



# findBIOMETRICS

## Global Identity Management

Media Kit

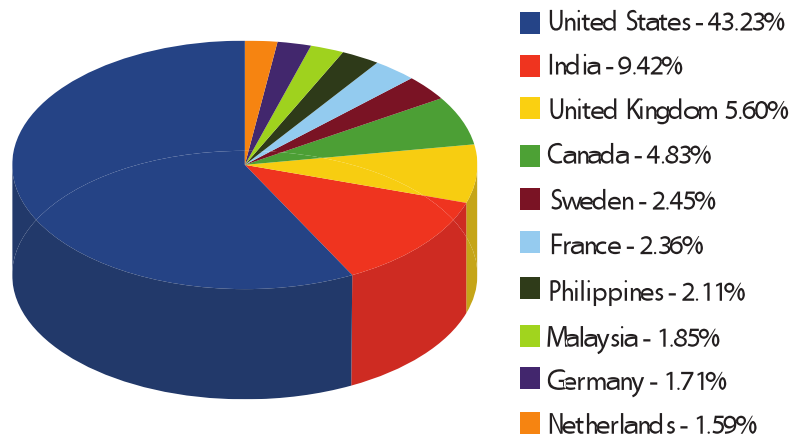
### What is findBIOMETRICS?

findBIOMETRICS is a fast-growing, online information portal devoted to providing the best possible information on the biometrics and identity management industry. We have over 300 articles and over 2700 press releases, as well as exclusive interviews with industry leaders, and a monthly newsletter which goes out to over 6000 international subscribers. This makes findBIOMETRICS the perfect platform for marketing your business to a very targeted subset of the market that's primarily interested in investing in your technologies.



# Where do our visitors come from?

Our visitors come to us from all across the globe. The biometrics industry is exploding in the United States, but countries like India, the United Kingdom, and Canada are quickly becoming aware of the growing need for stable, secure identity management that reduces human error as much as possible, and makes identifying people a seamless, painless process.



## Testimonials

*"We really appreciate your effort in compiling this overview (Year in Review) as it is probably the most comprehensive overview available for the industry and really gives an excellent insight of what is going on. So, thank you and keep up the excellent work."*

**- Jörg-M. Lenz SOFTPRO - THE SIGNATURE PROFESSIONALS Manager Marketing**

*"It was also recognition of our business model in the sense that we have tried to be independent and objective and have surveyed the breadth of biometrics. I know that for example on findBIOMETRICS, one of the things that you do is that you show all the different people that are participating in the industry. That's one of the things that Lockheed Martin does as well. For a given customer mission, we assess the mission, determine the requirements and then try and find the best components and partners to pull together and satisfy our customers' needs. So it's very much along the lines of what findBIOMETRICS is trying to do, which is to foster diversity and advancement in the industry. We're trying to match up industry partners with customer missions in a way that benefits both. That recognition was a part of the Frost & Sullivan Award and it is very rewarding to achieve that recognition from an independent source based on industry surveys!"*

**- John Mears, Director of Biometric Solutions, Lockheed Martin**

*"I support the National Defense Industrial Association's Industrial Committee on Biometrics. Many of our committee members, along with myself, are regular readers of the findBiometrics newsletter. Because you keep your readers informed about upcoming biometrics conferences, I thought you would be interested to list the upcoming NDIA 2010 Biometrics Conference."*

**-Holley Slabaugh, NDIA**

*"I always enjoy reading the compiled results that you publish!"*

**- Robert Horton, Director of Marketing & Communications, MorphoTrak**

# Why do companies choose to advertise with findBIOMETRICS?

We've been around since 2002, and we're the leading biometrics news resource on the web.

Our Year in Review presents the thoughts and opinions of over 60 industry leaders in over 20 countries about significant milestones in the biometric industry.

As of the publication of this media kit, we have over 1500 followers on Twitter and over 130 unique websites providing inbound web links to our site.

Our free webinars, which discuss a variety of industry related topics, have drawn hundreds of viewers, and remain archived on our site for future viewing.

Our newsletter, which updates people about current biometrics news, goes out to over 6000 subscribers every month, and our newsletter archives which span back to 2009 are available on our site at any time.

We have over 300 Articles of original content and over 2700 press releases in our Industry News section.

Our editors accept submissions from clients, but they also scour the web for the latest biometrics news so our readers don't have to.

We bring our readers exclusive interviews with industry insiders, and have almost 100 interviews in our archives.

We have plenty of exclusive video content, on both our site and on Youtube.

We're constantly looking for ways to guide readers to the content they're looking for, and to bring our advertising clients their business as a result.

Our advertising rates are very reasonable for a seasoned website of our standing.

We're committed not only to serving the biometrics consumer, but to giving back to the industry. Our panel at the Future of Biometrics at the NDIA Conference in Washington on February 24, 2011 was praised by NDIA and the Biometrics Division as the highlight of the conference, and resulted in a storm of audience questions.

# Advertising Rates

findBIOMETRICS specializes in providing you targeted advertising at a reasonable cost.

All of our advertising packages have a minimum campaign run 6 months. If you sign up for 12-month packages, you will receive a 10% discount!

## Package #1 - \$200/month

Two Very targeted (your choice) Showcase ads, full company description (like Time & Attendance, Iris Recognition, Airport/Border, Physical Access, Law Enforcement - 24 Showcases to choose from), and publication of white paper/case study

## Package #2 - \$300/month

Four Very targeted Showcase ads, Full company description, and Publication of white paper/case study

## Package #3 - \$500/month **OUR MOST POPULAR PACKAGE!**

Top Banner ROS Campaign, Four Very targeted Showcase ads and full company description, Q&A Interview, Video/Demo placement, and Publication of white paper/case study

## Package #4 - \$800/month

Front Page Sponsor Link, Top Banner ROS Campaign, Four Very targeted Showcase ads and full company description, Q&A Interview, Video/Demo placement, and Publication of white paper/case study

## Package #5 - \$1,200/month

Front Page Left Profile Button, Four Very targeted Showcase ads and full company description, Q&A Interview, Video/Demo placement, and Publication of white paper/case study

## Package #6 - \$1,600/month **SOLD OUT**

Front Page Skyscraper, Four Very targeted Showcase ads and full company description, Q&A Interview, Video/Demo placement, and Publication of white paper/case study

The image shows a screenshot of the findBIOMETRICS website with several callout boxes indicating advertising packages:

- Package 3 & 4**: 470x60 ROS Banner ad (top banner)
- Package 5**: 140x80px Ad (left sidebar profile button)
- Package 4**: Sponsor Link with text description (bottom left)
- Package 6**: 140x580 ad (right sidebar), currently **SOLD OUT** for \$1600/month