

RPA Today®

The only dedicated B2B publication focused squarely on the IA, RPA, Process Mining, BPM, Low Code, Hyper Automation and AI space.



- Media Kit -
2023

WHO WE ARE:

RPA Today is the only dedicated B2B publication focused squarely on the IA, RPA, Process Mining, BPM, Low Code, Hyper Automation and AI space. Our online publication attracts approximately 600+ unique visits per day, with a subscriber base that has grown to over 15,000 readers. Our uniquely focused content is also open and viewable to any visitor.

OUR EXECUTIVE AUDIENCE IS LOOKING FOR:

- a reliable source for RPA, IA, Process Mining & AI news, information and education
- a trusted place to vet potential solution providers
- a central location to learn about the latest developments and best practices
- a thriving RPA community to belong to
- an alternative to trade shows

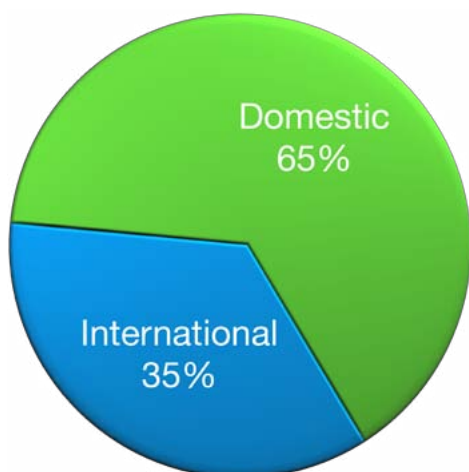
INITIAL VERTICALS:

- Merchants / Retailers
- Banks / FIs
- Transportation
- Healthcare
- Government
- Insurance
- Business Services
- Tech
- Education
- Industrial
- Food Delivery / Service
- Telecommunications
- Energy
- Housing/Real Estate
- Hospitality

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- | | | | |
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| • Civil Engineering | • Health, Wellness and Fitness | • Mining & Metals | • Supermarkets |
| • Computer Hardware | • Higher Education | • Nanotechnology | • Telecommunications |
| • Computer Networking | • Hospital & Health Care | • Oil & Energy | • Textiles |
| • Computer Software | • Hospitality | • Online Media | • Transportation/Trucking/Railroad |
| • Construction | • Human Resources | • Outsourcing/Offshoring | • Utilities |
| • Consumer Electronics | • Information Technology and Services | • Packaging and Containers | • Warehousing |
| • Consumer Goods | • Insurance | • Paper & Forest Products | • Wholesale |
| • Education Management | • Law Practice | • Pharmaceuticals | • Wine and Spirits |
| | | • Printing | |

OUR AUDIENCE: For advertisers & sponsors, RPA Today offers a chance to effectively reach more top decision makers at potential customers & partners through a wide range of channels.



[14%] CEOs / Presidents

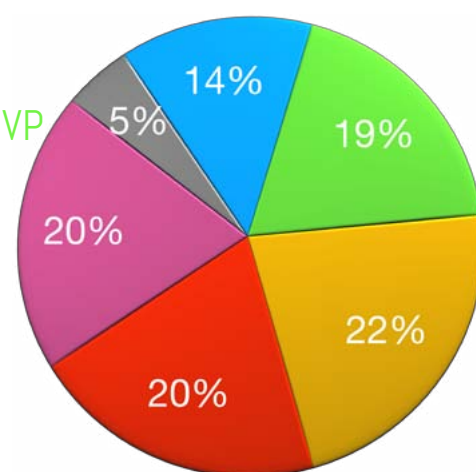
[19%] Senior / Executive VP

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OUR OFFERINGS:

- RPA Today Portal [RPAToday.net]
- RPA Today Newsletter
- Co-Branded Original Content
 - Webinars
 - Whitepapers
 - Surveys / Primary Research
 - Special Email Blasts

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webinars / e-learning
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- Generate New Leads
- Expand Existing Customer Base
- Qualify Prospects
- Improve Brand Awareness & Thought Leadership
- Move Potential Customers to the Next Stage of the Sales Process

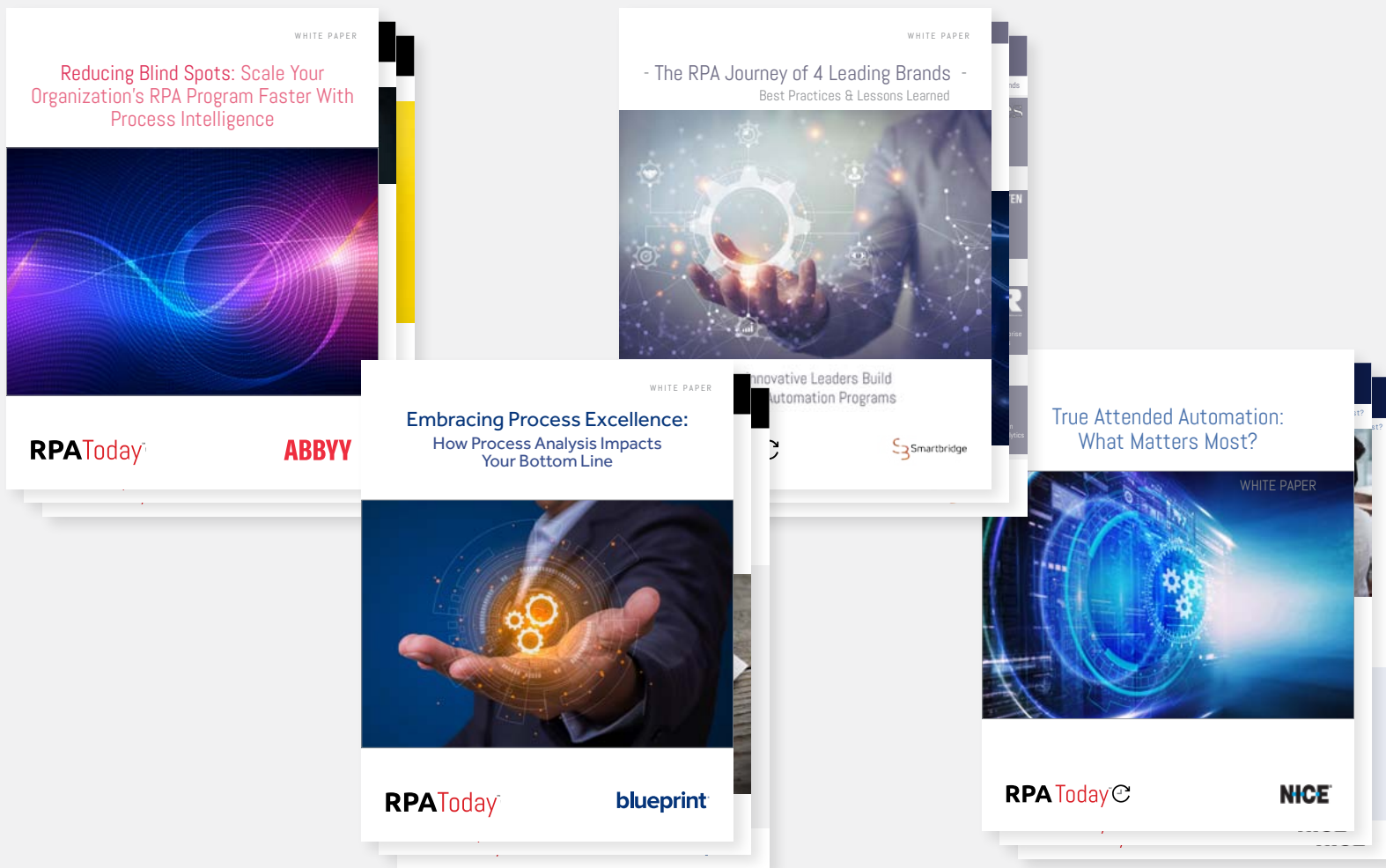


Co-branded webinars facilitated by RPA Today editorial staff will catapult your brand into the realm of thought leadership with both potential and existing customers. E-learning will also help your sales team connect with qualified prospects and move each contact to the next stage of the funnel. And, by co-branding and co-promoting each online e-learning event with us, you will reach a much larger audience and benefit from RPA Today's reputation for impartiality and unbiased coverage.

WHITE PAPERS & PRIMARY RESEARCH: \$20K / \$30-50K

Thought leadership, on both an individual and corporate level, is derived from having your name and face associated with effective ideas. Apply your expertise to the problems faced everyday by RPA Today readers in original content distributed to our readers via all of our media channels.

Bylined viewpoint articles, white papers and primary research—that you've already spent time and effort on internally or that you work with our editorial team to produce under your name—will enhance your value and your company's standing in the automation industry. Paid and free opportunities to reach our audience with your thoughts and data exist in this category.

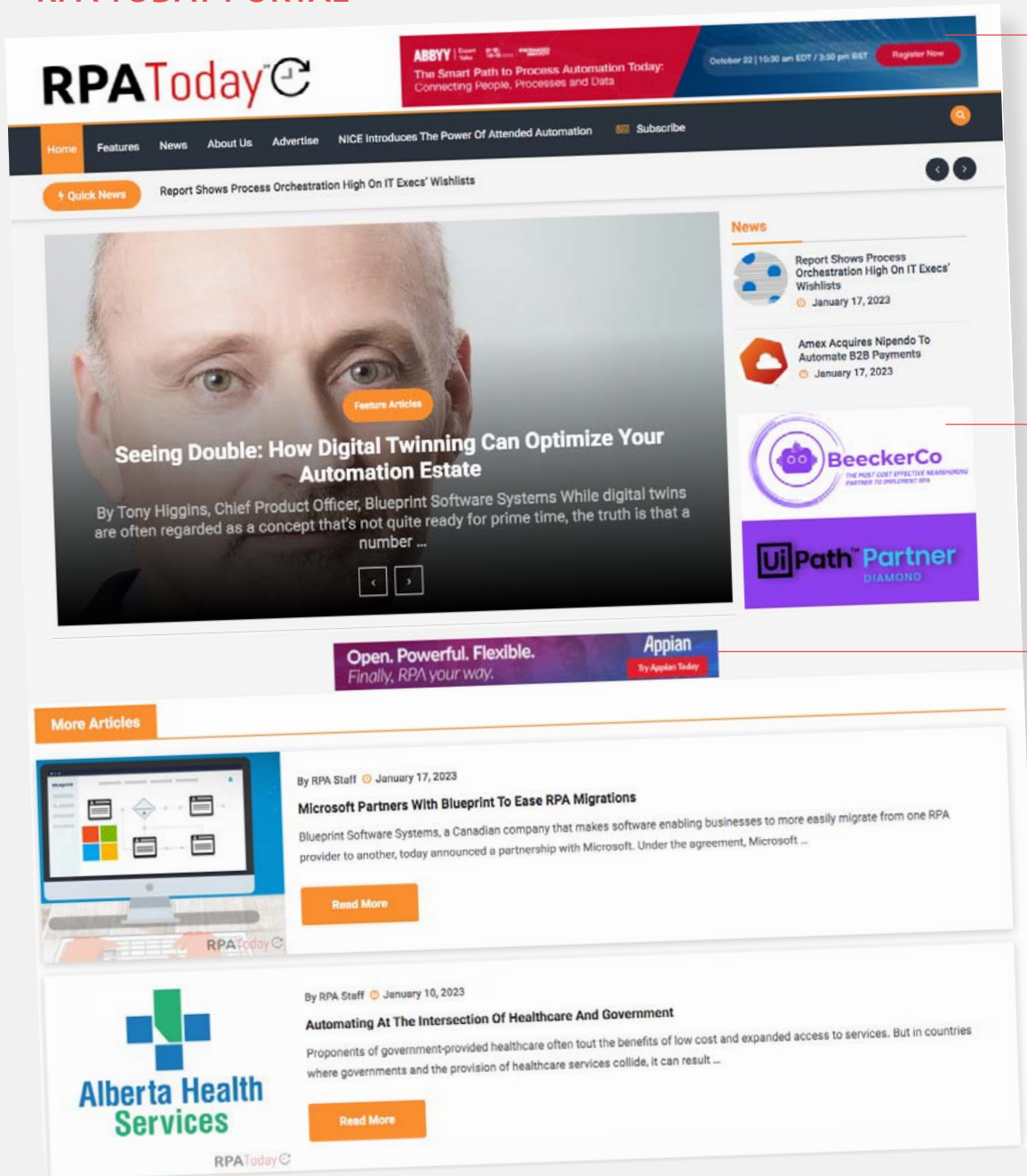


SPECIAL EMAIL BLASTS: \$5K

Do you want to reach RPA Today's influential readership with a message that requires more than a banner ad? Our staff can give your communication the attention it deserves in a specially designed and formatted HTML email that can be sent to our entire subscriber list.

Work with us to craft a communication that enables more thorough corporate messaging with a look and feel that's consistent with your marketing strategy.

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RATES: 0.7-1.6%

RPAToday.net is regularly updated with feature articles that include deep-dive pieces on the biggest news stories in the RPA space; company profiles focusing on technology, software and other providers serving everyone from the biggest global technology companies to the hottest new startups; viewpoints from respected executives examining the most pressing issues in IA, AI and RPA.

Ad Placement

Leaderboard Banner
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Pricing*

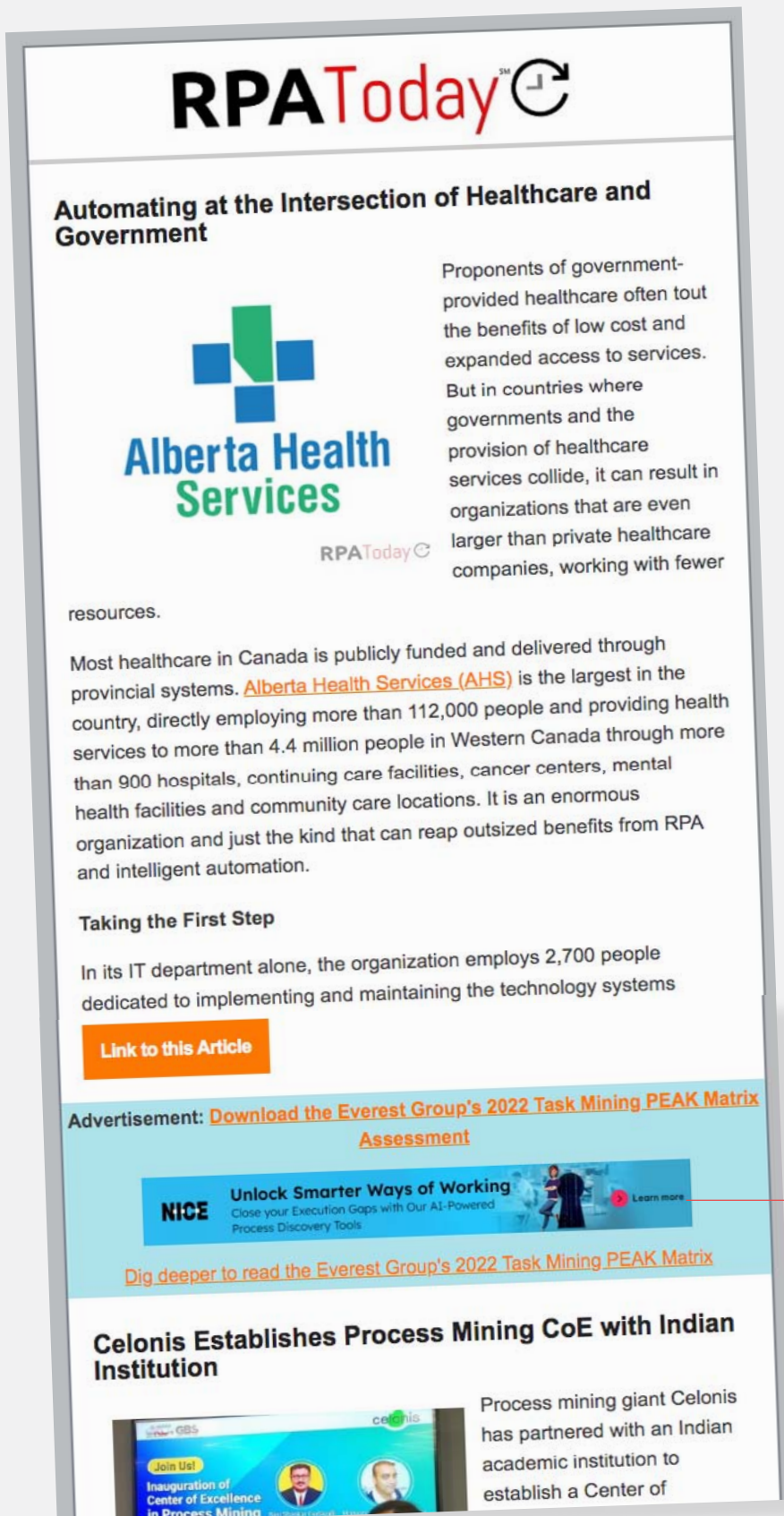
\$5K a month/ 3 month minimum
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\$3K a month/ 3 month minimum
\$3K a month/ 3 month minimum


RPA TODAY NEWSLETTER

AVERAGE OPEN RATE: 28-30%


The RPA Today newsletter is published and distributed via email once a week to all RPA Today subscribers. It tracks the most recent news and events and packages the stories in a brief, easily digestible format, delivered to our readers' inboxes. Your banners are featured in a formatted HTML email adjacent to the most topical RPA-related stories of the day and served directly to RPA Today's growing list of thousands of subscribers.

EMAIL BANNER
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RPA Today 

Automating at the Intersection of Healthcare and Government



Proponents of government-provided healthcare often tout the benefits of low cost and expanded access to services. But in countries where governments and the provision of healthcare services collide, it can result in organizations that are even larger than private healthcare companies, working with fewer resources.

Most healthcare in Canada is publicly funded and delivered through provincial systems. **Alberta Health Services (AHS)** is the largest in the country, directly employing more than 112,000 people and providing health services to more than 4.4 million people in Western Canada through more than 900 hospitals, continuing care facilities, cancer centers, mental health facilities and community care locations. It is an enormous organization and just the kind that can reap outsized benefits from RPA and intelligent automation.

Taking the First Step

In its IT department alone, the organization employs 2,700 people dedicated to implementing and maintaining the technology systems


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Celonis Establishes Process Mining CoE with Indian Institution



Process mining giant Celonis has partnered with an Indian academic institution to establish a Center of

PRICING & SPECIFICATIONS

Ad Placement Pricing*

Leaderboard	\$5K per month / 3 month minimum
Medium Rectangle	\$5K per month / 3 month minimum
Standard Banner	\$3K per month / 3 month minimum

Acceptable Formats: (All files must be 35K or less)

- Static GIF, PNG or JPG
- Animated GIF

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- E-Learning Sessions / Webinars: \$15K
- E-Books / White Papers: \$20K
- Primary Research / Surveys: \$30-50K
- Special HTML Email Blasts: \$5K

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