

PUBCON



PASSPORT

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LET'S GET SOCIAL!

Follow us on Twitter & Instagram: @SEJournal

The SEJ Team at Pubcon

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Want to advertise with SEJ?
Check out our media package on page 30

INTRODUCTION



↖ **BRETT TABKE**
CEO, PUBCON

This year, Search Engine Journal is excited to partner with Pubcon to present their 16th Anniversary event in Vegas – which is slotted to be a must-attend event and the largest gathering in the digital marketing landscape.

This year's event features over 200 expert presenters in more than 110 in-depth sessions, plus a record-breaking seven keynote speakers.

Lane Ellis, Lead Editor at Pubcon, says, "I like to think of Pubcon as a combination social media Ph.D program, online marketing think-tank, optimization state fair, and traditional high-tech pub gathering all in one, with a spirit of friendly networking that has grown increasingly rare among conferences."



“This is the second year where most of our team is converging from around the world to meet up at Pubcon. Along with the great speakers and the atmosphere of Vegas, getting to know our readers and having our team together in person makes Pubcon a must-attend for SEJ!”



KELSEY JONES ↗
EXECUTIVE EDITOR,
SEARCH ENGINE JOURNAL



PROTIP!

Plan out the sessions you want to hit in advance to make sure you don't miss anything! For help, check out SEJ team picks starting on page 15.

VEGAS FIRST-TIMERS' GUIDE AT A GLANCE



For those of you who are joining us in Vegas for the first time, we put together a quick reference guide of must-know information to help you survive your first Pubcon.

Bring Cash

The majority of ATMs in Las Vegas charge a whopping \$5.99 per transaction! Avoid paying extra by bringing cash with you.



PROTIP!

If you run out of cash, look for the Walgreens on the Strip. If you make a purchase, you can usually get \$20 back in cash and skip the ATM fee.

Distances are Misleading!

Vegas mega-resorts are larger than they seem - and you still have to walk on those feet tomorrow. Keep in mind the Strip is actually about four miles long, so just because a destination looks close doesn't mean it is.

Taxi City

Some Vegas taxis are cash only. On the Strip, taxis are not allowed to pick up passengers curbside, but most Strip venues have their own taxi lines. And if the queue is long, don't stress, they tend to move fast. Lastly, get your smartphone out because Uber is finally available in Vegas!

Skip the Cabs

Most popular locations in the city are located within a 15 minute walk from the monorail. It runs from the convention center to the Strip— plus it offers an amazing view of the city!



PROTIP!

There is no shuttle this year! Instead, use the monorail which runs between the Las Vegas Convention Center and the officially-recommended hotel Paris Las Vegas. Pubcon attendees can get a 7-day pass for \$44, instead of the usual \$56.

Dress in Layers

While it may be 80 degrees outside, it is cold inside the convention center (and in casinos). Bring at least a cardigan or blazer. You can thank us later.

Portable Phone/Laptop Charger

After a day of live tweeting, your phone will likely be low on battery. Don't miss Instagramming the night life! An external charger will keep you connected.



PROTIP!

Follow and use #Pubcon to stay connected on Twitter.



US SEARCH AWARDS 15

OCTOBER 7, 2015 AT PARIS LAS VEGAS

Filet mignon, premium open bar &
the biggest celebration of SEO, PPC
& digital marketing in the USA.

www.ussearchawards.com



PUBCON PROFILES: WHO'S WHO

With thousands of attendees, it can be difficult to remember who is who! Here are profiles of some of the top Pubcon attendees, plus a few talking points so you can get your networking on.



Loren Baker

Founder, Search Engine Journal
Valencia, CA

“Building Great Content”: Oct 6, 10:15 AM, Salon E

After founding SEJ in 2003, Loren now oversees and advises SEJ, which has become the second most read search marketing publication online. He is also the co-founder of Foundation Digital.



Christina Baldassarre

Founder & COO, International PPC
Parma, Italy

“Facebook Case Studies”: Oct 8, 12:30 PM, Salon E

Christina is also the co-founder of award-winning digital marketing agency Zebra Advertisement. In her free time, she is a passionate equestrian rider and trains together with her horse to compete in dressage.



Alan Bleiweiss

Forensic SEO Consultant, Alan Bleiweiss Consulting
Tucson, AZ

“SEO Audits”: Oct 8, 12:30 PM, Salon A

Alan Bleiweiss is a Forensic SEO audit consultant and a noted industry speaker, author, and blogger. He also started #EpicDinner with Mat Siltala during SMX West 2010, which continues to bring industry people together.



John Brown

Head of Publisher Policy Communications, Google
San Francisco Bay Area

Keynote: Oct 7, 9:00 AM, Keynote Area - South Hall

John Brown educates publishers and the media about the quality safeguards and advantages Google provides for AdSense customers on YouTube, AdMob, AdX and display.



Brent Csutoras

Chief Social Media Strategist, Search Engine Journal
Boca Raton, FL

“Long Term Success on Reddit”: Oct 6, 11:30 AM, Salon B

Brent Csutoras is responsible for managing SEJ's social strategy, and owns the social media agency Kairay Media and the design firm Pixel Road Designs.



Richard Zippel

Product Manager for Publisher Quality, Google
Mountain View, CA

Keynote: Oct 7, 9:00 AM, Keynote Area - South Hall

Richard Zippel and the teams he works with are responsible for establishing policies for publishers showing Google Ads. Prior to Google he held executive positions in high tech and was an academic.



Mark Daoust

Founder & CEO, Quiet Light Brokerage
St. Paul, MN

“Buying and Selling Websites”: Oct 8, 11:00 AM, Salon F

Mark is the founder of Quiet Light Brokerage, a leading website brokerage firm helping people sell their websites since 2007.

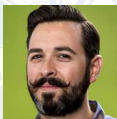


Stoney deGeyter

President, Pole Position Marketing
Cleveland/Akron, OH

“Building Great Content”: Oct 6, 10:15 AM, Salon E

Stoney deGeyter started Pole Position Marketing in 1998, helping businesses grow their online presence through strategic web marketing strategies. He's also the author of *The Best Damn Web Marketing Checklist, Period!*



Rand Fishkin

Founder, MOZ
Seattle, WA

Keynote: Oct 7, 1:00 PM, Salon A

Rand Fishkin first became involved with the Web in 1993. In 2009, he was named among the 30 Best Young Tech Entrepreneurs Under 30 by BusinessWeek.

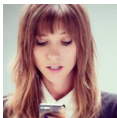


Gary Illyes

Webmaster Trends Analyst, Google
Zurich, Switzerland

Keynote: Oct 8, 3:00 PM, Keynote Area – South Hall

Gary Illyes helps webmasters create amazing websites for better search user experience. Prior to joining Google in 2011, Gary was teaching online journalism in Romania and abroad.



Cynthia Johnson

Director of Marketing & Social Media, RankLab
Santa Monica, CA

“Interactive Site Reviews: Focus on Mobile”: Oct 7, 11:35 AM, Salon I

“Social Media in a Mobile World”: Oct 7, 3:55 PM, Salon D

Cynthia is the host of the weekly Twitter chat, #TheSMGirl, co-host of the weekly podcast Marketing Recap, a speaker, and a business consultant.



Kristopher Jones

Founder, LSEO.com
Wilkes Barre, PA

“Local Search 2015”: Oct 8, 12:30 PM, Salon D

Kris Jones serves as Chairman of Internet Marketing Ninjas and is the founder and CEO of LSEO.com. He is also the author of Search-Engine Optimization - Your Visual Blueprint to Effective Internet Marketing, which has sold nearly 100,000 copies.



Kelsey Jones

Executive Editor, Search Engine Journal
Kansas City Metro, KS

**“Video and Podcast Marketing”: Oct 8, 11:00 AM,
Salon E**

Kelsey oversees the entire editorial process at SEJ and is the main host for SEJ's podcast, Marketing Nerds. When not busy with SEJ, she helps clients grow their social media, content, and search marketing presence under her agency, MoxieDot.



Jordan Kasteler

Digital Marketing Strategist, MWI
Salt Lake City, UT

**“Search and Social Content Strategy”: Oct 6, 3:55 PM,
Salon C**

Jordan Kasteler has been involved with SEO since 2001. He's the author of *A to Z: Social Media Marketing and former Online Marketing Strategist for People for the Ethical Treatment of Animals (PETA)*.

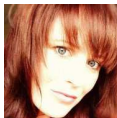


Guy Kawasaki

Chief Evangelist, Canva
Silicon Valley, CA

Keynote: Oct 6, 9:00 AM, Keynote Area - South Hall

Guy Kawasaki is the chief evangelist of Canva, an online graphic design tool. He is also the author of *The Art of Social Media*, *APE*, *What the Plus!*, *Enchantment*, and nine other books.



Erin Robbins O'Brien

COO, Marketing Strategist, GinzaMetrics
San Francisco, CA

Data Driven Marketing”: Oct 8, 1:35 PM, Salon F

Erin Robbins O'Brien has been working in strategy, business intelligence, and marketing for the past ten years for large organizations and startups. She also collects jeans and loves whiskey.



Larry Kim

Founder & CTO, WordStream
Boston Area, MA

"Site Reviews: Focus on Social": Oct 6, 2:30 PM, Salon I
"How to Market Just about Anything on Facebook": Oct 7, 11:35 AM, Salon C

Larry Kim started WordStream in 1997, and has contributed to various industry websites. Originally from Canada, he now lives in Cambridge, Massachusetts with his wife and son.



Debbie Miller

President, Social Hospitality
Orange County, CA

"Step-by-Step Guide to Creating Your Digital Brand & Content Strategy": Oct 7, 3:55 PM, Salon B

Debbie has written for a variety of marketing publications. When she's not online, she enjoys spending time with her spoiled dog children, watching movies, reading, and drinking copious amounts of coffee or wine.



Mindy Weinstein

Director of Training, Bruce Clay Inc.
Phoenix, AZ

"Search and Social Content Strategy": Oct 6, 3:55 PM, Salon C

Mindy develops education materials related to digital marketing at Bruce Clay, Inc. She has co-authored two books: *Rich and Thin: Slim Down, Shrink Debt, Turn Calories Into Cash*, and *Money Trouble: Surviving Your Financial Crisis*.



Dwight Zähringer

CEO, Trademark Productions/PureCabo.com
Detroit, MI

"Reputation Management Topics": Oct 6, 3:55 PM, Salon G

Dwight created Trademark Productions after a successful stint in music and entertainment industries in the early '90s. He is on the board of Recycling for Charities, a 501(c)(3) non-profit organization.



Joe Youngblood

Founder, Winner Winner Chicken Dinner
Dallas, TX

“Establish Content Marketing Excellence”: Oct 7, 2:45 PM, Salon E

Joe began his career in marketing at the age of 15 when he built his first website. He is passionate about using digital marketing to make a positive impact on the world; and a frequent speaker on SEO, social media, and reputation management topics.



Pierre Zarokian

CEO/President, Submit Express
Los Angeles, CA

“Reputation Management Topics”: Oct 6, 3:55 PM, Salon G

Pierre launched Submit Express in 1998, offering search engine marketing services and SEO tools. In the mid-2000s he was the #1 rank on Google for “search engine optimization”.

A person wearing a dark jacket is holding a pen in their right hand and a smartphone in their left hand. A circular sticker is on the back of the smartphone. The sticker has a map of North America in the center and the text "PUBCON NORTH AMERICA 2014" around the border. The background is blurred.

SEJ STAFF PICKS: PUBCON TIMELINES

With more than 100 sessions on dozens of different digital marketing topics it can be overwhelming to know who you should go see. To help you out, the SEJ staff developed a few different Pubcon tracks focused on different specialties. Choose your favorite topic or mix it up - the choice is yours!



MATT SOUTHERN'S PICKS FOR SEO TRACK

Lead News Writer

Tuesday, October 6

Keywords and Keyword Research

Speaker: Ash Nallawalla, Craig Paddock, Bruce Clay

Time: 2:30p – 3:45p

Location: Salon A

Any chance to hear Bruce Clay speak on SEO, especially about a topic as fundamental as keyword research, cannot be missed.

SEO 2015

Speakers: Greg Boser, Eric Enge

Time: 3:55p – 5:00p

Location: Salon A

Eric Enge is a respected SEO expert and a student of the game. The studies conducted by his agency, Stone Temple Consulting, are some of the most linked to SEO studies on the web. Enge no doubt has a lot of data on what's working in SEO in 2015, and you'll need to attend this session if you want to keep up.

Wednesday, October 7

WordPress Optimization

Speakers: David Vogelpohl, Scott Hendison, Ross Jones

Time: 3:55p – 5:00p

Location: Salon A

WordPress is the most widely used and arguably most SEO-friendly CMS available. In this session you will learn how to maximize social signals to your WordPress site, increase traffic with the use of plug-ins, and optimize your site for speed and security.

SEO and Content Marketing Relationships

Speaker: Steve Floyd, Kate Morris, Carolyn Shelby

Time: 2:45p – 3:50p

Location: Salon G

SEO and content marketing often exist in silos — this session aims to prove how the two can serve each other. By having content marketing and SEO teams working together you can generate even greater returns. Learn how in this session.

Thursday, October 8

Authority Linking

Speakers: Dixon Jones

Time: 11:00a - 12:00p

Location: Salon C

Many studies conclude that links from high authority sources are the strongest SEO signals you can have. These kinds of links aren't easily earned — in this session you get an opportunity to learn from Dixon Jones of Majestic what works, what still matters, and how to ensure the links you acquire have the authority you need.

SEO Audits

Speakers: Marie Haynes, Alan Bleiweiss, Calum MacLeod

Time: 12:30p - 1:30p

Location: Salon A

This session will look at performing an SEO audit from top to bottom. Learn the important components of a true, detailed audit and how to do a forensic analysis for traffic drops.



BRENT CSUTORAS' PICKS FOR SOCIAL MEDIA TRACK

Chief Social Media Strategist

Tuesday, October 6

Social Media Data and Analytics

Speaker: Mana Ionescu, Adam Proehl, Alan K'necht

Time: 10:15a - 11:25a

Location: Salon H

We have reached a place with social media marketing where we absolutely have to be able to measure what is working and what is not, in order to truly focus efforts where they are providing the most impact and ROI.

Long Term Success on Reddit

Speakers: Brent Csutoras

Time: 11:30a - 12:40p

Location: Salon B

Forget that I am presenting this topic, if there is a discussion on Reddit, that is where I would be. Reddit is just way too valuable of a social media site to not understand.

Wednesday, October 7

Social and Mobile PR Secrets

Speakers: Marty Weintraub, Murray Newlands, Lisa Buyer

Time: 11:35a - 12:35p

Location: Salon D

PR seems to be a social media marketer's Kryptonite. This session is packed with PR superheroes to save the day!

Social Media Marketing: Finding Your Niche

Speaker: Lindsey Harrison, Nikki Fica

Time: 10:30a - 11:30a

Location: Salon C

Knowing where to spend your social media marketing efforts is essential. Enough said!

Thursday, October 8

Video and Podcast Marketing

Speakers: Kelsey Jones, Robert Riggs, Greg Jarboe

Time: 11:00a - 12:00p

Location: Salon E

Video and Podcasting, two things continuing to grow substantially and that we all fail to do enough with.

Tools and Services

Speakers: Trish Carey, Christine Churchill

Time: 11:00a - 12:00p

Location: Salon D

Identifying time savers is the key to being a successful social media marketer. There are so many tools that can help or actually waste your time, so check this out for some possible hidden gems.



KELSEY JONES' PICKS FOR PPC TRACK

Executive Editor

Tuesday, October 6

Emotional Science Behind Search Ads

Speaker: Helen Edwards

Time: 1:15p - 2:20p

Location: Salon F

Understanding why people click on ads is crucial to their success.

The Top Major AdWords Mistakes and How to Prevent Them

Speakers: Mona Ellesely, David Szetela

Time: 2:30p - 3:45p

Location: Salon F

AdWords is such a huge platform, it's easy to get confused or make costly mistakes. Having these experts suggest prevention tactics could save you lots of time and money.

Wednesday, October 7

Holistic Search: SEO/SEM and Marketing Strategy

Speakers: Rhea Drysdale, Rob Kerry

Time: 11:35a - 12:35p

Location: Salon G

The speakers and moderators are really knowledgeable in combining ALL your search efforts with a holistic marketing strategy to make your campaigns a complete success.

Google Shopping and E-Commerce

Speaker: Susan Wenograd, Navah Hopkins

Time: 3:55p - 5:00p

Location: Salon G

Many businesses aren't using Google Shopping to its fullest potential, but it has the power to drive huge revenue for e-commerce sites. This is don't miss session!

Thursday, October 8

B2B PPC and Dynamic PPC Ads

Speakers: Anna Case, Maddie Cary

Time: 12:30p - 1:30p

Location: Salon H

B2B can be a really hard industry for marketing. These seasoned speakers will be able to help you take your B2B PPC ads to the next level.

Keynote: Google's Gary Illyes

Speakers: Gary Illyes

Time: 3:00p - 4:00p

Location: Keynote Area – South Hall

Gary provides valuable insight and tips to marketers wanting to advertise on Google and optimize their pages for SERPs.



DANIELLE ANTOSZ'S CONTENT MARKETING PICKS

Senior Editor

Tuesday, October 6

Social, SEO, and Content

Speaker: Michelle Stinson Ross, Dan Sturdivant

Time: 11:30a – 12:40p

Location: Salon C

No marketing method is an island! This presentation will cover “how SEO, content, and social media interlock to form a holistic marketing organization” and offers actionable tips to get the most out of all three.

Content Marketing Strategy

Speakers: Kate Morris, Steve Floyd, Rob Garner

Time: 3:55p – 5:00p

Location: Salon E

As content marketing takes over more and more of business' marketing budget, the location, efficacy, and quality of content matters more and more. This presentation will include tips for small businesses and for creating content that ranks locally.

Wednesday, October 7

Never Run Out of Content

Speakers: Rachel Meyer

Time: 10:30a – 11:30a

Location: Salon E

Continually coming up with fresh content ideas can be a huge challenge. Meyer offers both technical and creative methods for keeping your editorial calendar flush with new content.



Scaling Content Creation

Speaker: David Snyder

Time: 3:55p – 5:00p

Location: Salon E

Creating content for a handful of sites is one thing, creating good quality content for hundreds is another beast entirely. Snyder talks about the skills you need to create content for many different sites - which are useful even if you are only working with one site.

Thursday, October 8

Video and Podcast Marketing

Speakers: Greg Jarboe, Robert Riggs, Kelsey Jones

Time: 11:00a – 12:00p

Location: Salon E

Too often, content is equated with writing when there are so many other formats. Videos and podcasting are a great way to beef up your content game without getting burned out!

Hacking Art History Will Make Your Content Stand Out

Speakers: Katy Katz

Time: 1:35p -2:40p

Location: Salon E

Katz looks to art history for inspiration on making your content stand out. She discusses how imagery can make your content more effective, and even shares some tools for creating content that looks awesome.



LOREN BAKER'S PICKS: INTRO TO PUBCON

Founder

Tuesday, October 6

Building Great Content

Speaker: Loren Baker, Ann Smarty, Stoney deGeyter

Time: 10:15a - 11:25a

Location: Salon E

I'll be kicking off the first day of Pubcon with Ann and Stoney, discussing the fundamentals of great content. Since content is essentially what holds together social, linking and SEO; this will be a great session to begin Pubcon with.

Finding the Facebook Influencers

Speakers: Dennis Yu, Michelle Held

Time: 2:30p - 3:45p

Location: Salon C

Dennis and Michelle are two of the most knowledgeable people in terms of utilizing Facebook to find the perfect audiences for your organic or paid marketing campaigns. Facebook Influencers will be a nice breath of interesting fresh air during three days of search and social learning.

SEO in 2015

Speakers: Greg Boser, Eric Enge

Time: 3:55p - 05:00p

Location: Salon A

This year Eric Enge joins Greg Boser in one of the most popular sessions at Pubcon, discussing the state of SEO. Expect lots of data driven predictions from Greg & Eric, and maybe even some Googlers in the room chiming in.

Wednesday, October 7th

How to Prove the Value of SEO to C-Suites

Speakers: Erin Everhart, Anthony Robinson

Time: 10:30a - 11:30a

Location: Salon B

Selling the value of your marketing to both clients and to colleagues is the first step in obtaining digital marketing success, this session will be a great one for both in-house SEOs who want to learn how to work internal company politics and also consultants who may want to get a better understanding of how things work on the in-house side.

Social and Mobile PR Secrets

Speakers: Lisa Buyer, Marty Weintraub, Murray Newlands

Time: 11:35a - 12:35p

Location: Salon D

Lisa, Marty and Murray are all great at both marketing to influencers and being influencers in their own right ... which gives them all the unique perspective of how to pitch, influence and succeed in social PR.

Step-by-Step Guide to Creating Your Digital Brand and Content Strategy

Speakers: Victoria Edwards, Debbie Miller, Tim Wagner

Time: 3:55p – 5:00p

Location: Salon B

Three proven content and digital strategy veterans will discuss the steps in creating a digital brand strategy from scratch as well as redefining an existing business's online footprint. This is one session not to be missed.

Thursday: October 8th

Tools & Services

Speakers: Christine Churchill, Trish Carey

Time: 11:00a - 12:00p

Location: Salon D

In a world of toolboxes for SEO, social, local, mobile, and almost every other form of online marketing, how can one make the informed decision of which toolset is right for them? Christine and Trish will examine the different forms of tools on the market and what may work best in several scenarios.

SEO Audits

Speakers: Marie Hayes, Alan Bleiweiss, Calum MacLeod

Time: 12:30p – 1:30p

Location: Salon A

A great way to follow up lunch on the final day of Pubcon is with some of the more energetic speakers at the conference diving down the rabbit hole of SEO Audits. Learn what to look for from a group of folks who have discovered many site issues over the years and also learn how to prioritize fixes.

Link Building Strategies

Speakers: Kenny Hyder, David Klein, Jim Boykin

Time: 1:35p - 2:40p

Location: Salon C

Link building is alive and well in the world of SEO and these link building veterans will be there to tell war stories on the final day of Pubcon as well as share tons of tips and tactics to building the high authority links that Google wants!

LOCAL **SITE SUBMIT**

An Advice Interactive Group Company

**JOIN THE SEJ TEAM FOR OUR OPEN BAR ON
TUESDAY FROM 12:30 P.M. - 3:30 P.M.
AT BOOTH #113**

**SPECIAL THANKS TO OUR SPONSOR,
LOCAL SITE SUBMIT FOR MAKING IT POSSIBLE.**

www.localsitesubmit.com



PARTY TIMELINE

After the expo hall closes, there are still plenty of places to network. Check out these after hours events to get the most out of your Pubcon experience.

Monday, October 5

Pubcon Meet The Speakers & Exhibitors Networking Reception

Time: 5:30 p.m. - 7:30 p.m.

Where: Las Vegas Convention
Center South Hall

Details: Meet the excellent
speakers and top exhibitors lined
up for PUBCON Las Vegas 2015, no
dress code, badge required, open
to all Networking, Gold, Platinum,
and Rock Star level passes



Tuesday, October 6

Search Engine Journal Open Bar

Sponsored by Advice Interactive
Group

Time: 12:30 p.m. - 3:30 p.m.

Where: Expo Hall Booth #113

Details: Free for all Pubcon
attendees! Come meet the SEJ
team, meet other industry people,
and enjoy free cocktails.

Pubcon Señor Frog's Tuesday Evening Event

Co-sponsored by aimClear

Time: 7:00 p.m. - 9:00 p.m.

Where: Señor Frog's Restaurant & Bar at Treasure Island Hotel & Casino, 3300 Las Vegas Blvd South, Las Vegas, NV. 89109.

Details: Pubcon's famous informal conference networking, no dress code, badge required



Wednesday, October 7

US Search Awards

Time: 6:30 p.m. - 11:30 p.m.

Where: Paris Las Vegas Hotel and Casino

Details: 3-course dinner with wine (per person), entertainment, and free bar. Come in your smart and glamorous suits, and dresses, please.

Ticket prices cost \$299.00 for Early Bird Individual Ticket; \$2,800 for Early Bird Table of 10; \$350.00 for Standard Individual Ticket; \$3,400 for Standard Table of 10.

Closing Reception & Networking Event

Time: 5:30 pm

Where: Rockhouse at The Venetian's Grand Canal Shoppes, on the second level next to Carlos' Bakery

Details: Close out Pubcon at this relaxed event overlooking The Strip. This is your last chance to meet and network with other industry people, don't miss out. Gold, platinum, or networking badge pass-holders only.

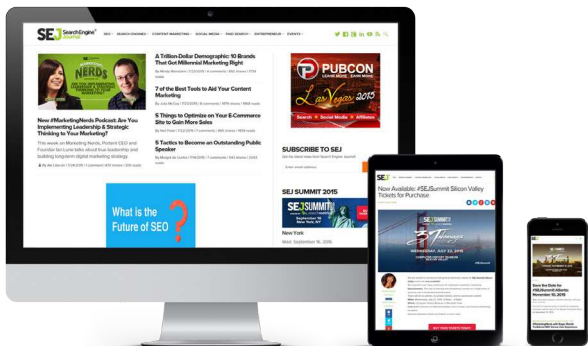
ADVERTISE WITH SEJ

We are an online publication that helps connect brands to the digital marketing community. Find out how we can help your brand.



About SEJ

We focus on digital marketing, SEO, social media, content marketing, and paid search, as well as entrepreneurship and events. Our audience of 630K+ monthly unique visitors are hardcore marketers who are hungry for the best tools, tips, and strategies.



750K
Desktop Visitors



200K
Mobile Visitors



27K
Newsletter
Subscribers



1M+
Pageviews



630K
Unique Visitors



260K
Social Followers

Advertise

Banners

Homepage featured 300x250: \$30 per 1K IMP

Mobile header leaderboard: \$8 per 1K IMP

More available at <https://buysellads.com/buy/detail/3534>

AdNouncement

Sponsored post on SEJ, up to 500 words. Includes social media promotion and featured placement in Loren's WrapUp newsletter sent to 27K subscribers. **Rate:** \$1,000 (limit 4 per month)

Dedicated Email Blast

Your HTML message sent to 27K newsletter subscribers. **Rate:** \$1,750 (limit 4 per month)

Takeover Skin

Your 1200x200 banner ad and background skin displayed across the site for a 14 day period. **Rate:** \$4,500 (limit 2 per month)

Takeover Package

All of the above (banners, AdNouncement, dedicated email, takeover skin) plus social media promotion. **Rate:** \$9,000 (bundled cost savings: \$6,470)

Branded Category

Your message, branding, and banner ad showcased in the category of your choice. Categories and rates:

SEO: \$6,000/month

Search Engines: \$6,000/month

Content Marketing: \$1,500/month

Social Media: \$4,000/month

Paid Search: \$1,000/month

Entrepreneur: \$1,000/month

Co-Branded Marketing ThinkTank Webinar

You select a topic and presenter, SEJ takes care of the rest- from production to promotion to delivery. **Rate:** \$5,000 (limit 1 per month)

Marketing Nerds Podcast

Featuring industry leaders such as Jay Baer and Duane Forrester, SEJ's Marketing Nerds podcast series pulls in 5K downloads per month on average. Sponsor a series of podcast episodes, or exclusively sponsor the entire podcast category on a monthly basis. Rates vary based on package.

Contact loren@searchenginejournal.com for more details.

Event Promo

Includes 1 AdNoucement post, 1 co-branded email blast, 1 month featured listing on event page, and social media promotion. **Rate:** \$2,500 (limit 1 per month)

Hosted Events

SEJ Hosted Events are for companies looking to engage and interact with desirable customers. As a partner, SEJ will provide you with integrated event planning solutions to that meet your specific marketing objectives, increase awareness of your brand, and drive sales.

Contact jessica@searchenginejournal.com to learn more.



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Journal

 **PUBCON**

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