



# Electronic Media from the IP PEOPLE

efficient, cost effective and  
focused eMarketing





## Electronic Media from the IP PEOPLE

Dedicated Technology marketing channels for Security and Safety Professionals - the IP UserGroup - the Centre for Information, Knowledge & Promotional Opportunities

Since its inception in the spring of 2003 the IP UserGroup has remained an unbiased and independent organisation that continues to inform and educate a growing international community.

We know your target audience, who are your most important customers, clients or prospects, and why you should be on their radar! You know what is important to them and how to address their needs.

**ENQUIRIES:** [www.ipfocusonline.com/eMarketing.html](http://www.ipfocusonline.com/eMarketing.html)  
**TELEPHONE:** (+44) 0870 7870 546

## eMarketing works!

eBlast Marketing is an efficient and cost effective method to communicate with the IP UserGroup membership, IPfocus circulation and previous IIPSEC visitors and exhibitors.

With a quality distribution of nearly 20,000 individuals, companies and organisations world-wide, eMarketing can alert our community to your latest product, event attendance, case studies or News items. An effective method to raise awareness, increase visibility and build brand within the Security, Live Safety, IT and associated industries.

The demographic includes end-users, installers, integrators, consultants and technologists and our community represents decision makers, directors and managers at senior levels within businesses of the very highest standard with projects in mind.

The IP UserGroup, IPfocus and IIPSEC website's dynamic content is a user driven experience that offers advertisers a lavish menu of focused marketing opportunity.

## YOU can NOW benefit from these channels!

We have several cost effective eMarketing solutions specially designed to promote your company, services or products.

[READ ON...](#)

## IP Connections Advertise in this unique eNewsletter

Welcome to the all new eNews **IP Connections**, featuring the very latest developments in network centric security and safety technology. Circulated to 20,000 knowledge hungry security practitioners, IT professionals, manufacturers, vendors and end user customers.

For as little as £150 your company could be thrust into the spotlight via this cost effective marketing channel. If you are an IP UserGroup Affiliate members you can benefit from even greater reductions making the IP People's **IP Connections** eNewsletter one of the most efficient communications tools available to the UK and beyond.

### Present your New products to a focused Audience

We know your target audience, who are your most important customers, clients or prospects, and why you should be on their radar! You know what is important to them and how to address their needs.

In **IP Connections** each fortnight we include a photo to make your article even more appealing, provide you with banner advertising to draw attention and insert a link to your website page letting you track which topics attract the most interest.

### Exploit Past Successes and Strong Partnerships

Try using case studies, success stories, testimonials or examples of how others used your product or service successfully. Or, offer to answer reader questions, and publish the questions and the answers in your next issue. We will add a "Find out more..." link to additional information on your website.

### Hot Topics, News and Views

Include articles on topics of interest to our readers, relevant news and events. If you find an interesting article on your Website, you can easily ask the author's permission to summarize the article and link to it from our newsletter. Drive traffic to your website by entering teaser text for the article with a link to your website for readers to view the full text.

### PR, IPfocus Magazine and Events

Use this eNewsletter as a communication channel perhaps in association with IPfocus magazine and don't forget to forward information for use within the IP UserGroup website. Include articles on forthcoming events, invite customers to join you at exhibitions or to register for roadshows, seminars and training courses. Remember our readers are knowledge hungry and keen to learn.

**IP Connections UK**  
YOUR LINK to Affiliate (Corporate) Members of the IP UserGroup

**IPSEC 2010**  
Early Court 2 Exhibition Centre LONDON - 20 - 21 October 2010

**codestuff** **MultiIPSec** **IPSEC 2010** **SynopsisSYS** **RISCO**

**In This Issue**  
announcing the IPSEC Rescheduled and Relocated  
Early Court 2 Exhibition Centre LONDON - 20 - 21 October 2010

**Our Sponsors**  
**IP UserGroup** Visit NOW USA  
**focus** Focus  
**Promote your Business**  
Marketing works!

**Introducing a new Video Management Suite**  
codestuff is proud to introduce its new Video Management Suite, Quantum Pro. Consisting of three core components - Quantum Pro client, Quantum Site and Quantum Server - it provides

**Dear Paul,**  
Welcome to the all new eNews "IP Connections", featuring the very latest developments in network centric security and safety technology. Circulated to 20,000 knowledge hungry security practitioners, IT professionals, manufacturers, vendors and end user customers.  
[Learn more.](#)

**IPSEC 2010 Rescheduled and Relocated**  
We are pleased to announce that IPSEC 2010 Europe's Premier IP based Security Technology event will be re-scheduled and co-located with the UK's No.1 IP Infrastructure event IP EXPO and moved to London Early Court 2 on 20 - 21 October 2010. [Read More](#)  
[www.ipseconline.com](http://www.ipseconline.com)

**Book early, as a location on IP Connections is in great demand**

There is **ONE Premium Advertising position** for your News Article and/or slim banner (600 x 40) for just £250 per issue - Non IP UserGroup Affiliate or less 10% for Affiliates - it's the Prime Slot!

There are **FOUR Standard Advertising positions** for your News Article each with a banner (150 x 50) allocation for just £200 - Non IP UserGroup Affiliate or less 10% for Affiliates per issue

There are **FOUR Sponsor Banner positions** for a banner (150 x 50) allocation with no Article allocation for just £150- Non IP UserGroup Affiliate or less 10% for Affiliates per issue

**eCampaign Bonus: Get 12 eNewsletter insertions for the price of 10**

## Bespoke eBlasts

Based on the eNewsletter distribution technology, **Bespoke eBlasts** are customised to deliver **ONLY** your message in a more eye-catching manner.

This is the ideal medium where graphical imagery, HTML code and GIF animation can be utilised to best effect. Fewer content rules apply here, so you can tailor your message to target specific recipients, use the templates provided or provide "free form" data and source code.

We have extensive experience of **Bestoke eBlasts** and have successfully deployed them to support product launches, events and particularly the IPSEC exhibitors and sponsors.

Simply submit your Text, HTML code with images in appropriate format, or for a small fee, we can design the eBlast for you.

For just £1200 per issue for Non IP UserGroup Affiliates and £800 for Affiliate Members, this is high impact advertising that works.

***eCampaign Bonus: Get 6 eBlasts for the price of 5***



## Premium Sponsor Adverts

Express yourself with a proactive slide-show based advertising system to ensure maximum exposure. **Premium Sponsor Adverts** are displayed specifically on the IP UserGroup main website in the **FOUR** key locations.

This high traffic solution is displayed on the Homepage PLUS most of the other popular pages on the site, placement is monthly and to emphasise this strategic promotional position is enhanced with Multi-banner sequencing ensuring a high level of interest at all times.

With prominent eye-catching display area and animated timeline sequence, this is a great opportunity for **YOU** to re-enforce your brands and illustrate products.

Your **Premium Sponsor Adverts** will also remain active and highly visible even when browsers drill down the layers within each section.

For just £1500 per month **YOU** can gain Premium Multi-Page IP UserGroup website promotion, this is high performance advertising at its best (Affiliate Member Price £1200) .

For just £1000 per month, you get maximum exposure on any of the Key sections of our organisations other websites including IP-in-Action LIVE, IPfocus and the Affiliate portals (Affiliate Member Price £800) .

***eCampaign Bonus: Get 6 Sponsor adverts for the price of 5***

## Advertise with ENHANCED Pay Per Click Adverts

Modelled on an enhanced Google type system of only paying a small publishing fee PLUS for results, the **ENHANCED Pay Per Click** system means really effective and affordable advertising for any company. We encourage you to have several adverts in your account, each focusing on different messages such as product, service or corporate branding.

These adverts can easily be changed and added to, depending on your needs or simply disabled from public view when the timing is right.

**ENHANCED Pay Per Click** adverts are displayed for one month throughout the site at all levels of navigation, controlled by the randomising algorithm.

And remember, for ENHANCED Pay Per Click adverts (150 x 50), you will only Pay £100 per month - PLUS 25p Per Click! Available to Affiliates ONLY.



## Advertise with STRIP Pay Per Click Adverts

**STRIP Pay Per Click** adverts are large format adverts placed in front of buyers who have interactively demonstrated an interest in exactly what you are presenting.

They appear on many of the same areas as a Enhanced Pay Per Click advert, but of course are considerable more eye-catching. One STRIP advert occupies the space of SIX banner adverts (90 x 450), giving you a bigger canvas to work with. Feature-rich options allow you to define exactly where the ad appears by selecting several website locations.

And remember, for **STRIP Pay Per Click** adverts, you will only Pay £200 per month PLUS 50p Per Click! - Available to Affiliates ONLY.

## IP UserGroup Affiliate eDirectory Service

The eDirectory listings can be easily revealed by a simple selection process using the online drop-down to assist your prospective clients' search. The basic profile entry contains simple contact information and a brief summary of your company and its products.

This service is available FREE to ALL IP UserGroup Affiliate Members and Associates and remains one of the most visited area of the IP UserGroup Website - REMEMBER - Keep this Area Current!



## Your own self-administered Affiliate Area

The best information and news portal for all things IP. The IP UserGroup website provides visitors with a vast library of educational material, from Case Studies and Technical Papers to Product Information and latest News.

Promote your products and services on your own companies self-administered pages. Share your success stories and identify your expertise and knowledge in the categorised Case Study and Technical Papers sections.

- Take the opportunity to place your company at the forefront of the industry and be recognised as a leading edge business for IP technology.
- Display and demonstrate your products and services to an eager audience.
- Be part of the community and offer your expertise and knowledge to the members through presentations and articles.
- Provide educational and technical material and join the mission to inform and enlighten the industry of the possibilities IP offers.

Build you own Public Relations Platform on the IP UserGroup Website - Simply login to your self-administered administration area and publish your key news, product launches, event update and white papers.

IP Security Events & Media Ltd.,  
Unit 6 Burstow Park Business Centre,  
Horley, Surrey, RH6 9TF. UK  
Head Office: +44 (0) 870 7870546  
Direct Line: +44 (0) 1293 786822  
Email: [info@iipsec.com](mailto:info@iipsec.com)

#### Ten integrated products

- IIPSEC® - International IP Solutions Exhibition & Conference
- IP UserGroup® - Security Technology Forum & Portal
- IIPSEC Executive Conference™ - Birmingham
- IPfocus® Magazine - closed circulation publication & eZine
- IP in Security Awards - Rewarding Innovation
- IP-in-Action LIVE - One day technology road-shows
- IP UserGroup USA™ - Security Technology Forum & Portal USA
- IP Savvi™ - Installer, Integrator and Consultant Directory
- IP Education - CDs and DVDs video footage and presentations
- IP Comms - A suite of electronic and direct mail services

#### About Us:

IP Security Events and Media Limited is the company behind some of the most innovative activities within the Physical Security Technology Sector for many years.

Our business is to promote, support and develop IP based technology within the security, life safety and building application sectors. We have ten specific services which have been designed to meet the requirements of manufacturers, system integrators and users of such technology.



[www.ipfocusonline.com](http://www.ipfocusonline.com)



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