

NovaInfosecPortal.com

News, events, & resources for infosec professionals in NoVA, DC, & MD

Media Kit

greccs (at sign) novainfosecportal.com

Twitter: @greccs

Overview

Summary

Founded in 2008, NovalInfosecPortal.com is a growing boutique website that caters exclusively to security professionals in Northern Virginia, Washington DC, and southern Maryland. With over 50,000 page views per month that covers 50% of our defined audience, NovalInfosecPortal.com provides information about local security events and offers distinctive commentary on security-related news and how it affects our target audience. NovalInfosecPortal.com has created a unique online community that attracts professionals from all areas of the information security field, with most visitors being highly educated and involved in local security organizations.

"I enjoy novainfosecportal because it truly is "one-stop shopping". Everything from public and private sector news to the blogs of local researchers can be found on one site." - Ken J.

"@greccs (and team) does a fantastic job at maintaining NoVA #infosec calendar <http://bit.ly/epgyer> You can throw it in iCal too." - Mark B.

"#FF @greccs and <http://bit.ly/kzQcD> should be enshrined as valuable DC resources and put on the National Register of Useful Stuff." - Michael S.

"NovalInfosecPortal is my go to resource for what's going on in the DC area." - Georgia W.

"@greccs deserves alot of credit for building a strong local infosec community. kudos!" - Ned M.

Benefits to Sponsors

- Maximize your marketing dollars by ensuring your brand is seen by a dedicated, focused audience
- Reach a specific niche demographic that is more difficult to reach through nationally focused sites
- Gain repeat exposure to your product or service since many of our readers are regular visitors
- Prominently display your message on our simple and intuitive site design

Metrics

Unique Visitors (per month): 4,000 (50% of total possible audience based on USBLS data*)

Page Views (per month): 50,000

Feed Subscribers: 418

Twitter Followers: 1,600 (greccs), 410 (novainfosec)

Audience:

Average Age: 34.22

Gender: 91.7% Male, 8.3% Female

Marital Status: 27.8% Never Married, 72.2% Married at Some Point

Education Level: 66.7% Bachelors or above

Average Family Income Level: \$135,556

Average # Children: 1.1

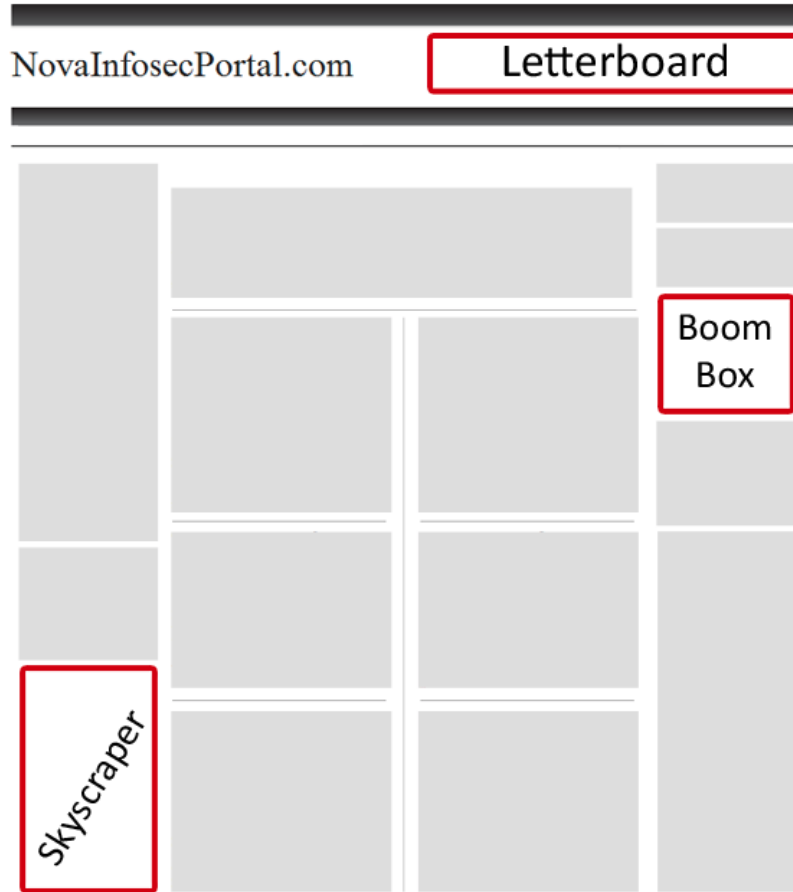
Location: 55.6% VA, 13.9% MD, 5.6% DC, 25% Other

Average Company Size: 32,608

Sponsorship Formats/Pricing

Banners

We currently offer three sponsorship positions at various monthly rates based on their location. The graphic below illustrates their relative position on every page of the site.



	Description	Price	Duration
Letterboard	Our premium option provides the most visibility at the top of every page on the site.	\$400.00	1 Month
Boom Box	This small sponsorship box near the top of the right column offers good visibility at a %25 discount over the premium Letterboard option. The box appears on all pages of the site.	\$300.00	1 Month
Skyscraper	Near the bottom of the left column on every page under our event posts, this option allows visitors to see your name, product, or service while perusing recent event posts or content lower in the page.	\$250.00	1 Month

Sponsored Blog Posts

Beyond the standard banner positions, we also offer sponsored blog posts. Note that we only allow two non-event blog posts per week as to not interfere with our core content.

	Description	Price
For-Profit Event	While we do our best to include as many relevant events as possible, we may miss activities periodically. This option guarantees your inclusion on our site through placement on our calendar and an blog post. Blog posts are also sent out through our various Twitter and Facebook accounts. (We are happy to post non-profit events for free.)	\$50.00
For-Profit Training	Due to the number of events we handle in a typical month, we have normally not included for-profit training activities on our site. This new option allows local training organizations to reach potential users in NoVA, DC, and MD through placement on our calendar and a blog post. Blog posts are also sent out through our various Twitter and Facebook accounts. (We are happy to post non-profit events for free.)	\$50.00
For-Profit Job Listings	Looking to hire local infosec experts ... then try out posting your job on our site. All posts will begin with "Job: [Position Title] in [Location]." As described above, blog posts are also sent out through our various Twitter and Facebook accounts. (We are happy to post non-profit job listings for free.)	\$50.00

Payments

Payments can be made via PayPal or via check.

Sponsorship Policies

General

- No refunds on sponsorship.
- We reserve the right to refuse any submission based on content of product/service being marketed.
- Graphics and accompanying sponsor materials are due two (2) weeks before they go live.

Media

- We accept .gif, .png or .jpeg format.
- We do not accept flash or animated .gif images.
- We do not accept any graphics that have sound.
- A valid URL is required for graphic destination.
- When emailing graphics, be sure to include: Your name, business name, position (i.e. Skyscraper, etc.), and run date(s).

*Notes

Based on "America's techiest cities: Silicon Valley No. 1, but who's No. 2?"

[http://www.computerworld.com/s/article/9039699/America s techiest cities Silicon Valley No. 1 b](http://www.computerworld.com/s/article/9039699/America_s_techiest_cities_Silicon_Valley_No.1_b)

[ut who s No. 2](#)) there are 170,429 IT workers in metro DC area as of 2007. Assuming approximately 5% of efforts dedicated to information security, there would be approximately 8500 total professionals to reach. This excludes non-IT professionals, which would increase the 170,429 figure.

The US Bureau of Labor Statistics lists 19,510 people employed in 15-1179 (Information Security Analysts, Web Developers, and Computer Network Architects as of May 2010 (http://www.bls.gov/oes/current/oes_47900.htm#15-0000). Assuming 1/3 for Information Security Analysts, there would be 6503 information security professionals for the target audience.