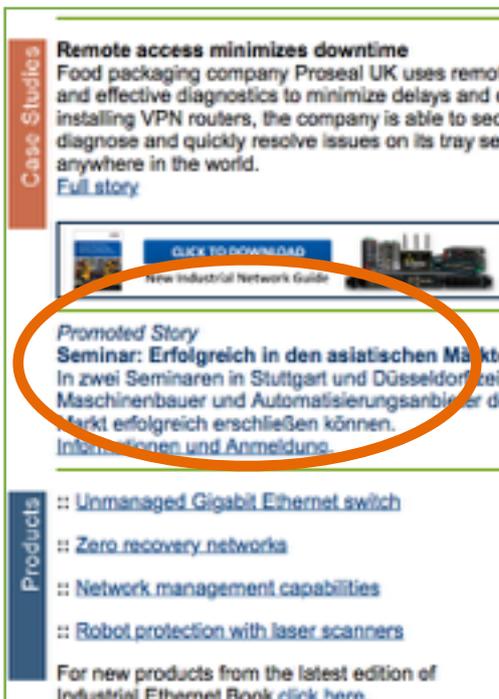


## St.O.R.M. Strategic Online Response Marketing A Native Advertising platform for perfectly timed marketing campaigns



### Your message on all channels and on all devices

Native Advertising - ad units that are coherent with the content of the platform on which they appear - is one of the hottest trends in online marketing. According to a study published by Business Insider, Native advertising budgets will increase +250% over the next three years.

Close to half of all Internet users find Native Advertising informative, a high level of acceptance, which has even increased by +11.9% from last year. (Source: ForwardAdGroup).

Unlike conventional banners, Native Advertising displays perfectly on all devices: desktop PCs, tablets and smartphones.

St.O.R.M. enables you to use this innovative advertising concept already today to build successful, high-response marketing campaigns.

### Use all channels

St.O.R.M. uses a variety of channels to reach your audience. Your message is seen on the Industrial Ethernet Book website, newsletter, Twitter, Facebook and Google+ pages.

### Easy implementation

Instead of having to adapt your creative to different platforms, you simply supply text and images. We format the content in an editorial style, perfectly fitted to the different channels.

### Precision timing

Run your campaign in precisely the week(s) when they have the maximum impact. This makes St.O.R.M. perfectly suited for timed campaigns like seminar or trade show invitations, product launches, company events, video presentations, etc.

# St.O.R.M. - Three simple steps



## 1. Choose a date

Every St.O.R.M. campaign is exclusive and runs for two weeks, so it's available to only one advertiser at a time. Thus it is important that you reserve your time slots in advance, the sooner, the better.

## 2. Text and graphics

No need to create different ad formats for website, newsletter and social media. Simply send us a text file, 3-4 images, and the URL for the click-through link. We format the material in an editorial style and individually adapt it for the different marketing channels. All this at an attractive package price of only \$1490.

## 3. Ready!

Your campaign is seen on all Industrial Ethernet Book channels and reaches thousands of engaged readers.

The perfect advertising platform for:

- ▶ Product launches
- ▶ Trade show invitations
- ▶ Lead Generation
- ▶ White Paper downloads
- ▶ Presentation of videos
- ▶ Celebrating company milestones
- ▶ Customer surveys
- ▶ Seminars and webinars
- ▶ Competitions and quizzes
- ...and many more



To book your St.O.R.M. campaign contact

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