



# TRIBALHUB

connection. growth. opportunity.

## MARKETING & ADVERTISING WITH TRIBALHUB

**YOUR POINT OF CONTACT IS**

**Katie Wolf**

**[Katie@TribalHub.com](mailto:Katie@TribalHub.com)**

**269-459-9890**



## The Industry Platform for Tribes and Solution Providers to Connect, Grow & Gain Opportunities

Founded as TribalNet in 1999, we leverage 20+ years of industry experience in tribal governments and tribal enterprises to provide a network of connections and resources throughout our four core divisions. Our longest standing division, TribalNet began with the goal to create collaboration between tribes. Over the past two decades, this network grew to include a nationwide community of tribes, vendor partners and industry experts. Building on the platform TribalNet was founded on, TribalHub was born as the overarching organization including TribalNet along with other divisions focused on training (TribalWise), exclusive partner solution offers (TribalValue) as well as consulting and management (TribalFocus).

### Who Do We Reach?

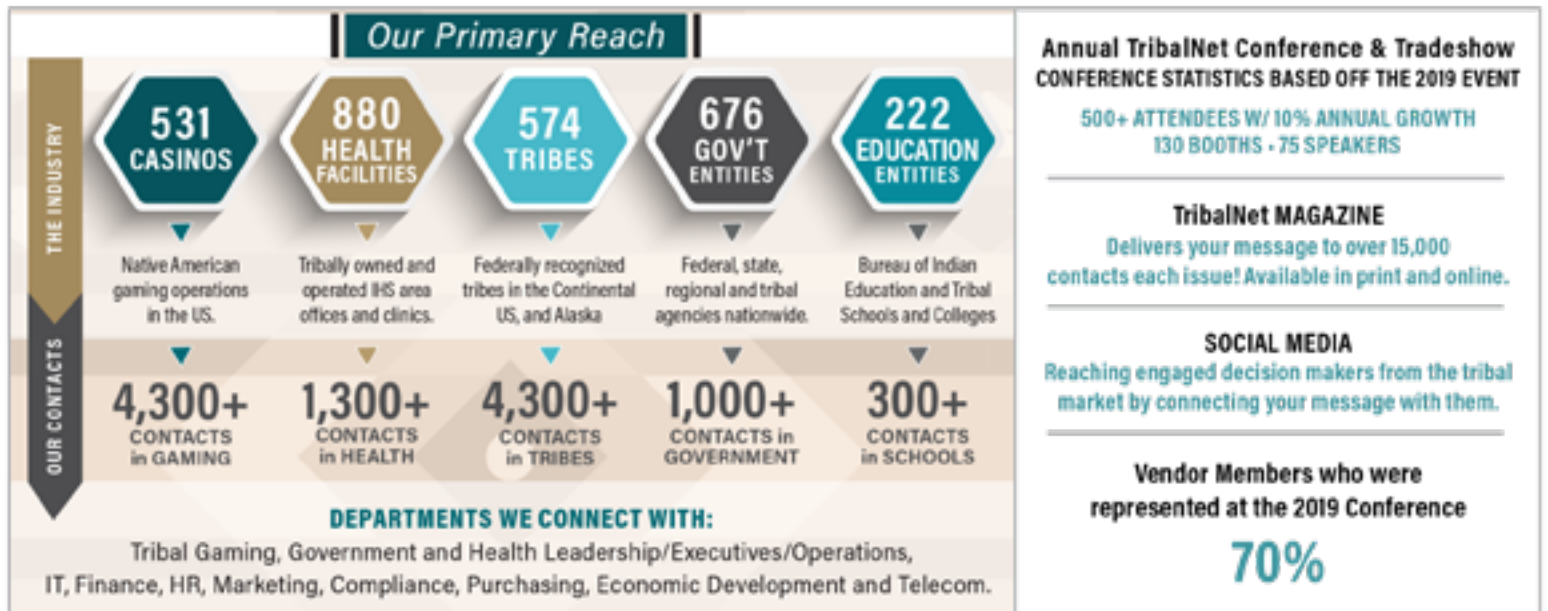
With dedicated resources continually updating and expanding our database, we currently connect with over 15,000 contacts including titles such as these at tribal governments, tribal health centers and tribal enterprises:

- CIO, IT Director, System Administrator
- CFO, Director of Finance
- Executive Leadership: CEO, COO, GM
- CMO, Marketing Director
- VP of HR, HR Manager
- Purchasing Director and Manager
- Tribal Council Members and Administration
- VP of Hospitality/Hospitality Director
- Director of Food and Beverage
- Compliance Officer
- Gaming Commissioners
- VP of Risk Management
- Manager of Player Development/Gaming Operations Manager
- Director of Health Information Management/Health Information Manager
- Director of Enrollment/Housing
- Economic Development Director

### How Do We Reach Them?

- Annual Nationwide Conference and Tradeshow
- Regional Events
- Bi-Annual Magazine
- Online Membership Community
- Email Communications
- Social Media including LinkedIn, Facebook and Twitter
- Website Traffic
- Webinars
- Online Training Packages

**“The MS-ISAC loves the energy at TribalNet and we keep coming back! It is, by far, one of the most well attended, professionally run conferences we look forward to each year. The sessions are valuable, the tradeshow is scheduled perfectly to be a benefit to attendees and vendors, and the networking events are second to none. Our organization always leaves this conference with new knowledge, great connections and budding friendships.”**



# TRIBALHUB ASSOCIATE MEMBERSHIP EXCLUSIVE TOOLS & EXPOSURE OPPORTUNITIES

Now is the time to consider becoming a TribalHub Associate Member! The benefits include discounts on many advertising options, and access to several more ONLY available to our members. PLUS access to our Industry Information Portal. This tool alone will give you instant return on investment. The Portal contains granular data on tribal organizations and enterprises across the country, putting you in touch with the right decision makers and putting you in the know on what technology they are currently using, the number of entities operated by the tribes, and more.

<b>Available to non-profits, native owned companies, and vendor/ suppliers working in and with the tribal market.</b>		
<b>BENEFITS</b>	<b>AVAILABLE TO ALL</b>	<b>ASSOCIATE MEMBERS ONLY</b>
Sponsorship Opportunities at TribalHub's Regional Events	X	X
Eligible to Participate in TribalNet's Annual Conference & Tradeshow	X	X
Included in an e-blast sent to attendees highlighting the TribalHub Associate Members that are exhibiting at the event and encouraging them to visit your booth!		X
Highlighted Booth Presence with Membership Signage at TribalNet's Annual Conference & Tradeshow		X
Highlighted Listing on TribalNet's Annual Conference & Tradeshow Web Page "Who's Sponsoring/Exhibiting"		X
Membership Recognition on Badge at TribalNet's Annual Conference & Tradeshow		X
Discounted Advertising in TribalNet's BI-Annual Magazine		X
Access to TribalHub's Industry Information Portal- contains names of the right decision makers at many tribal casinos, governments and health centers.		X
Highlighted Profile in TribalHub's Industry Information Portal		X
Exclusive Email Blast Opportunity to Purchase		X
Company's Message Included In TribalHub's Quarterly Email		X
Exclusive TribalHub Social Media Posts, 1x per quarter		X
Use of TribalHub Proud Associate Member Logo		X
Discounted Prices to Host TribalWise Webinars		X
Receive Monthly Publication "TribalHub Industry Insights Report"		X
Access to Exclusive Marketing/Advertising Opportunities		X

**ANNUAL MEMBERSHIP PRICING**

**NON-PROFIT \$1,095**

**NATIVE OWNED VENDOR/SUPPLIER \$1,195**

**VENDOR/SUPPLIER \$1,295**

## TRIBALHUB WEBSITE - BANNER AD

Now is the time to consider becoming a TribalHub Associate Member! The benefits include discounts on many advertising options, and access to several more ONLY available to our members. PLUS access to our Industry Information Portal. This tool alone will give you instant return on investment. The Portal contains granular data on tribal organizations and enterprises across the country, putting you in touch with the right decision makers and putting you in the know on what technology they are currently using, the number of entities operated by the tribes, and more. Find out more by scheduling a 15 minute demo with our team!

### TribalHub Website

- Avg. # of site visits/month: 3,300
- Avg. # of page views/month: 19,000
- Avg. session time/user: 4 minutes
- 80% of traffic to site are new users
- 20% returning users

### TribalHub Website Banner Ads

Average CTR: 1.13%

All website banner ads will receive a CTR report after the end of the run date, if requested.

12 Months: \$1,295  
6 Months: \$795

These clickable banner ads are placed above the fold on all 4 divisions of TribalHub and can send visitors to any landing page you request. Change the ad & landing page up to a dozen times in a year.



## TRIBALNET CONFERENCE WEBSITE - BILLBOARD BANNER AD

### TribalNet Conference Website Analytics

- Avg. # of site visits/month: 1,900
- Avg. # of page views/month: 7,700
- Avg. session time/user: 3.29 minutes
- 84% of traffic to site are new users
- 16% returning users

### Billboard Banner Ad

will receive a CTR report after the end of the run date, if requested.

\$995/month

This banner ad cannot be missed, it lives on the Conference Home Page and is not in rotation with other ads. Purchase for one month or buy out the entire conference season: July - Sept!  
Be sure to check what months are available - email [contactus@tribalhub.com](mailto:contactus@tribalhub.com)



# TRIBALHUB E-BLAST - BANNER AD

Average Open Rate on Email: 45%  
Average Click Rate on Email: 10%

Open Rate of the Email will be provided.

Name of organizations that click your ad will be provided within one week after the email was sent.

## 4 Banner Ads Available Per Month

- 12 Pack of Banner Ads: \$5,228
- 8 Pack of Banner Ads: \$3,525
- 4 Pack of Banner Ads: \$1,780
- 1 Banner Ad: \$495

TribalHub routinely sends emails to our market segments and each of those emails has an exclusive banner ad spot for your company's banner ad. These are limited and based on first come first serve, contact the Sales Manager to determine if there are emails available.



# RETARGETING PACKAGE

**\$2,500 - 3 Months**

3 recent campaign results are below

- Out of 45,000 impressions: 125 UNIQUE clicks and .41% CTR
- Out of 45,000 impressions: 142 UNIQUE clicks and .38% CRR
- Out of 45,000 impressions: 370 UNIQUE clicks and 1.27% CTR

**Our audience becomes your audience!**

Receive exclusive direct access to TribalHub and Tribal-Net website visitors and retarget them with your company's ads that showcase your brand anywhere they visit online.

Receive reports that allow you to see your campaign results in real-time, including impressions, clicks, and geographical locations of where your ads are being served.



Ad sizes include:

- Leaderboard  
728 x 90
- Wide Skyscraper  
160 x 600
- Square Pop-Up  
300 x 250

**The Digital Ad Retargeting Package**

# of Impressions	45,000
Duration	3 Months
Price	\$2,500

## SOCIAL MEDIA POSTS

### LinkedIn

- # of followers: 2,600
- Avg. impressions/post: 500
- Avg. # of posts/week: 15
- Avg. # of shares/month: 80
- Extended network reaches an additional 2,500 views

### Facebook

- # of followers: 1,800
- Avg. post reach: 300
- Post frequency/month: 50

### Twitter

- # of followers: 1,332
- Tweet impressions/month: 3,800
- Profile visits/month: 350
- Avg. # of tweets/month: 30

**\$495 per post**

Same content will be posted 2 times within a month.

Use our Social Media Worksheet to provide your message for LinkedIn, Facebook and Twitter, or send us a video, photo, news link, etc. Once reviewed and approved by our team it will be posted. Content should be relevant to the tribal community and speak directly to our audience.



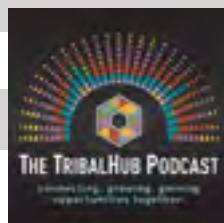
## PODCAST AND VIDEO Q & A

Promoted on Social Media platforms and placed within the TribalHub weekly E-blast sent to TribalHub contacts

Video Q & A added to the added to the TribalHub Vimeo account for continuous views

Podcast available for download on PodBean, GooglePlay, Spotify, or Apple Podcasts.

**\$795 per podcast or video Q & A**



Let TribalHub assist in highlighting your products, services and experience working with tribes. Our team will help prepare the questions, and will conduct the recording. We'll then share it with our audience via social media. You'll get the recording file as well to share with your own contacts.



# EXCLUSIVE EMAIL BLAST



Must be a paid TribalHub Associate Member to purchase this exclusive email blast.

One Exclusive Email available per month.

The email will be sent 2 times. Once to the entire list of titles/contacts you want to target and the 2nd to all contacts who did not open the first time.

Open Rate: 29%

Click Rate: 6%

Open rate and name of any organization that clicks your ad will be provided within one week after the email was sent.

\$1,295 for TribalHub Associate Members only.

**\*Only available to TribalHub Members\***  
(see page #3 for more details)

Choose to send to TribalHub's entire database or target by state, region, titles, department etc. TribalHub will provide you with a worksheet to fill out. You provide the message, image, URL, we will design the email and send it to the right people.





## Readership & Distribution

Our readership includes technology minded professionals working at and with tribal organizations, health centers, casinos and enterprises nationwide as well as the vendors who provide products and services to this unique market. Released twice a year - Spring & Fall, distributed to over 15,000 contacts via email, online, printed when available and bonus distribution at key industry events.

Your advertisements will be accompanied by articles written by industry leaders and experts, interviews with IT leaders at tribes, casinos, health facilities and enterprises, updates from national, regional, and federal organizations that impact tribes and the decisions being made in technology. Don't miss out!

## **Fall 2022: Digital and Print Option TBD Spring 2023**

### **Advertising Options\***

#### **Sizes Available:**

- Back Cover - \$3,000
- 2 Page Spread - \$2,600
- Inside Front Cover - \$2,000
- Inside Back Cover - \$2,000
- Meet Your Vendor - \$1,695
- Product Spotlight - \$1,695
- Full Page - \$1,500
- 1/2 Page - \$895
- 1/4 Page - \$695
- Customer Testimonial - \$395

### **Add-on Social Media Enhancement**

Increase exposure by adding on a social media post of your ad with any purchase of a print/digital ad. \$195

### **Video or GIF Option Available (for Digital Magazine Version Only)**

Add an interactive element to your digital ad by including a video or GIF to your design for no extra cost. Only available for the digital magazine version. [CLICK HERE](#) to see example video.

## Meet Your Vendors Advertorial

Give readers an in-depth look at your company. See the faces of your team and the value you bring specifically to this unique and targeted market.



## Product Spotlight Advertorial

Showcase a specific product that is meaningful for this targeted market. In this full-page advertorial, readers see product descriptions, benefits of use, sales contacts and references if applicable.



A great way to gain exposure with our audience is to host a webinar with our education and training division, TribalWise. Vendor partners will prepare and present content on a topic in their area of expertise. TribalWise webinars are held on Tuesdays and Thursdays each month from 1 PM EST to 2 PM EST.

Previous Webinar Topics: <https://www.tribalhub.com/tribalwise/webinars/>

Cost: \$800/webinar for non-members • \$720 for TribalHub Members

### **NEED TO KNOW:**

- Your presentation must be educational in nature, not a sales pitch.
- Presentations should be 45-50 min in length, saving time at the end for a brief summary of your company, product/solutions, as well as Q & A.
- The best attended webinars are those with speakers who are currently working at a tribe or tribal enterprise and have benefited from using your product/solution, however, this is not required.
- Attendance is not guaranteed, TribalWise/TribalHub will market your webinar (outlined below) but you are expected to cross promote as well.

### **NEXT STEPS:**

- Complete the Webinar Application Form found [HERE](#), including Speaker(s) Name, Bio, Webinar Title Summary and 2 Learning Objectives, and seed questions for the Q & A portion. \*\*please note that this should all be curated to speak to an audience of technology decision makers and business executives at tribes and tribal enterprises.
- The TribalWise/TribalHub team will review and either approve the above content, or return with suggested modifications within 3-5 business days. TribalWise/TribalHub also reserves the right to reject any content that does not align with our overall objectives or strategies.
- Once the application is approved, you will be invoiced \$800, payment must be made prior to reserving your date (TribalHub members will receive a discount)
- TribalWise will provide a list of available upcoming webinar dates for you to select.
- Send your high res logo for use in marketing materials to [marketing@tribalhub.com](mailto:marketing@tribalhub.com)

### **MARKETING EFFORTS:**

- TribalWise/TribalHub will complete the following marketing deliverables:
  - Webinar date, title and registration link included in 2 or more of our TribalHub Connects emails - sent monthly to our entire database.
  - Webinar date, title and registration link shared in 2 social posts (LinkedIn, Facebook and Twitter)
  - Webinar date, title, summary and speakers, along with registration link included in 1 exclusive email sent to the target audience.
  - Will host a promotional banner ad (created by your company, 728x90) on our TribalHub.com pages for 60 days. This will link to either registration for your webinar or the recording.
- Your Company:
  - Agrees to cross market via your own social channels, email blasts, etc.

### **DAY OF WEBINAR:**

- TribalWise team will host the event via Zoom
- Your speaker(s) and the TribalWise team will get on the call 15 min prior to start for technical check and prep.
- TribalWise team will do a brief opening and introduction, and then turn it over to the speaker. TribalWise team will also come on at close to facilitate the Q & A portion and provide a closing.
- Session will be recorded

### **POST WEBINAR:**

- TribalWise will provide a list of registrants for your webinar, including: name, tribe or tribal enterprise, title and email.
- TribalWise will send an MP4 file of the recording to you for continued use in any way you see fit.
- TribalWise will keep the recording of your webinar on our [TribalWise.com/webinars](https://www.tribalwise.com/webinars) web page for 90 days after the event.
- All inquiries/leads fielded by the TribalWise team will be shared with webinar partner.

## EVENT PARTICIPATION

Connecting peers has always been at the cornerstone of what TribalHub is all about. We believe that learning and collaborating with those facing similar challenges and obstacles is of tremendous value. Our events create the platform for peer to peer conversations, expert teachings and best-practice advice along with the opportunity to hear from solution providers who are committed to helping the industry come back stronger than ever.

### **TribalNet Conference and Tradeshow- Sept 12-15, 2022, Reno, NV**

The Annual TribalNet Conference and Tradeshow is an industry MUST ATTEND event for decision makers working in Tribal Gaming, Tribal Government and Tribal Healthcare. Our attendee count is typically about 550, with titles such as CIO, VP of IT, IT Director, IT Manager, Network Administrator, Security Administrator, Systems Administrator, Tribal Council, GM, CFO and other leaders who come from tribes all across the US.

Sponsors and Exhibitors have plenty of opportunities to network with these decision makers who are engaged and ready to make valuable connections! Vendors are able to participate in this event through a Sponsorship, Exhibitor-Only booth or just come as an attendee! If your company is looking to expand your reach or increase your market presence into these Native American industries this is your MUST ATTEND event of the year!

Details Change Often - Learn More: <https://www.tribalnetconference.com/exhibitors-sponsors/why-participate>

#### **Conference Program:**

Increase your visibility at TribalNet with an ad in the conference program: printed and digital.

FULL PAGE: \$895    HALF PAGE: \$495    INSIDE FRONT OR INSIDE BACK COVER: \$1,295    BACK COVER: \$1,695

### **TribalHub Regional Events**

TribalHub Regional Events give attendees the opportunities to connect with peers in their region and learn from vendors working in their region already. These events are invitation-only and free to representatives working at tribal organizations and enterprises (CIOs, CFOs, CEOs, GM). Vendors are only able to participate in these regional events through sponsorships. Details and information may change often, please visit <https://www.tribalhub.com/hub-regional-events/>

### **Tribal Cybersecurity Summit**

Virtual: Thursday, June 16 | 8am-3pm Pacific.

Connect with decision makers from tribes across the country to learn about the critical roles and responsibilities of Tribal Executives, Tribal Regulators and Tribal Technology Team Members in protecting and preparing your tribe or tribal enterprise from a devastating cyber attack.

This event is invitation only and free for representatives working at tribal organizations and enterprises, however, it is NOT an open free event for everyone. Vendors or anyone outside of that criteria are able to participate through a sponsorship, contact TribalHub for any open options to participate.

Details change often, Learn More: <https://www.tribalhub.com/tribal-cybersecurity-summit/>

## DISCOUNTED PACKAGES

**Ultimate Package** - Get the year booked now and at a level that won't be missed.

- A full page ad in each of the following: Spring Mag, Fall Mag and the TribalNet Conference Program
- Three (3) social media enhancements of your Ads
- A full year of website banner ads on the TribalHub website
- A 12-pack of TribalHub's E-blast banner ads
- Your choice of a Podcast or Video Q & A

COST: \$12,650 \$11,250

**Essential Package** - A basic package to get you started - add on other items as needed!

- A half page ad in each of the following: Spring Mag, Fall Mag and the TribalNet Conference Program
- Three (3) social media enhancement of your Ads
- Six (6) months of website banner ads on the TribalHub website
- A 8-pack of TribalHub's E-blast banner ads

COST: \$7,655 \$6,800

**Quarter Package** - High impact marketing leading up to an event or add on to your internal marketing strategy.

- One (1) full page ad to use in either the Spring Magazine or Fall Magazine
- One (1) social media enhancement of your Ad
- Three (3) months of website banner ads on the TribalHub website
- A 4-pack of TribalHub's E-blast banner ads

COST: \$4,480 \$3,980

### **The Big 3 Package**

Includes a full page ad in the Spring Magazine, Fall Magazine, and the Conference Program.

COST: \$3,300

### **Preferred Advertisers Package**

Includes a six-month website banner ad on the TribalHub website, a half-page ad in both the Fall and Spring Magazine issues, and a half-page ad in the Conference Program.

COST: \$2,500

# ORDER FORM

Please Fill-Out Your Information Below

Company Name:

Contact Name:

Contact Email:

\* TribalHub Members: Take 10% OFF! Excludes Discounted Packages and Membership.

TribalHub Annual Associate Membership	Choose Option
Non-Profit - \$1,095	
Native Owned Vendor/Supplier - \$1,195	
Vendor/Supplier - \$1,295	
<b>TribalHub Website Banner Ad</b>	
Choose # of Months: 12 Months - \$1,295    6 Months - \$795	
<b>TribalNet Conference Website Billboard Banner Ad - \$995/month</b>	
Yes, I'd like a TribalNet Conference Website Banner Ad.	
If yes, which months would you prefer?	
<b>TribalHub E-blast - Banner Ad: \$495/ad</b>	
Discounted Packages: E-blast - Banner Ad	Choose Option
12 Pack of Banner Ads: \$5,228	
8 Pack of Banner Ads: \$3,525	
4 Pack of Banner Ads: \$1,780	
<b>Retargeting Package - \$2,500</b>	
<b>Social Media Post - \$495/post   Qty:</b>	
<b>Webinar Presenter - \$800/webinar</b> (\$720 for TribalHub members)	
If yes, how many would you like?	
<b>Podcast or Video Q &amp; A - \$795/podcast or video</b>	
Yes, I'd like a <b>PODCAST</b> <b>VIDEO</b>	
<b>Exclusive Email Blast - \$1,295/email   Qty:</b>	
<b>Event Participation - contact us for info &amp; pricing</b>	
Yes, I'd like to be contacted for info & pricing.	
Fill in Email Address:	

TribalNet Magazine	Fall 2022	Spring 2023
Back Cover - \$3,000		
2 Page Spread - \$2,600		
Inside Front Cover - \$2,000		
Inside Back Cover - \$2,000		
Meet Your Vendor - \$1,695		
Product Spotlight - \$1,695		
Full Page - \$1,500		
1/2 Page - \$895		
1/4 Page - \$695		
Customer Testimonial - \$395		
Conference Program	Choose Option	
Back Cover - \$1,695		
Inside Front Cover - \$1,295		
Inside Back Cover - \$1,295		
Full Page - \$895		
1/2 Page - \$495		
Discounted Packages	Choose Option	
Ultimate Package - \$11,250		
Essential Package - \$6,800		
Quarter Package - \$3,980		
The Big 3 - \$3,300		
Preferred Advertisers Package - \$2,500		

Upon completion of insertion order, you will receive an invoice to pay by check or credit card. All payments are due upon receiving insertion order, in order to guarantee commitment of space. A 1.5% finance charge will be applied for every 30 days past due. A 3% fee will be added to amount due for any payments made with a credit card over \$4,500. We will not honor any requests to split payments solely for the purpose of avoiding this fee. ACH and check payment options are also available.

I agree to the payment terms above as well as the [Terms & Conditions](#) and [Privacy Policy](#).

Amount Due:

Discounted Amount:

Total Due:

Signature:

Date:

# ADVERTISING SPECS & DEADLINES

## Fall 2022 Issue

Product Spotlight & Meet Your Vendor due: October 1

Ads due: October 1

Digital Release Date: November 1

## Spring 2023 Issue

Product Spotlight & Meet Your Vendor due: March 1

Ads due: March 15

Digital Release Date: April 15

SUBMIT AD FILES IN PRINT READY FORM: PDF • CMYK Color • 300dpi • Bleeds

### Text Safety Margin:

We recommend you keep important text inside the text safety margin, which is a minimum of 1/4" inch inside the final design. Doing so often produces the most pleasing printed results.

### Bleed Area Margin:

Background graphics and design elements intended to "bleed" to the edge of your finished size should extend an 1/8" inch past the final design. The full size of this document including bleed area will increase document size by a 1/4" inch (height and width). Any artwork within the bleed area will be trimmed leaving a clean and border-less printed image.

Accepted file types: PDF, TIFF, or JPEG  
Ads must use CMYK color space. Color resolution cannot be guaranteed – please use four color mix and rich black (C:30 M:20 Y:20 K:100) in areas where you will be using black as background.

### Magazine and Conference Program Print Ad Specs (CMYK color space with 300dpi resolution)

(GIFs & Videos may be added or substituted (all ad sizes) in our online digital magazine version for no extra cost.)

- 2 Page Spread: 17" wide x 11" tall (final size submitted, with bleeds, should be 17.25" x 11.25" inches)
- Full Page: 8.5" wide x 11" tall (final size submitted, with bleeds, should be 8.75" x 11.25" inches)
- Half Page Horizontal: 8.5" wide x 5.5" tall (final size submitted, with bleeds, should be 8.75" x 5.75" inches)
- Quarter page Vertical: 4.25" wide x 5.5" tall (final size submitted, with bleeds, should be 4.5" x 5.75" inches)
- Inside Front or Back Cover: 8.5" wide x 11" tall (final size submitted, with bleeds, should be 8.75" x 11.25" inches)

### Advertorial:

No design work on your end will be necessary for the Product Spotlights, Meet Your Vendors and Making Connections features. You will be asked for information, high resolution images (300 dpi), and approvals but no finished artwork will be required from you.

### Digital Magazine and Conference Program GIF Specs (RGB color space with 300dpi resolution)

- Same size specs as above, but without bleeds.

### Digital Magazine and Conference Program Video Specs\* (RGB)

- Leave Space in your design for a video thumbnail. Submit a video or video link (recommended size 1920px X 1080px, 24 fps). Acceptable file types include MP4 files and digital links from Youtube or Vimeo. Please include a thumbnail image. \*Videos do not play automatically - they must be clicked on by the reader to play.

### TribalNet Conference Website: Billboard Banner Ad

970px wide x 250px tall (RGB color space with 96 dpi resolution)

### TribalHub Website: Banner Ad

728px wide x 90px tall (RGB color space with 96 dpi resolution)

### TribalHub Email Blast: Exclusive Banner Ad

800px wide x 100px tall (RGB color space with 96 dpi resolution)

Please contact our in-house graphic designer if you have any questions: [graphics@tribalhub.com](mailto:graphics@tribalhub.com)