

RFID JOURNAL

2021 **MEDIA KIT**

INTEGRATED MARKETING SOLUTIONS
CUSTOMIZED
TO MEET YOUR SPECIFIC NEEDS

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LEAD GENERATION AND BRANDING OPPORTUNITIES

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“RFID Journal events are the most productive use of my prospects’ time. Seeing is believing, and your events prove the value of the technology and make them successful.”

—Roy Noepel, Enterprise Sales Manager, OATSystems, a division of Checkpoint



“Being a small company, it was critical for us to receive a large number of high-quality visitors at our booth. The results that we achieved were beyond our expectations. We received so many visitors that we could not serve all of them, and most of them were high-quality contacts. In the four weeks after the show, we’d already received orders from some of these visitors. We will undoubtedly repeat next year.”

—Ramir De Porrata-Doria, CEO, Keonn Technologies

OVERVIEW

RFID
JOURNAL

REACH KEY RFID DECISION- MAKERS 365 DAYS A YEAR

Influential technology evaluators and buyers, RFID systems integrators and other industry professionals of all levels turn to RFID Journal, the world's most trusted RFID authority, for the industry's latest news, case studies, how-to guides and other critical information. By bringing together the timeliness of online content and the one-to-one networking of events, RFID Journal offers the industry's most powerful marketing platform.

We work closely with you to create customized and targeted campaigns that will meet your goals and ensure that you:

**sell more
products**

**increase
brand
awareness**

**drive more
leads**

**achieve
a greater
ROI**

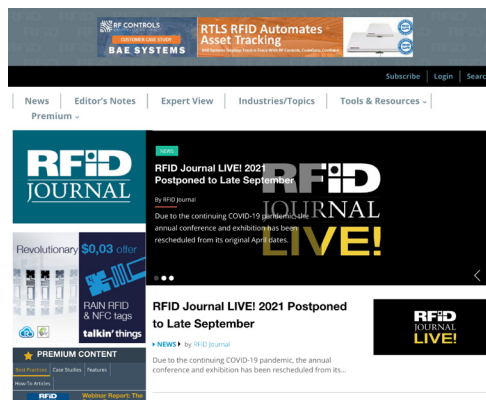
Access the largest and most targeted audience of RFID professionals worldwide

200,000
professionals
visit our website
each month

65,000
active newsletter
subscribers

65% have
the authority to
purchase RFID
technologies

Only RFID Journal reaches key decision-makers through all major channels 365 days a year



ONLINE
Connect with visitors
seeking RFID information



EVENTS
Meet technology buyers
face to face and online

03

CALL OUR SALES TEAM
TO CREATE A CUSTOMIZED
INTEGRATED MARKETING
CAMPAIGN TODAY!

COMPANIES
A-M

Alan McIntosh
SENIOR DIRECTOR OF SALES
+1 631-770-3915
alan.mcintosh@rfidjournal.com

COMPANIES
N-Z

Matthew Singer
SENIOR DIRECTOR OF SALES
+1 631-770-3916
matthew.singer@rfidjournal.com

OVERVIEW

RFID
JOURNAL

RFID JOURNAL REACHES YOUR MARKET

RFID Journal delivers the largest audience of qualified RFID decision-makers with the authority to purchase, representing the full range of industries, functions and company sizes.

Active Registered Users

100,000

Purchase Authority

YES
65%

NO
31%

NO
RESPONSE
4%

Total Region

North America
52%

Asia Pacific
22%

Europe
19%

Middle East/Africa
4%

Latin America
4%



Industries

Target thousands of professionals in every major industry applying RFID technology today.

› Aerospace | Aviation

› Apparel | Footwear

› Automotive

› Chemicals | Adhesives

› Consulting | Business Services | Legal

› Consumer Packaged Goods

› Government | Military | Homeland Security

› Education | Library | Research

› Electronics

› Energy | Utility

› Entertainment | Media | Publishing

› Financial Services | Venture Capital

› Food | Agriculture

› Forestry | Pulp | Paper

› Health Care

› IT Software, Hardware, Service Provider

› Manufacturing

› Packaging | Labels

› Pharmaceuticals

› Retail

› RFID Hardware, Software or Services

› Transportation | Logistics

› Other

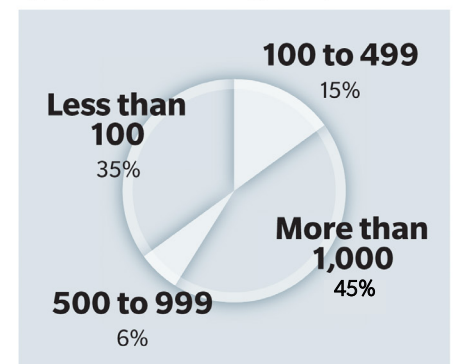
Job Function

Connect with individuals from diverse job functions applying RFID technology today.

MANAGEMENT	26%
SALES & MARKETING	3%
IT OPERATIONS	15%
SUPPLY CHAIN MANAGEMENT	22%
INVENTORY WAREHOUSE MANAGEMENT	8%
FINANCE	2%
MANUFACTURING	12%
RETAIL	7%
OTHER	5%

Company Size

Access companies of all employee sizes applying RFID technology today.



04

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+1 631-770-3915
alan.mcintosh@rfidjournal.com

COMPANIES
N-Z

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matthew.singer@rfidjournal.com

OVERVIEW

RFID JOURNAL MARKETING OPPORTUNITIES

RFID professionals and influential business leaders around the world rely on RFID Journal to stay on top of the industry. Align your brand with the most trusted RFID information resource online and at face-to-face events.

RFID Journal Online

RFIDJournal.com delivers the largest audience of RFID recommenders, specifiers, and approvers with the authority to purchase RFID products and services. Campaign customization includes targeting by geographic location, industry or newsletter content, frequency, or day of the week.

CONNECT WITH VISITORS SEEKING RFID INFORMATION

Site Traffic Includes:

- › 200,000 unique visitors per month
- › Nearly 1,000,000 page views per month
- › 4 page views per visit

RFID Journal E-Newsletters

Only RFID Journal provides you with the latest insights into what's happening with the technology and standards and inside the operations of leading early adopters across all industries and around the world.

GET THE ATTENTION OF YOUR AUDIENCE

Benefits of E-Newsletters Include:

- › 5 timely e-newsletters: one general interest edition; three industry-specific editions; one European edition
- › More than 50,000 active newsletter subscribers

RFID Journal Webinars

RFID Journal conducts turnkey webinars that educate the worldwide audience and drive qualified sales leads to sponsors. These sessions offer a wide variety of information on the latest RFID products and solutions.

TURNKEY ONLINE EVENTS DESIGNED TO GENERATE LEADS

Benefits of Webinar Sponsorship Include:

- › An average of 200 targeted sales leads generated per webinar
- › Customized content to suit each sponsor's need
- › Marketing campaign promoting your sponsorship

OVERVIEW

RFID JOURNAL MARKETING OPPORTUNITIES

RFID Journal Event

Get in front of key decision-makers and influential industry leaders, be among the leading technology companies and stay connected with the RFID community at the world's largest and most comprehensive events covering RFID technology.

MEET TECHNOLOGY BUYERS FACE TO FACE

- › RFID Journal LIVE!

RFID Journal Virtual Events

RFID JOURNAL'S VIRTUAL EVENTS—PROVIDING UNIQUE AND POWERFUL BENEFITS TO MARKETERS

RFID Journal conducts turnkey online events that educate the worldwide audience and drive qualified sales leads to sponsors. These robust programs feature several speakers and sponsors participating in one event and offer a wide variety of information on the latest developments pertaining to RFID in a specific area or industry.

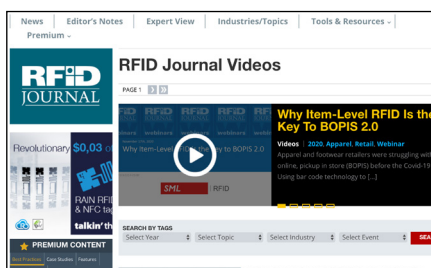
Integrated Marketing Solutions

RFID Journal serves the needs of business people and technical implementers with timely news, strategic analysis, case studies, education and networking opportunities at events. This allows us to offer Integrated Marketing Solutions to RFID technology providers seeking to target senior-level RFID decision-makers in the most effective, cost-efficient manner possible. Leverage RFID Journal's one-to-one, 365-day relationship with the worldwide audience of RFID decision-makers.

RFID Journal Integrated Marketing Solutions enable advertisers to:

- › Sell more product.
- › Drive more sales leads.
- › Generate greater product awareness.
- › Achieve the strongest value and ROI for your marketing spend.
- › Communicate directly with your target audience.
- › Establish a leadership position in an emerging market.

**ASK YOUR SALES REPRESENTATIVE
ABOUT OUR INTEGRATED MARKETING
SOLUTIONS DISCOUNT PACKAGES**



EVENTS

RFID
JOURNAL

RFID JOURNAL EVENTS

Leverage the power of RFID Journal events, where the worldwide RFID community gathers to learn, network and buy. Ask our sales team about how you can participate in our upcoming events to achieve your goal.



Let RFID Journal create a customized event to meet YOUR business goals

Every year, RFID Journal produces the **most respected, must-attend events in the industry**. Now you can leverage the industry's most trusted brand to produce a unique event to meet your particular needs. We can create an event that will enable you to reach your target customers, whether they are in a specific vertical industry (e.g., automotive, health care, retail), or have a particular job function (supply chain, packaging, manufacturing) or title (CIO).

Upcoming Topics in 2021

Internet of Things Feb. 23, 2021 | 11:00 AM -1:00 PM EST
RFID in Health Care March 16, 2021 | 11:00 AM -1:00 PM EDT
RFID in Aerospace/Defense April 20, 2021 | 1:00 AM -1:00 PM EDT
RFID in the Food Chain June. 22, 2021 | 11:00 AM -1:00 PM EDT
RFID in Brazil July 20, 2021 | 11:00 AM -1:00 PM EDT
RFID in Harsh Environments Oct. 26, 2021 | 11:00 AM -1:00 PM EDT
RFID and IoT in Europe Nov. 16, 2021 | 11:00 AM -1:00 PM CET
Deploying Wireless Sensors Dec. 7, 2021 | 11:00 AM -1:00 PM EST

Why work with RFID Journal?

In addition to having one of the most respected brands in the industry, RFID Journal has the world's largest database of end users interested in RFID technologies. That means we can target the specific audience you are interested in reaching. We can build co-located events alongside our existing world-class conferences, or create a standalone product with your company, as either the sole sponsor or part of a partnership of sponsors.

Whether you have an idea for a new event, or an existing event you are looking to expand or co-locate, let the experts at RFID Journal help you execute a tailored event to meet your needs.

**CONTACT YOUR SALES REPRESENTATIVE
TO GET STARTED TODAY!**

07

CALL OUR SALES TEAM
TO CREATE A CUSTOMIZED
INTEGRATED MARKETING
CAMPAIGN TODAY!

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A-M

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matthew.singer@rfidjournal.com

VIRTUAL EVENTS



Introducing RFID Journal's
Virtual Events—Providing
Unique and Powerful Benefits
to Marketers

What is a virtual event?

Just as a conference is a series of seminars in a single location, virtual events are seminars held over the Internet. The key difference is that a virtual event provides a more robust program with several speakers and sponsors participating in each event.

Why participate in a virtual event?

Our virtual events are turnkey online events. We will harness our broad audience and ability to attract attendees with high-quality content to deliver highly qualified sales leads. After each virtual event, we will provide sponsors with a lead report according to their sponsorship level. This is one of the most effective ways to gain new sales leads and maximize your online marketing efforts.

How does it work?

We will find appropriate end-user speakers, and produce and moderate the event, lending our valuable editorial credibility. We will then promote the event to a vast audience comprising 100,000 registered users and 200,000 monthly website visitors.

An average of
200
registrants/leads
generated per
virtual event

SPONSOR BENEFITS

CAPTURE QUALIFIED SALES LEADS:

Following the virtual event, RFID Journal will provide the premier sponsor with a detailed lead report. Our registration process will capture information from all who register and review an archived event, and the premier sponsor will receive contact information for every prospect.

REACH THE LARGEST AND MOST QUALIFIED AUDIENCE:

RFID Journal will aggressively promote each virtual event to capture the largest number of qualified prospects available, thereby saving you time and marketing dollars.

TURNKEY PROGRAM:

RFID Journal will handle all of the back-end work for you, so you don't have to worry about technical headaches or paying expensive licensing fees. All you need to do is provide a speaker and presentation.

POSITION YOUR COMPANY AS A THOUGHT LEADER:

RFID Journal will recruit end users to speak at the virtual event, and you will be associated with our high-quality editorial and well-respected brand. There is no better way to position your company as a thought leader and a technology leader in a specific segment of the market.

VIRTUAL EVENTS

MARKETING BENEFITS OF RFID JOURNAL VIRTUAL EVENTS

To generate registrations, we will promote each virtual event to our online audience—the largest and most qualified audience of RFID decision-makers in the world. This will save you marketing dollars and give you an instant source of qualified attendees.

E-NEWSLETTERS:

Prior to the event, RFID Journal will promote each virtual event in our e-newsletters, which reach an audience of more than 50,000 subscribers.

BANNER ADVERTISING:

RFID Journal will run an ad campaign of up to 500,000 ad impressions on rfidjournal.com to promote each virtual event.

PRESS RELEASE:

RFID Journal will publish a press release via eReleases, and on rfidjournal.com, to promote each virtual event, its speakers and its sponsors.

SPONSOR OPPORTUNITIES

PREMIER SPONSOR (\$15,000)

As the exclusive premier sponsor, you will get maximum branding exposure before and during the event. You will receive a 40-minute speaking slot, and all leads from the virtual event, as well as all leads from anyone who watches the playback. In addition, you will be able to have registrants answer up to five customized questions.

PLATINUM SPONSOR (\$7,500)

As one of up to two platinum sponsors, you will get branding exposure before and during the event. You will receive a 20-minute speaking slot, and receive a total number of leads equal to half of all who register for the virtual event, including all leads from those who watch the playback (the rest will be chosen at random if fewer than half of the people watch your session).

GOLD SPONSOR (\$3,000)

As one of up to four gold sponsors, you will get branding exposure before and during the event. You will receive a 10-minute speaking slot, as well as a total number of leads equal to 25 percent of all those who register for the virtual event, including all leads from those who watch the playback (the rest will be chosen at random if fewer than 25 percent watch your session).

RECENT VIRTUAL EVENT SPONSORS INCLUDE:



smartrac
an Avery Dennison company



WEBINARS

RFID
JOURNAL



Your turnkey sales-lead generator

RFID Journal webinars are a powerful vehicle to generate highly qualified sales leads. Our webinars are turnkey online events designed to generate leads and engage the worldwide RFID community. RFID Journal will produce the webinar on behalf of an advertiser, have one of our editors moderate to provide you with valuable objective credibility, and promote it to our subscriber database plus more than 200,000 unique visitors worldwide who visit rfidjournal.com each month. We take care of all the back-end and provide you with qualified leads—all you have to do is provide the content!

An average of 200 targeted sales leads generated per webinar

Read what people had to say about RFID Journal Webinars

"The webinar was excellent. It was practical and insightful. I will be tuning in to future webinars!"
—David Mackail, Nike

"We had several significant prospects attend our RFID Journal-sponsored webinar and closed a multi-million-dollar contract within eight weeks of the event, so once again RFID Journal is proving to be my very best marketing investment."
—Diana Hage, RFID Global Solution

RECENT WEBINAR SPONSORS INCLUDE:



SEE NEXT PAGE FOR MARKETING BENEFITS AND SPONSORSHIP OPPORTUNITIES

10

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alan.mcintosh@rfidjournal.com

COMPANIES
N-Z

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matthew.singer@rfidjournal.com



Access targeted leads and achieve a greater ROI

How you benefit:

QUALIFIED SALES LEADS:

After your webinar, RFID Journal will provide you with a detailed lead report. Our registration process captures information from everyone who registers for and reviews an archived webinar, and you will receive contact information from every prospect.

CUSTOMIZED DATA FOR YOUR NEEDS:

You can customize five questions on the registration page to capture specific targeted information of your choice—helping you to qualify and prioritize the incoming leads.

CAPTURE THE LARGEST AND MOST QUALIFIED AUDIENCE:

RFID Journal aggressively promotes each webinar to capture the largest number of qualified prospects available, saving you time and marketing dollars.

TURNKEY PROGRAM:

We handle all the back-end work for you, so you don't have to worry about technical headaches or paying expensive licensing fees. All you need to do is provide the speakers and presentation.

COMPLETE CONTROL OF CONTENT:

You control the content of your webinar. The webinar template and list on our site is co-branded with your logo.

Promotion of your webinar

In order to generate registrations, we take care of promoting your webinar to our online audience, the largest and most qualified audience of RFID decision-makers available. This saves you marketing dollars and gives you an instant source of qualified attendees.

E-NEWSLETTER:

We promote your webinar in our e-newsletter twice prior to the event (newsletter audience of more than 50,000).

BANNER ADVERTISING:

We will run an ad campaign (up to 300,000 ad impressions) on RFIDJournal.com prior to your webinar.

COST:

RFID Journal webinars make it easy and cost-effective for you to promote your product and generate qualified leads.

- › \$7,500 FOR A SINGLE SPONSOR
- › \$3,000 FOR EACH ADDITIONAL SPONSOR

THE WORLD'S MOST TARGETED RFID MARKETING TOOL

Now you can target the most qualified buyers interested in YOUR specific RFID solution.

RFID Journal has introduced the ability to deliver ads to our highly qualified audience based on any or all of the following criteria:

Industry

Country or U.S. state

Day of the week

Reader frequency

Targeted marketing means you'll never waste money advertising to those who are not your target audience. This is the most powerful, cost-effective marketing tool for RFID companies!

How it works:

TARGETING BY INDUSTRY

RFID Journal's website is segmented by industries in which RFID is making an impact, including automotive, apparel and footwear, manufacturing, and retail. Ads can be displayed only on pages within these particular sections, so that you reach potential customers in the vertical industry you want.

TARGETING BY LOCATION

Ads can be targeted by country or U.S. state for optimal geo-targeting. Need to reach customers in California, Germany, Korea or India? No problem—we can target any country in the world.

TARGETING BY DAY

Ads can be targeted by particular days of the week, so that you can ensure you get your message in front of prospects at optimal times.

TARGETING BY USER FREQUENCY (FREQUENCY CAP)

Ads can be served to a particular user a set number of times per week or month, to ensure broadest exposure. Increase the efficiency of your advertising by controlling how often your message is viewed by repeat visitors.

Other opportunities:

WHITE PAPER POSTING LEAD GENERATION

- › RFID Journal will list white papers in our dedicated white paper resource area.
- › You will receive a 300 x 250 vertical banner each with 100,000 impressions to promote each white paper.
- › RFID Journal will provide full contact details we receive for each download of each white paper.

CONTENT SPONSORSHIP

Sponsor a feature or section of RFIDJournal.com and achieve guaranteed promotion and exposure to thousands of RFID decision-makers around the world.

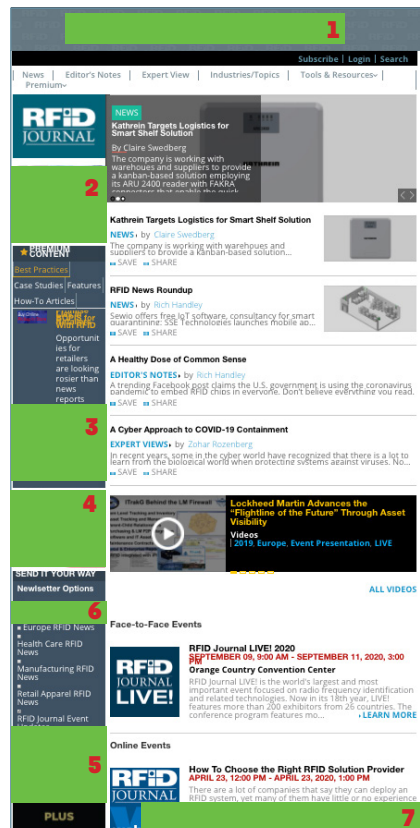
To learn more about how you can microcast your ads to the most qualified buyers in the RFID universe, call one of our sales representatives today.

RFID JOURNAL WEBSITE

RFIDJournal.com is the industry's most trusted source for RFID information, and the largest online resource for the RFID community worldwide. RFIDJournal.com reaches more than 200,000 unique visitors per month, providing the largest, most targeted audience of recommenders, specifiers and approvers with the authority to purchase RFID products and services. Our low-cost and highly effective targeted ad campaigns ensure that your ad only shows up for those customers you want to reach by industry, country or region.

**ASK US
ABOUT
OUR SPECIAL
INTEGRATED
CAMPAIGN
PACKAGES**

Rate Card and Terms: Online Advertising



BANNER ADVERTISING OPTIONS

- 1 Leaderboard** (728 x 90 pixels)
Location: Top of web page •Maximum file size: 500K
Rate: \$60 CPM •With targeting: \$75 CPM
- 2 Top Left Banner** (300 x 250 pixels)
Location: Left-hand column •Maximum file size: 500K
Rate: \$50 CPM •With targeting: \$65 CPM
- 3 Middle Left Banner 1** (300 x 250 pixels)
Location: Left-hand column •Maximum file size: 500K
Rate: \$50 CPM •With targeting: \$65 CPM
- 4 Middle Left Banner 2** (300 x 250 pixels)
Location: Left-hand column •Maximum file size: 500K
Rate: \$50 CPM •With targeting: \$65 CPM
- 5 Bottom Left Banner** (300 x 250 pixels)
Location: Left-hand column •Maximum file size: 500K
Rate: \$50 CPM •With targeting: \$65 CPM
- 6 Inline Banners** (300 x 100 pixels)
Location: Left-hand column •Maximum file size: 500K
Top – Rate: \$40 CPM •With targeting: \$50 CPM
Mid – Rate: \$35 CPM •With targeting: \$50 CPM
Bottom – Rate: \$30 CPM •With targeting: \$50 CPM
- 7 Anchor** (728 x 90 pixels)
Location: Bottom of web page •Maximum file size: 500K
Rate: \$60 CPM •With targeting: \$75 CPM

NOTES:

- › All ads receive RFIDJournal.com homepage and run-of-site placement.
- › Rates are CPM (cost per thousand ad impressions). All rates are at net cost.
- › Minimum purchase: 50,000 ad impressions.
- › Accepted formats: JPEG, PNG, GIF, HTML/Javascript (no Flash, HTML5, third party ad tags).
- › Maximum number of ad loops and slides: four.
- › Additional sizes available upon request.

E-NEWSLETTER

E-NEWSLETTER ADVERTISING

RFID Journal e-newsletters provide timely coverage of the rapidly evolving industry, and are how more than 50,000 decision-makers—including senior executives and implementers at leading companies around the world—stay up to date on RFID and applications of RFID. We publish a general-interest newsletter, a newsletter for premium subscribers, and newsletters covering the retail/CPG, health-care/ pharmaceutical and manufacturing sectors, as well as deployments in Europe and Brazil.

Reach more than 50,000 key decision-makers



ADVERTISING OPTIONS

	1X	3X	6X	12X
TEXT AD	\$1,395	\$1,345	\$1,245	\$1,195
BANNER AD	\$795	\$745	\$645	\$595

TEXT AND BANNER AD SIZES

1 TEXT ADS 4 lines of text, 70 characters per line (including spaces); the fifth line is a live link to the advertiser's URL. Additional lines (in excess of 4): \$200 per line.

2 VERTICAL BANNER (120 x 240 pixels, 12K maximum file size) Location: Right-hand column

3 TAB (120 x 90 pixels, 10K maximum file size) Location: Right-hand column

4 SPONSORED LINK (\$500 per newsletter)

NOTES:

- Prices are per e-newsletter.
- Ad copy is due a minimum of two business days prior to scheduled run date.
- A 50% cancellation fee will apply.
- Accepted banner formats: JPEG, GIF, animated GIF (no Flash).
- Maximum number of ad loops and slides: four.
- Contact your sales rep for schedule.
- Ad clickthrough data for each issue available upon request.

TERMS:

- Due dates: Insertion orders and creative must be received 5 business days prior to flight date. For third-party or rich-media ads, please allow 7 business days prior to flight date for testing purposes. Your impression buy is not guaranteed until a signed insertion order is received by RFID Journal.
- Tracking and reporting: RFID Journal gives advertisers access to online performance reports, which include impressions, clicks and yield. Complete instructions, including URL, user name and password, are sent upon flight date.
- Guarantee: All RFID Journal schedules are 100% guaranteed.

- based on traffic. In the event of a shortfall, we will deliver make-good impressions during or immediately following the flight.
- Creative may be changed on a monthly or biweekly basis, if set up prior to campaign start. 4.0 browser-compliant and rich media ads must detect for browser or appropriate plug-in. If these are not present, you must serve a GIF.
- Video, pop-up and sound are not accepted. Animated ads can loop no more than 4 times and have no more than 4 slides.
- Ads must not resemble RFID Journal editorial content and must not include reference to RFID Journal unless part of an

- authorized partnership.
- Click counting is not guaranteed by RFID Journal for third-party or rich-media ads.
- All creative submissions are subject to RFID Journal approval. We retain the right to pull any campaign for any reason (such as questionable content, broken images or links, interference with our site or user experience, or conflicts with RFID Journal's own products or advertising).

14

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E-NEWSLETTER

2021 E-NEWSLETTER CALENDAR

Our general-interest newsletter covers topics relevant to all readers, while the others focus on RFID's use in Europe, as well as the retail, pharmaceutical and manufacturing sectors.

JANUARY

Europe	04
Manufacturing	05
General	07
Retail	12
General	14
Health Care	19
General	21
General	28

FEBRUARY

Europe	01
Manufacturing	02
General	04
Retail	09
General	11
Health Care	16
General	18
General	25

MARCH

Europe	01
Manufacturing	02
General	04
Retail	09
General	11
Health Care	16
General	18
General	25

APRIL

General	01
Europe	05
Manufacturing	06
General	08
Retail	13
General	15
Health Care	20
General	22
General	29

MAY

Europe	03
Manufacturing	04
General	06
Retail	11
General	13
Health Care	18
General	20
General	27

JUNE

Europe	07
Manufacturing	08
General	10
Retail	15
General	17
Health Care	22
General	24

JULY

Europe	05
Manufacturing	06
General	08
Retail	13
General	15
Health Care	20
General	22
General	29

AUGUST

Europe	02
Manufacturing	03
General	05
Retail	10
General	13
Health Care	17
General	19
General	26
Europe	30

SEPTEMBER

General	02
Manufacturing	14
General	16
Retail	21
General	23
Health Care	28
General	30

OCTOBER

Europe	04
Manufacturing	05
General	07
Retail	12
General	14
Health Care	19
General	21
General	28

NOVEMBER

Europe	01
Manufacturing	02
General	04
Retail	09
General	11
Health Care	16
General	18

DECEMBER

General	02
Europe	06
Manufacturing	07
General	09
Retail	14
General	16
Health Care	21