



# MEDIA KIT - 2016

**thePrepaidPress**  
WHERE PREPAID CONVERGES

**tpp EXPO**  
THE SHOW FOR PREPAID  
WIRELESS & SERVICES



## OUR MISSION

The mission of *The Prepaid Press* is to provide a multimedia focal point for the prepaid industry, enabling the rapid and thorough exchange of news, company and product information.

## ABOUT THE PREPAID PRESS

*The Prepaid Press* is the premier source of information for the converging prepaid industry, covering telecom, payments, prepaid debit cards, gifting and loyalty programs, mobile wallets, and other alternative financial services. Now in its 14th year as the industry's leading news source, *The Prepaid Press* is the key to ensuring your message is effectively delivered to the prepaid industry.

The news industry has changed, becoming almost completely electronically charged. In light of these changes, we are now offering more options than ever to advertise.

## WHO READS THE PREPAID PRESS

With a broad readership that ranges from retailers and distributors, financial institutions, carriers, service providers, consultants and analysts, *The Prepaid Press* is the single best source to deliver your message to the audience you need to reach.

Our commitment to day-to-day, comprehensive and accurate coverage of the news in this fast-changing market sector has made *The Prepaid Press* the most respected source on the latest trends and developments in the industry. Our editorial coverage ranges from product information and company interviews to in-depth investigative reporting and feature articles on prepaid programs and platforms, emerging technologies, and market opportunities.

## WHY ADVERTISE IN THE PREPAID PRESS

A true multimedia publisher, *The Prepaid Press* offers a variety of distribution methods to meet the needs of a diverse readership, including a high-traffic online news site updated daily with breaking news, and email newsletters, which are sent directly to readers twice monthly.

*The Prepaid Press* sponsors *The Prepaid Press Expo*, an annual event in Las Vegas in August. This unique and important event brings together the leading players in the industry. When it comes to the world of prepaid, *The Prepaid Press* has you covered.

## THE PREPAID PRESS

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### THE PREPAID PRESS EXPO

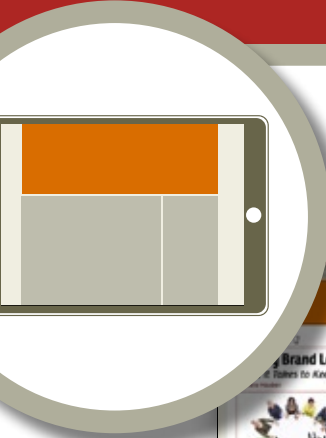
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## WEBSITE ADVERTISING

With more than 35,000 visitors a month, all involved in producing or selling prepaid services, there is no better way to reach your prospects. Our readership counts on [www.prepaidpress.com](http://www.prepaidpress.com) for the coverage of events specific to their industry, and actively participates in steering our topics of discussion.

*The Prepaid Press* editorial staff utilizes social media sites, including Facebook, Twitter and LinkedIn, to drive traffic to our site on a daily basis. No other online publication has greater reach for professionals in the prepaid services industry.

## E-NEWSLETTER ADVERTISING

The Prepaid Press e-Newsletters are sent directly to the inbox of over 8,000 email subscribers, twice monthly. Our readers, comprised of *The Prepaid Press* subscribers and *tppEXPO* attendees, rely on our updates to stay abreast of industry trends and changes, as they occur. Make a lasting impression, and get your ad the exposure it deserves, at the forefront of the industry's only newsletter geared to converged prepaid services, and the providers charging their growth.





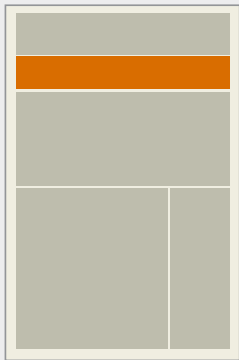
## MONTHLY COMBO AD RATE

Includes both Website & e-Newsletter Banner for one month.

AD	1x	6x	12x
● Square Side Banner	\$1,000	\$900	\$800
● In-News Banner	\$1,100	\$1,000	\$900
● Video Ad (available for website only)	\$2,000	\$1,800	\$1,600

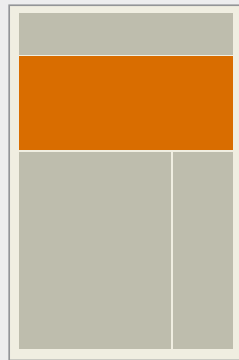
### KEY TO ADS

VIDEO AD  
(STATIC)



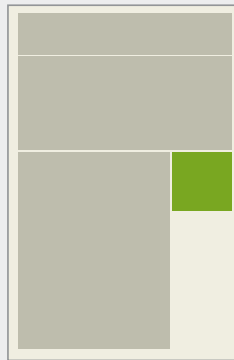
**Specs:**  
Kind: Static image  
Width: 970 px  
Height: 120 px  
Allowed formats: JPEG - GIF  
Animation: NO  
Maximum size: 30Kb

VIDEO AD  
(STREAMING VIDEO)



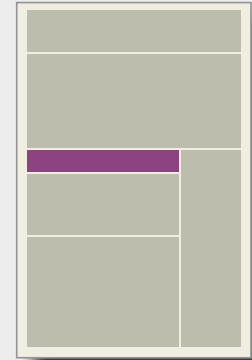
**Specs:**  
Kind: Video ad  
Width: 970 px  
Height: 546 px  
Allowed formats: MOV - AVI  
Animation: YES  
Maximum size: 1Mb  
Notes: when closed, it displays as a TOP BANNER ad. Both formats must be provided.

SQUARE SIDE BANNER



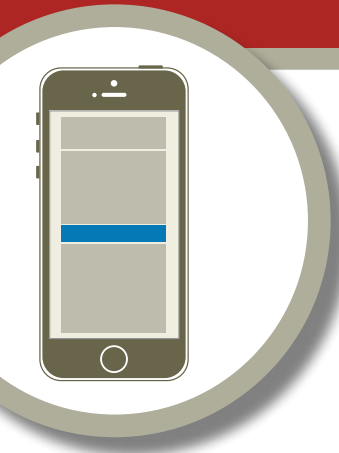
**Specs:**  
Kind: Static image  
Width: 238 px  
Height: 214 px  
Allowed formats: JPEG - GIF  
Animation: NO  
Maximum size: 18Kb

IN-NEWS BANNER



**Specs:**  
Kind: Animated image\*  
Width: 474 px  
Height: 78 px  
Allowed formats: JPEG - GIF  
Animation: YES  
Maximum size: 22Kb

\* Animated gifs will not appear in Outlook 2007 and 2010.



## MOBILE ADVERTISING

Our website automatically adjusts to any mobile phone or tablet, ensuring the same easy navigation, comprehensive content, and daily industry updates as our desktop version.

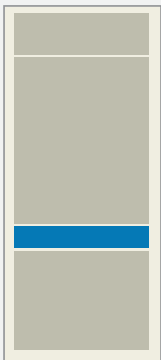
### MONTHLY RATE

**1x**   **6x**   **12x**

● Mobile Banner                      \$1,100    \$900    \$750

### KEY TO ADS

#### MOBILE BANNER



**Specs:**  
Kind: Animated image  
Width: 727 px  
Height: 120 px  
Allowed formats: JPEG - GIF  
Animation: YES  
Maximum size: 24Kb



## E-NEWSLETTER DATES

MONTH	PUBLISH DATES
JANUARY	1/13, 1/27
FEBRUARY	2/10, 2/24
MARCH	3/9, 3/23
APRIL	4/6, 4/20
MAY	5/11, 5/25
JUNE	6/8, 6/22
JULY	7/13, 7/27
AUGUST	8/18, 8/31
SEPTEMBER	9/14, 9/28
OCTOBER	10/12, 10/26
NOVEMBER	11/9, 11/23
DECEMBER	12/7, 12/21

## DEADLINES

**ALL BANNER ADS ARE DUE THE WEEK PRIOR TO THE MONTH YOU WISH TO RUN.**



**RESERVE YOUR AD SPACE TODAY!**

TO ADVERTISE  
[sales@prepaidpress.com](mailto:sales@prepaidpress.com)

FOLLOW US:

