2016 MEDIA KIT

CTA.tech/i3
The Consumer Technology Association's (CTA)™ 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 NovDec 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 Association™ 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.
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

### Unique Readership

<table>
<thead>
<tr>
<th></th>
<th>Circulation (includes print and digital)</th>
<th>Chairman/CEOs/Presidents/Owners/Vice Presidents</th>
<th>Retailers and Distributors</th>
<th>International Subscribers</th>
<th>Global Executives</th>
<th>Manufacturers and Engineering Companies</th>
<th>Buying/Merchandising</th>
<th>CTA Member Companies and Employees</th>
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<tbody>
<tr>
<td>i3 readers</td>
<td>41,225</td>
<td>16,816</td>
<td>6,803</td>
<td>5,391</td>
<td>6,897</td>
<td>6,181</td>
<td>8,739</td>
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Based on Nov/Dec 2015 BPA Circulation Statement

### Snapshot of BPA Circulation Statement Nov/Dec 2015

**Business and Industry**

- Retailers: 5,136
- Distributors: 1,667
- Manufacturers & Engineering Companies: 6,181
- CEA Member Companies/Employees: 8,739
- Total: 19,502

**Classification by Title**

- Executive Management: 16,816
- Global Executives: 6,897
- Others Affiliated to CE Industry: 991
- Buying/Merchandising: 1,633
- Marketing: 2,034
- Engineers: 1,633
- Other: 2,034
- Total: 12,854

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

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**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 Policy • The Economist • Entertainment Matters • CTA Reports • Market Beat • Stats & Facts
Ad Sizes

Magazine trim size: 8.25 x 10.875

2016 AD AND MATERIAL CLOSE DATES FOR /3

<table>
<thead>
<tr>
<th></th>
<th>Ad close:</th>
<th>Mats due:</th>
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<tr>
<td>Jan/Feb</td>
<td>Nov 13</td>
<td>Nov 20</td>
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<tr>
<td>Mar/Apr</td>
<td>Feb 16</td>
<td>Feb 22</td>
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<td>May/Jun</td>
<td>April 11</td>
<td>April 15</td>
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<td>Jul/Aug</td>
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<tr>
<td>Jan/Feb 2017</td>
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<td>October 24</td>
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AD RATES

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<td>4-color page</td>
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<td>4-color 1/2 page</td>
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<td>$1,144</td>
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</tbody>
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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
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.

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.
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.mcmurrytnq.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 Gulczynski
Ad Traffic Manager
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Scottsdale, AZ 85251
Direct: 602-427-0117
Main AZ office: 602-395-5850
andy.gulczynski@manifest.com