

PARTNERSHIPS ARE BORN HERE



2023

ORIGIN STORY

PICTURE IT: SAN FRANCISCO, 1999

It was the early cusp of the Print-to-Digital metamorphosis.

As digital advertising experienced its first boom, AdMonsters was the first to recognize digital media operations as a critical business function with its own distinct community and business needs.

Publisher Forum was born in a garage with some folding tables and chairs. People came. People shared. People learned from people.

That is the heart of AdMonsters.

ADMONSTERS IS TRUSTED

We're proud to be the known, trusted resource in this community since 1999. As the longest-running event in revenue and ad ops, we remain dedicated to the the people that make media businesses run, and the technologies that help them succeed.



1999



TODAY

ADMONSTERS IS A COMMUNITY

We bring the revenue ops and digital media community together to learn from thought leaders AND from peers.

IN PERSON

Through events and conferences, we bring people together, face to face to discuss the current issues in our industry.

ONLINE

Through cutting-edge custom content, AdMonsters gets people reading, clicking, and thinking. We keep it real, keep it fresh, and make great content king.

FOR YOU

AdMonsters boasts the most robust community of revenue operations professionals from global publishers and brands and helps them connect to agencies and technology providers.

2023

MEET THE MONSTERS

OUR COMMUNITY SPANS THE DIGITAL MEDIA ORG CHART

AD OPS

Who They Are:

The people who oversee the technology and processes for executing and transacting advertising.

Real Titles:

- Director of Digital Ad Operations
- Director, Programmatic & Ad Ops
- Senior Director, Ad Operations
- Senior Manager, Ad Ops Strategy
- VP, Ad Operations & Monetization
- Global Head of Advertising Operations

CLIENT SERVICES

Who They Are:

The faces of the revenue team to their stable of clients. They're the ones who fulfill requests to keep clients happy.

Real Titles:

- Digital Campaign Coordinator
- Director, Campaign Management
- Senior Manager, Client Services
- Manager, Client Services
- Campaign Performance Manager
- Manager, Revenue & Client Services

DATA/ANALYTICS

Who They Are:

The people who are monitoring the various data streams coming in, and transforming that into actionable strategies.

Real Titles:

- Director Data Operations
- Digital Data Solutions Specialist
- VP Research & Insights
- Sr. Director, Revenue Analytics
- SVP, Operations, Data Sciences

PRODUCT

Who They Are:

The ones who design the advertising units and how they interplay with the rest of the publisher's UX.

Real Titles:

- Ad Technology Product Manager
- EVP, Product and Revenue
- Senior Product Manager
- SVP, Technology
- VP, Production, Digital Media & Design
- Product Manager, Product Innovation

SALES

Who They Are:

The closers and those that manage them. These are the folks who want technologies that ensure the best optimization and delivery for their clients.

Real Titles:

- Director, Sales Operations
- SVP, Sales & Marketing
- VP, Sales Operations
- Director, Digital Advertising Sales
- Manager, Digital Sales Operations

FINANCE

Who They Are:

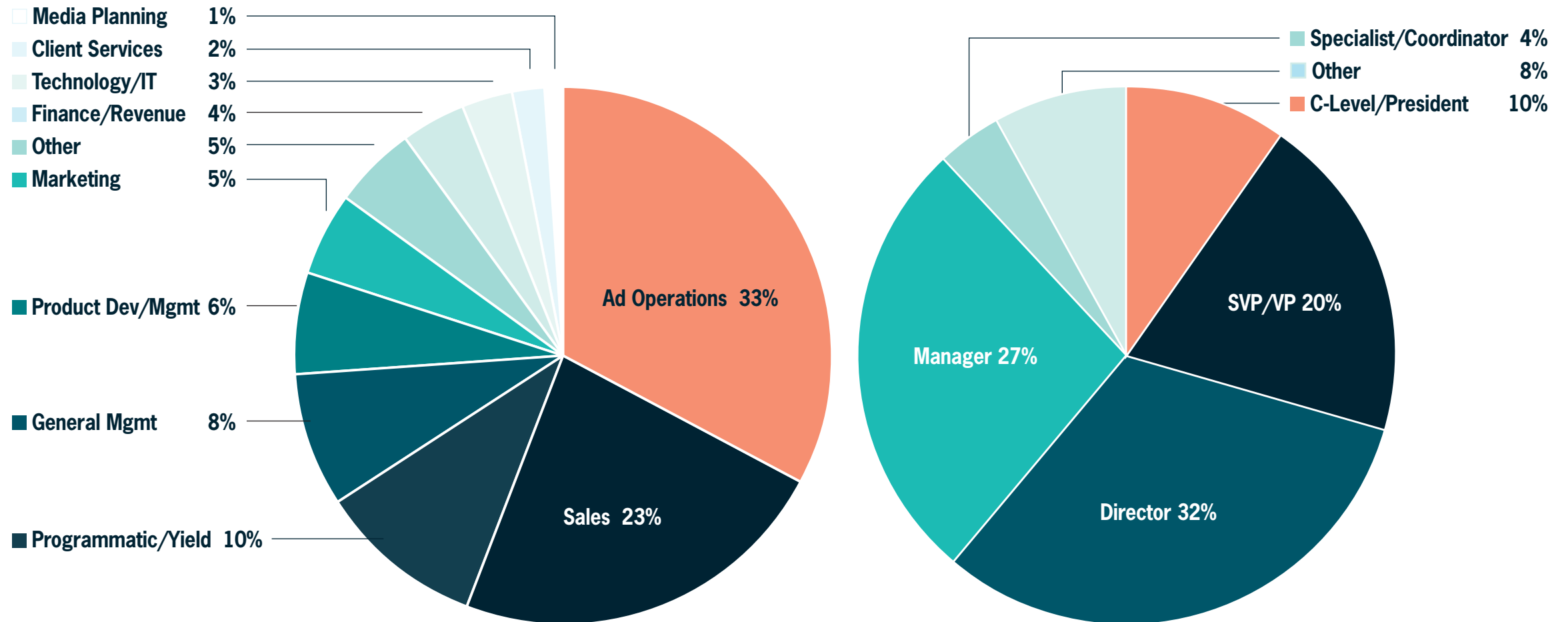
The men and women behind the curtain. These folks need revenue, order management, and billing solutions for the media operation.

Real Titles:

- Digital Commerce Team Lead
- Digital Strategic Revenue Planning
- Senior Director, Yield Optimization
- Exec. Director, Yield & Private Marketplace
- Manager, Digital Revenue Operations
- Senior Director, Finance & Business Operations



TECH LEADERS AND DECISION-MAKERS



MEET OUR SPONSORS



MAIN EVENTS 2023

MIAMI, FL | MARCH 12-15

NEW YORK, NY | JUNE 5-6



CORONADO ISLAND, CA | AUGUST 6-9

NEW ORLEANS, LA | NOVEMBER 5-8

CALENDAR OF EVENTS 2023

JAN	FEB	MAR	APR
			
MAY	JUN	JUL	AUG
			
SEP	OCT	NOV	DEC
			

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publisherforum

2023



WHY PUBLISHER FORUM?

Publisher Forums are limited to 140 of the most senior leaders in digital publishing and focus on revenue and monetization strategies, operations and ad technology decisioning.

These purposefully intimate events allow for meaningful connections. Sponsors have the opportunity to engage in substantive conversations across several days and in a variety of settings, such as dinners, sessions, parties and our signature Pub Forum activities.

FOCUSED CONTENT

Publisher participants gather at an attractive destination venue for three days of authoritative keynotes, peer-to-peer discussions, closed-door sessions and networking.

QUALITY AUDIENCE OF SENIOR EXECS

AdMonsters screens and approves every single attendee who signs up. We ensure an approximate 2:1 publisher-to-sponsor ratio, a key differentiator for AdMonsters events. Attendance is limited to people at digital publishing/media companies whose roles are focused on monetization strategies, advertising operations or advertising technology.

VOX MEDIA

The New York Times

GANNETT

Spotify

Disney

NBC UNIVERSAL

RED|VENTURES

CONDÉ NAST

leaf GROUP

Expedia

CBS Interactive

...AND MANY MORE

PUBLISHER FORUM IS A UNIQUE OPPORTUNITY TO FORM DEEP RELATIONSHIPS WITH HIGH-LEVEL ATTENDEES FROM BIG COMPANIES.

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publisherforum

2023

PREMIER / THOUGHT-LEADER SPONSORSHIPS

MONDAY KICKOFF PRESENTATION

Exclusive Opportunity

Exclusive 20-minute full-group presentation on the main stage immediately following the Monday morning Keynote presenter

TUESDAY OPENING PRESENTATION

Exclusive Opportunity

Exclusive 20-minute full-group presentation on the main stage immediately following the Tuesday morning Keynote presenter

MONDAY SPOTLIGHT PANEL SPONSOR

Exclusive Opportunity

Exclusive 30-minute full-group panel presentation on Monday from the main stage

TUESDAY SPOTLIGHT PANEL SPONSOR

Exclusive Opportunity

Exclusive 30-minute full-group panel presentation on Tuesday from the main stage

MONDAY PRESENTING PARTNER

Exclusive Opportunity

Exclusive 20-minute full-group presentation on the main stage on Monday

PLATINUM / EXPERIENTIAL SPONSORSHIPS

RECEPTION SPONSOR

Exclusive Opportunity

Exclusive branding & host of Sunday night opening reception, a 5-minute introduction to full group during the reception, a 2-hour open bar at reception, and exclusive branding of all conference breaks (inclusive of food & beverage)

COVERAGE SPONSOR

Exclusive Opportunity

Exclusive sponsor of all conference photos, to appear on conference website (Exclusive logo placement & banner ad on photos page of conference website post event); exclusive branding of conference lanyards (to be provided by Sponsor with AdMonsters' approval); and exclusive sponsor of post event summary email

CONNECTIVITY SPONSOR

Exclusive Opportunity

Exclusive sponsor of conference WiFi, exclusive sponsor of conference mobile app, and exclusive sponsor of pre-event "What to expect" email

LEADERSHIP SPONSOR

Exclusive Opportunity

Participation of one company representative in Monday breakout session with 10 pre-selected publisher attendees ("AdMonsters Work Group"), and in exclusive Monday lunch with the AdMonsters Work Group; Collaboration with AdMonsters on Work Group topic selection; Exclusive sponsor of conference keycards (artwork to be provided by Sponsor); and one conference room drop (AdMonsters to deliver gifts or marketing assets to attending publishers via hotel in-room delivery)

ACTIVITY SPONSOR

Exclusive Opportunity

Exclusive branding for all Tuesday off-site activities, and one conference room drop (AdMonsters to deliver gifts or marketing assets to attending publishers via hotel in-room delivery)

SILVER / EXPOSURE SPONSORSHIPS

SILVER SPONSOR

Limited Opportunities

(Only 12 Available)

Our base-level sponsorship package. Includes presence, participation, and branding at conference

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ops

2023



WHY OPS?

Ops is the large-and-in-charge annual conference with over 700 digital strategists and media leaders in one place. It's a valuable event for visibility and networking at scale.

CONTENT VARIETY

Four content tracks plus two topic-specific workshops on Top Women in Media and Data & Identity tackle various aspects of digital media and advertising operations.

A LARGE, VETTED AUDIENCE OF DIVERSE ROLES

AdMonsters screens and approves every single attendee who signs up. Ops attracts a wide range of digital media leaders from across the ecosystem, including digital publishers and agencies, brands, investors and ad networks.

IPG MEDIABRANDS

pandora®

ESPN

UM

VIACOM

McCANN

neu

The New York Times

Slate

hulu

OgilvyOne

...AND MANY MORE

OPS IS THE PLACE YOUR COMPANY CAN GAIN THE MOST VISIBILITY AND REACH THE LARGEST CROSS-SECTION OF DIGITAL MEDIA BUYERS AND INFLUENCERS.

PREMIER / MAINSTAGE SPONSORSHIPS**TOP WOMEN IN MEDIA TRACK SPONSOR**

Exclusive Opportunity
Monday, June 5

40-minute group presentation to track audience at AdMonsters Ops conference 2023

DATA & IDENTITY TRACK SPONSOR

Exclusive Opportunity
Monday, June 5

40-minute group presentation to track audience at AdMonsters Ops conference 2023

TUESDAY TRACK SPONSOR

Exclusive Opportunity
Tuesday, June 6

40-minute group presentation to track audience at AdMonsters Ops conference 2023

TITLE / MAINSTAGE SPONSORSHIPS**TITLE SPONSOR**

Exclusive Opportunity
Tuesday, June 6

Exclusive 20-minute full-group presentation on the main stage following the AdMonsters Ops 2023 keynote

PREMIER PANEL SPONSOR

Exclusive Opportunity
Tuesday, June 6

Exclusive 30-minute full-group presentation on the main stage of AdMonsters Ops conference 2023

CLOSING SPONSOR

Exclusive Opportunity
Tuesday, June 6

Exclusive 20-minute full-group presentation on the main stage of AdMonsters Ops conference 2023

GOLD / EXPERIENTIAL SPONSORSHIPS**IT'S PARTY TIME SPONSOR**

Exclusive Opportunity

Exclusive branding of the Ops 2023 Beer Garden located on showroom show floor, Exclusive branding of conference after party, 10-minutes to address full group audience at after party

SUSTENANCE SPONSOR

Exclusive Opportunity

Exclusive sponsor of all conference meals and breaks at AdMonsters Ops 2023 (Does not include receptions)

COVERAGE SPONSOR

Exclusive Opportunity

Exclusive sponsor of AdMonsters Ops 2023 Lanyards (Lanyards to be provided by Sponsor with AdMonsters' approval), Exclusive branding of main level lounge, Exclusive sponsor of all conference photos (Exclusive logo placement & banner ad on photos page of conference website post event)

CONNECTIVITY SPONSOR

Exclusive Opportunity

Exclusive sponsor of AdMonsters Ops 2023 Mobile App (iOS and Android, One Dedicated push notification recognizing your company's sponsorship), Exclusive logo placement & banner ad within the mobile app (artwork provided by Sponsor), Exclusive sponsor of conference WiFi, Exclusive branding of the conference charging station

SILVER / EXPOSURE SPONSORSHIPS**STANDALONE BOOTH SPONSOR**

1 Standard 10'x8' exhibit space. Includes (3) Tuesday, June 6 conference tickets

FLOOR TILE SPONSOR

Custom printed floor tile on main floor of Ops 2023. Includes (1) Tuesday, June 6 conference ticket

WEBINARS

Editorially driven webinars on important industry topics

LEADS

- Content-driven lead generation for a wide, national and international audience
- Minimum 100 leads guaranteed

CONTENT

- Develop the content and speakers with the AdMonsters editorial team
- Moderated by AdMonsters

EXPOSURE

- Your company featured in a complete marketing program to acquire leads, including: Email blasts, social posts (Facebook, LinkedIn, Twitter), promotion in weekly e-newsletter, promotion on admonsters.com
- Hosted on admonsters.com for one year. View our [On-Demand Webinar library](#)

THINK TANK

A private, invitation-only virtual roundtable on a topic of your choosing.

HOW DOES IT WORK?

With your company's input, AdMonsters designs the topic description so it's compelling to our audience and while hitting your company's key objectives. We curate the attendee list, invite and secure participants, and prep the discussion framework. At the event, our editorial team leads and moderates, in the classic AdMonsters closed-door/no-holds-barred style.

WHO ATTENDS?

Senior-level executives from top publishers and agencies; AdMonsters curates the attendee list with your company's input—*client can provide AdMonsters with target publishers, titles and/or specific individuals*

YOUR COMPANY'S BENEFITS INCLUDE:

- Sole sponsorship; your company has 100% share-of-voice at the event
- A seat at the proverbial "table"; one executive per sponsoring company can (and should!) attend
- Your company's logo in Zoom meeting room branding
- Post-event attendee list; includes Name, Company, Title, Email
- Post-event email follow up; AdMonsters will send post-event email to attendees on your behalf
- Broad post-event synthesis & coverage; AdMonsters will produce a post-event executive summary distributed via AdMonsters & Folio: editorial channels (website, newsletters and social media)
- Logo and website link; Your company logo and website link will appear in post-event editorial coverage to drive traffic directly to your website

TOPIC SUGGESTIONS:

- Programmatic Sales Strategy
- Post-Cookie Data Strategies
- Cross-Department Relations For Win-Win Products and Processes
- Managing Remote Teams to Success
- Upward and Downward Crisis Management
- Outsourcing to Free Up Your Talented Team
- Connected TV (AVOD, SVOD, DAI, and more!)
- Balancing User Experience and Revenue Optimization

PLAYBOOKS

In-depth analysis and report on a specific industry trend

- You choose the topic; we do the work!
- AdMonsters editorial team will produce (with your collaboration) a 3,000-word in depth content piece from industry news and research
- Your company's leadership shines: We'll include quotes, interviews and feature key execs as industry leaders
- Your playbook will be released at your choice of AdMonsters event and amplified via:
 - Email blasts
 - Social posts (Facebook, Linked In, Twitter)
 - Promotion in weekly e-newsletter
 - Promotion on admonsters.com
- You receive the leads from your Playbook download ([View a sample](#))

PARTNER SERIES

3-Part Feature Story/Interview Series

- You choose the topic
- AdMonsters editorial team will produce (with your collaboration) three 500-1,000 word content pieces over the course of 45 days
- Each content piece will be promoted via:
 - Email blasts
 - Social posts (Facebook, Linked In, Twitter)
 - Promotion in weekly e-newsletter
 - Promotion on admonsters.com
- View a [sample article](#) and a [sample interview](#) in a series

INDIVIDUAL CONTENT PIECES

■ **Feature Story:**

An in-depth, well-researched, article providing a unique perspective on a key issue

■ **In-Depth Interview:**

An interview with an industry expert focused on one unique/key issue

■ **Special Report:**

Best-in-class editorial coverage of the industry's hottest topics/events. 100% Share-of-voice means never sharing the limelight with a competitor

BRAND AWARENESS

DISPLAY ADVERTISING

ROS display advertising on AdMonsters.com with 100% SOV monthly (average impressions: 85,000); plus visibility on the Access Intelligence Brand Boost Network. 4-Week Minimum

NEWSLETTERS

Advertising in the AdMonsters Weekly newsletter and The Wrapper newsletter, our weekly ad tech news synopsis. 100% SOV across both newsletters each week. (Average Open Rate: 20.5%; Reach: 10,500 engaged)

E-BLAST

You provide your HTML e-blast with custom subject line and sender, and AdMonsters will deploy your message to 15,000 engaged publishers & agencies

CONTENT AMPLIFICATION

Extend the reach of your custom content piece or banner advertising by enhancing your campaign with targeted AdMonsters' audience look-a-likes (display & social)



SPONSORSHIP OPPORTUNITIES

The Top Women in Media & Ad Tech Awards Gala is co-located with AdMonsters Ops Conference on Monday, June 5 at the Metropolitan Pavilion in NYC. Get exposure to 1200+ participating companies, 350+ gala attendees plus cross-promotion to the AdMonsters Ops audience when you sponsor this trending event.

TITLE SPONSOR

- **Event Signage:** Your company logo printed on key event signage near registration and on wayfinder signage leading to the event.
- **Ceremony Presentation:** Your company promoted as the Title event sponsor with special acknowledgement during the awards ceremony and featured Title Sponsor slide.
- **Intro Video (Optional):** The awards ceremony will begin with your short video highlighting your company's demonstrated commitment and advancement in diversity, equity and inclusion.
- **VIP Table Champagne:** Champagne reserved for VIP tables with signage, courtesy of your company with logo.
- **Table Centerpieces:** Your company promoted as the sponsor for all floral table centerpieces.
- **Printed Program:** Your company listed as the Title Sponsor on the printed program for the gala.
- **Cross-exposure** to co-located Ops Conference attendees.

PROMO VIDEO SPONSOR

Our official event videographer will be on-site capturing the Top Women in Media & Ad Tech awards to create our post-awards recap video AND the 2024 Top Women in Media & Ad Tech promotional video. The video sponsor will be promoted on each frame. Includes promotion via email, social media (with sponsored ads) and Top Women in Media & Ad Tech Awards website. A lasting, high-level exposure opportunity.

CELEBRATION PHOTO BOOTH

Honorees and their accompanying parties will proceed from the acceptance stage to the Celebration Photo Booth to capture their moment in the spotlight and share to social media, with digital images delivered to your cell phone or email on-the-spot. With your branding on the selfie station in the background, you won't want to miss this exposure that lasts far beyond the night of the awards.

SIGNATURE COCKTAIL

As guests arrive, they will be greeted with a signature cocktail served with branded paper napkins featuring your company logo. Includes one meterboard sign placed inside the gala entrance and promotion as a supporting sponsor within the printed program and special mention during the event

CONTACT



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