



EXCHANGE MONITOR

PUBLICATIONS & FORUMS

2021 MEDIA KIT

www.ExchangeMonitor.com

ExchangeMonitor Publications & Forums

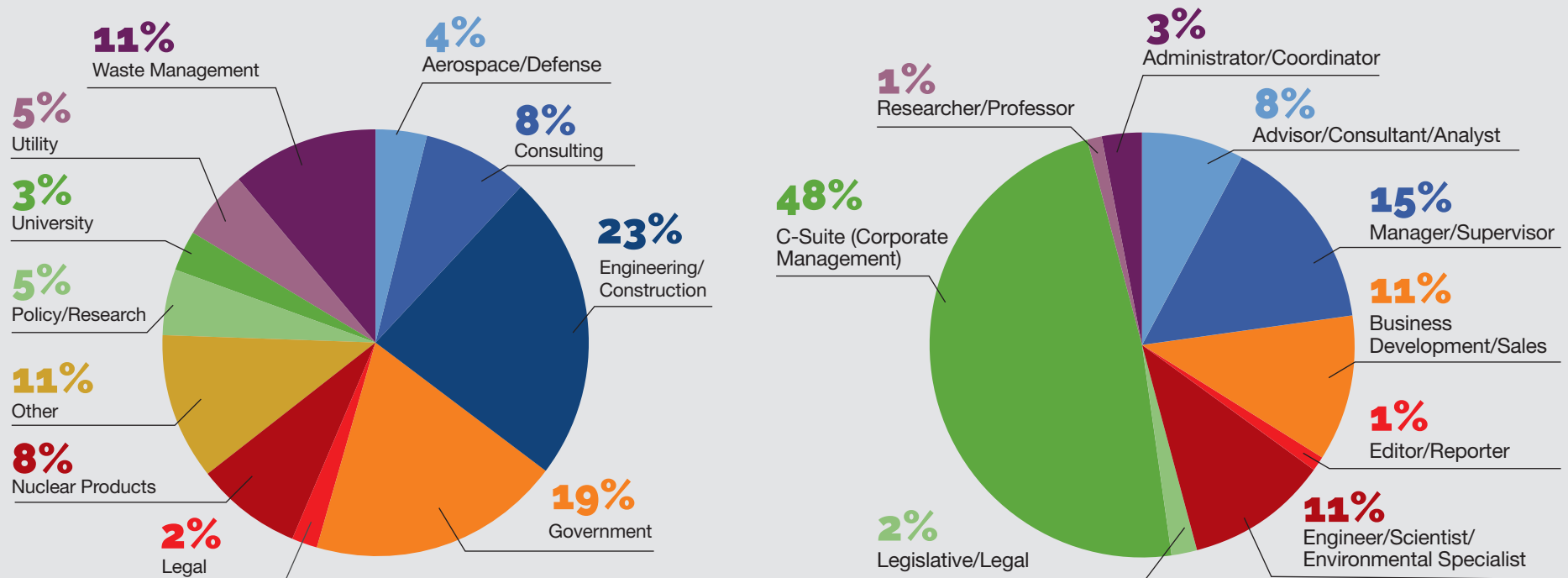
ExchangeMonitor Publications & Forums publishes professional newsletters and creates, manages and sponsors forums, colloquiums and workshops to facilitate an exchange of views and information on critical programs and policies.

Areas of focus include:

- ▶ the Department of Energy's Office of Environmental Management;
- ▶ the National Nuclear Security Administration;
- ▶ the cleanup of the nuclear legacy of the Manhattan Project and the Cold War;
- ▶ the current U.S. nuclear weapons complex; and the commercial radioactive waste industry.

An Audience of Decision Makers

70,000 names from **21,000** companies and organizations

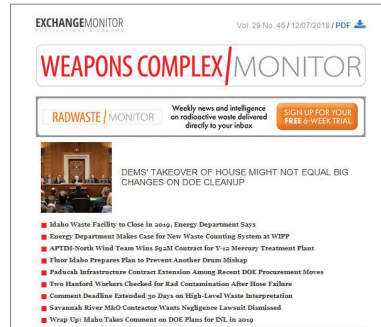


Align your message with relevant and in-depth news and content that directors, senior program managers, and top officials reach for first. ExchangeMonitor Publications provides timely, useful coverage that goes beyond just the headlines. The value of the publications lies in the independent analysis, in-depth reporting, and tools like procurement and budget trackers from reporters that are on the front lines of the industries they cover.

Publications include:

WEAPONS COMPLEX / MONITOR

This weekly publication provides intelligence and inside information on cleanup and waste management within the Department of Energy's Nuclear Weapons Complex. Includes first-hand reports from Washington, D.C., the major DOE sites and national laboratories, interviews with top officials, and reporting on contracts and procurement to move your business forward.



NUCLEAR SECURITY & DETERRENCE / MONITOR

The weekly publication covers all of the activities of the U.S. National Nuclear Security Administration, including: modernization of the weapons complex, nuclear deterrence, national laboratories, and non-proliferation. Subscribers also receive insight on international nuclear sites and programs.



RADWASTE / MONITOR

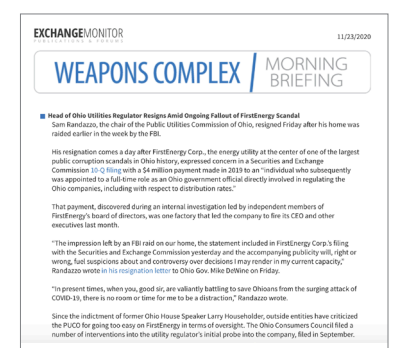
This weekly publication provides news and in-depth intelligence on the radioactive waste management industry, including commercial and federal low-level waste disposal, storage and transportation, decommissioning and decontamination, high-level waste and spent fuel disposition, waste classification, FUSRAP and DOD waste, and more.



WEAPONS COMPLEX / MORNING BRIEFING



This daily publication is emailed out Monday-Thursday and is a source of timely "news you can use," serving as an informative supplement to the weekly editions of the Weapons Complex Monitor, Nuclear Security & Deterrence Monitor, and RadWaste Monitor. The Morning Briefing combines all coverage into a daily resource that provides important news of the day relating to the weapons complex and waste management industry.



Subscriptions

Individual, group, and site license subscriptions are available for all **ExchangeMonitor Publications**. Depending on your access level, you'll receive daily news and online access to the publication of your choice on www.ExchangeMonitor.com.

For individual subscriptions, contact: Beth Wagner at bwagner@accessintel.com

For group and site license subscriptions, contact David Brumbach at 717-497-1625 or dbrumbach@exchangemonitor.com.

Forums

Gain onsite exposure in front of highly-qualified, top-level government and industry executives at ExchangeMonitor's Forums and conferences. Each event brings together hundreds of key officials to network and exchange information on critical national and international programs and policies, as well as business opportunities. Sponsorship opportunities range from grand sponsor-level exposure to exhibit tabletops at the Forum of your choice.



The Nuclear Deterrence Summit is a powerful relationship-building opportunity – giving you access to executives representing some of the most influential organizations and government agencies working in the nuclear deterrence and nonproliferation arenas.

It's the premier event for nuclear deterrence decision-makers to network, get high-level strategic updates from high-profile and expert speakers who are moving the industry forward, and connect with one another to create business for 2021 and beyond.

www.DeterrenceSummit.com



DECOMMISSIONING STRATEGY FORUM

Participate in the Decommissioning Strategy Forum to learn how to capitalize on opportunities in the nuclear decommissioning market. Join hundreds of industry and government attendees to make important connections and leave with clear tactics to apply to your decommissioning strategies.

www.DecommissioningStrategy.com

RADWASTE SUMMIT

The RadWaste Summit is a powerful relationship-building and marketing opportunity, giving attendees access to hard-to-reach executives representing some of the world's most influential government officials and organizations. Join 350+ commercial and federal radioactive waste decision makers and influencers to discuss updates, upcoming projects, existing policy, budget allocation and more.

www.RadwasteSummit.com

Visit www.accessintel.com/termsandconditions to review Exchange Monitor's print and digital general terms and conditions.

Advertising Opportunities

Reach our audience of over 70,000 industry leaders and government officials through various advertising channels, such as the website, issue pages, email deployments, and more.

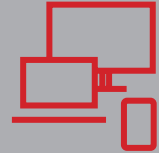
Digital Reach

Website Homepage www.ExchangeMonitor.com

Net Monthly Rates:

Ad Type	1 Month
Top Leaderboard (728x90)	\$2,500
Mid Right Rail (300x250)	\$2,000
Bottom Leaderboard (728x90)	\$1,750

44k avg/mo
Total page views



531K
total page views for 2020

17K avg/mo
Website users



RESPONSIVE IN DESIGN

87%
Desktop



9%
Mobile

4%
Tablet



ExchangeMonitor Weekly eLetter

Advertise in ExchangeMonitor's weekly free e-letter and reach an esteemed group of over 25,000 professionals. This free opt-in newsletter highlights the most important news of the week.

Net Monthly Rates:

Ad Type	Per Month (4 weekly issues)
Top Leaderboard (728x90)	\$2,250
Mid Right Rail (300x250)	\$2,000
Bottom Leaderboard (728x90)	\$1,750

EMAIL STATISTICS FOR 2020



Average open rate:
21%



Average click through rate: **8%**

EXCHANGEMONITOR

SUBSCRIBE / ADVERTISE / CONTACT

WEEKLY

FEATURED UNLOCKED ARTICLES OF THE WEEK

[Dems Drill NNSA No. 2 Nominee on Warhead Cores, Arms Control Treaty](#)

WASHINGTON — William Bookless, nominated to be second-in-command at the U.S. National Nuclear Security Administration (NNSA), defended the agency's plan to build two nuclear-warhead-core factories in the face of a double-edged inquisition from a pair of Senate Democrats here Thursday. Facing pressure from a third Democratic lawmaker during his confirmation hearing, the physicist and longtime Lawrence Livermore National Laboratory staffer also indicated he could support renewing the primary U.S.-Russian nuclear arms control treaty. Despite the hard-edged questioning, no member of the Senate Armed Services Committee said they would oppose Bookless' confirmation as principal deputy administrator for the NNSA, which manages the Department of Energy's nuclear weapons stockpile. The committee had not...

UPCOMING EVENTS

[The Industry of Military Space: Revisiting a New Space Policy](#)
December 6, 2019
Washington, VA

[Nuclear Weapons Summit 2019](#)
February 12-14, 2019
Arlington, VA

[WVI Symposium 2019](#)
March 27, 2019
Phoenix, AZ

[Nuclear Security Summit 2019](#)
June 17-18, 2019
Nashville, TN

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WEAPONS COMPLEX MORNING BRIEFING

[Fluor Idaho Readies Plan to Prevent Another Drum Breach](#)

While details have not been released, Fluor Idaho has presented Energy Department officials with its corrective action plan for preventing another radioactive-waste drum breach at an Idaho National Laboratory facility. Energy Department officials in Idaho are expected to finish their...

WEAPONS COMPLEX MONITOR

[Energy Department Again Tries to Ease DNFSS Concerns About Order](#)

WASHINGTON, D.C. — While the Energy Department's top nuclear cleanup manager said Wednesday her office will not use a new agency order to thwart oversight by the Defense Nuclear Facilities Safety Board (DNFSS), members of the panel remained apprehensive. Order...

FEATURED JOBS

Nuclear Power Operations Trainee
Navy — Cincinnati, OH

Nuclear Power Operations Trainee
Navy — Lakewood, OH

Nuclear Power Operations Trainee
Navy — Charleston, WV

INSTRUMENT & ELECTRICAL TECHNICIAN
Air Products & Chemicals, Inc. — Santa Fe Springs, CA

Your Ad Here

RADWASTE MONITOR

[SONGS Aims for Mid-January Restart on Used Fuel Transfer](#)

By John Stang Southern California Edison (SCE) hopes to restart moving used nuclear fuel to dry storage at its San Onofre Nuclear Generating Station between Jan. 15 and Jan. 20, 2019. The utility announced that target Thursday at a San...

NUCLEAR SECURITY & DETERRENCE MONITOR

[NNSA Should Consider Full Environmental Review of Plutonium Disposal Plan, Report Says](#)

The Department of Energy should consider performing a lengthy environmental review of its plan to dispose of 24 metric tons of surplus weapon-usable plutonium by burying the material deep underground, a congressionally chartered panel said Friday. The department's semiautonomous National...

ExchangeMonitor Publications & Forums 2021 Media Kit | www.exchangemonitor.com
Contact: David Brumbach | 717-497-1625 | dbrumbach@exchangemonitor.com

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Paid Publications

Target an issue of one of the ExchangeMonitor weekly publications, which can also include advertising to appear on the publication archive pages.



Top Leader

Net Monthly Rates:

Ad Type	1 Month
Top Leaderboard (728x90)	\$2,250
Mid Right Rail (300x250)	\$2,000
Bottom Leaderboard (728x90)	\$1,750

300x250 Banner

PAID PUBLICATION SUBSCRIBERS:

Weapons Complex Morning Briefing: Daily newsletter with a **51% open rate.**

Weapons Complex Monitor: Weekly newsletter with a **57% open rate.**

Nuclear Security & Deterrence Monitor: Weekly newsletter with a **47% open rate.**

RadWaste Monitor: Weekly newsletter with a **49% open rate.**



Email Deployments

ExchangeMonitor provides email broadcast services and other lead generation opportunities to deliver your message directly to prospects with a call to action response vehicle. The ExchangeMonitor database includes 30,000 qualified industry stakeholders.

Promote an original email to ExchangeMonitor's audience of more than 30,000 defense professionals. Simply provide your HTML and demographic selections and the ExchangeMonitor staff does the rest. Our e-blasts allow you to go beyond your database and reach into ours for qualified business leads.

The perfect way to communicate to a qualified audience.

- Email our entire list or target based on title
- Send us your HTML file and ExchangeMonitor will deploy on your preferred date
- One week following deployment, we will provide you email analytics

A UNIQUE component of ExchangeMonitor's advertising opportunities is the use of our advanced analytics technology. Target just those recipients you need to see your message. This advanced analytics and targeting/retargeting technology identifies target market:

- Title
- Company
- Industry
- Location
- Email address domain

\$4,500 / Full database – 30K names
\$3,000 / 15k contacts

Sponsored Webinars

Align your thought leadership with the ExchangeMonitor brand (or specific publication or event brand) and sponsor a webinar that will be marketed to the entire database encouraging registrations, which turn into leads for you! You select the topic, date/time and speakers, and we will take care of the rest! We'll promote the webinar, include your company name/logo in all promotions, coordinate all logistics, registration, hosting services, and moderation.

Your sponsored webinar will include:

- At least five marketing emails to the ExchangeMonitor marketing database
- Banner advertisements on www.exchangemonitor.com leading up to the webinar
- Event listings and banner advertisements in the ExchangeMonitor Weekly e-Letter

Rate: \$5,000 (includes lead generation up to 200 leads, \$30/lead additional)

White Papers

Our community is hungry for more news and information. Increase your exposure and thought leadership by sponsoring a white paper. Options include working with our editorial team to create a white paper or providing your own white paper.

Your white paper will be emailed to our marketing database to increase your visibility. Lead generation can also be added to your package.

Rates start at \$2,500.

Staff and Contact Information

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bwagner@accessintel.com

