospects to ensure we are targeting the right audience. The Client will select survey prospects from our database of over 800,000 contacts
- Survey topic to be discussed and agreed upon between AI Trends and sponsor
- Survey will consist of 10-12 basic, non-branching questions to be developed by sponsor
- Your survey is built in an online survey software, and send out via email
- A raffle incentive will be offered to encourage prospects to complete the survey

Reporting includes:

- Results from the survey participants, include all their responses and full contact information
- Summary reporting, including charts and open-end responses
- Raw data is supplied for easy import into SPSS
- Cross tab reports available

Premium Market Research Survey

- Our service includes the design, development and deployment for your custom survey
- We will assign a dedicated Marketing Project Manager to review your survey questions, and to provide you with feedback and recommendations
- We will provide a sample size 100 minimum prospects to ensure we are targeting the right audience. The Client will select survey prospects from our database of over 800,000 contacts
- Survey topic to be discussed and agreed upon between AI Trends and sponsor
- 1 pre-qualifying question, prior to the start of the survey
- 10-12 questions, including the option of up to 7 branching questions (includes skip logic) 19 questions in total
- Your survey is built in an online survey software, and send out via email
- A raffle incentive will be offered to encourage prospects to complete the survey

Reporting includes:

- Results from the survey participants, include all their responses and full contact information
- Summary reporting, including charts and open-end responses
- Raw data is supplied for easy import into SPSS
- Cross tab reports available

Marketing Tips & Tricks:

Digital Advertising:

- Make your ads eye catching and have a call to action.

- Avoid an ad design that is too cluttered, flashy or distracting.

- Change your content frequently, you can change your content throughout your campaign with us.

- Branding and exposure campaigns work best when done for longer period of times with multiple touch points.

- For long term advertising programs, we suggest changing your creative every 30-60 days. If your messaging hasn't changed, just changing the color of your banner will give it a new look.

- Promoting special offers or complimentary downloads are great ways to increase your clicks.

- Our website has a white background, so we suggest adding a border to your banner to make it pop more.

Lead Generation: Webinars:

- Keep your content new and relevant to today's challenges and issues by having key thought leaders as webinar speakers.

- Avoid content that sounds a sales pitch, prospects are giving up 60-90 minutes of their day and what to attend an informative webinar.

- Allow for time for questions during your webinar.

- Utilize the optional questions that can be added to the webinar registration page. This can be used to learn more about the audience, or gather webinar questions ahead of time.

Lead Generation: Whitepapers:

- Keep your content new and relevant to today's challenges and issues – suggested whitepapers include customer interviews, case studies, survey data, tips to make the readers job easier, etc.

Lead Generation: Surveys:

- Limit the number of open-ended questions. Respondent may put anything in these fields to proceed to the next question, and these questions are time consuming and a manual process to analyze.

- It is recommend to add an "other, please specify" field, this allows respondents to provide you additional data above and beyond the choices provided in a single select or multiple select question.

- Adding a "not applicable" option in a single select or multiple select question is also recommended, this allows the responded to truthfully answer, and not select an answer that is not provided in the list of choices provided.

- When drafting your questions, craft them as simple as possible. Remember the respondents may not be familiar with your company, product(s) or some of the terminologies you are referring to.

- If using any ranking questions, it is recommended to use the Likert scale of responses.

- Standard questions that Cambridge Innovation Publishing will add, that does not count against your question count includes contact information, and one question that asks "What best describes your industry".

Lead Generation: Podcasts:

- Keep your content new and relevant to today's challenges and issues – interview current customers or thought leaders in the industry or within your organization.

- Turn your podcast into a series.

Cambridge Innovation Institute's

aiworld
Webinar Series

Now in our fifth year, our AI World events series, which includes our annual AI World Boston conference and expo and AI World Government, combined with our companion online newsletter, AI Trends, have become the definitive industry resources for helping both global 2000 enterprises and government agencies accelerate their deployment of AI.

In addition, through our extended AI coverage at our Bio-IT World conference and expo and the Bio-IT World online publication, your company can leverage our reach of more than 65,000 attendees and readers of our community by sponsoring our special AI World and AI Trends webinars.

Don't see a topic listed? We are happy to host your webinar with your specific content and our conference team will assist you in developing a world-class panel of experts on the topic(s) of your choice.

Check out our other Covid-19 related webinar series at **covid-19webinars.com**

Coverage will include, but is not limited to:

- AI & COVID-19: How Is AI Being Applied to Fight COVID-19?

- Responding to the Impact of COVID-19 on Retail, and How AI Can Help

- Practical Implementation of AI in Drug Discovery/ Revolutionizing Drug Discovery with Artificial Intelligence and Machine Learning

- How Can AI Digitally Transform the Pharmaceutical Industry?

- Common Challenges to Getting AI Projects off the Ground and How to Overcome Them

- MLOps to Overcome Barriers to Successfully Implementing ML across the Enterprise

- Data Preparation & Augmentation for AI/ML

- AI and Enterprise Infrastructure Transformation

- AI & Future of Work: In a Post-COVID-19 World, How Do You Create an AI-Ready Culture?

- Future of Work: AI and the Intelligent Digital Workspace: Driving Productivity in the New World Order

- AI & Cybersecurity

- Cybersecurity, Ethics and Understandability of AI

- Workforce of the Future – How Does the Digital Age Influence How We Recruit, Retain, and Develop Our Workforce?

- AI and Advanced Algorithms in Healthcare

- The Use of AI in Personalized Medicine and Digital Health

- State of the Technology: Using Chatbots in Healthcare to Help Evaluate Symptoms, Manage Medications and Monitor Conditions

- Banking on AI to Revolutionize the Financial Services Industry: Leveraging AI Technologies to Generate Value and Meet Customer Demands

- Compliance, Fraud Detection, Anti-Money-Laundering (AML) and Trusted Digital Identity: Applying AI to Manage Risk, Detect Fraud, and Perform Dynamic Verification

- Implementing AI at the Edge

- AI & Customer Analytics

- Emerging AI Technologies

- RPA and Intelligent Automation

ai world Webinar Series

Summary of Sponsorship Opportunities

PLATINUM SPONSOR

- 600+ Leads Guaranteed over 12 months (NO CAP)
- Four Webinars
- Whitepaper
- Executive Interview

GOLD SPONSOR

- 375+ Leads Guaranteed (NO CAP)
- Three Webinars
- Whitepaper

SILVER SPONSOR

- 250+ Leads (NO CAP)
- Two Webinars

BRONZE SPONSOR

- 125+ Leads Guaranteed (NO CAP)
- Single Webinar

For more information on sponsorship opportunities, please contact:

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aitrends

The Business and Technology of Enterprise AI

AITrends.com