

Selling Paid / Sponsored Content

www.360AdSales.com
Ryan Dohrn, Founder
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Define it...

- Articles we would normally publish that a client can sponsor. - Sponsored
- Articles we write in a custom way around a theme that the client can sponsor. Maybe the client is a subject matter expert. - Sponsored
- Articles/content provided by the client and sponsored by the client. - Native

Value of Paid Content

- Creates high visibility
- Thought Leadership – Experts on a subject
- Educate the consumer
- Case histories - solutions

Secret Sauce

- Keys to selling paid content
- Creativity is key
- This is a shiny object... look over here.
- Sell the promotion around the content offering
 - There is power and money in the promotion
- Use simple tools to explain complex ideas
- This is not a “no-brainer”

BEST PRACTICES

- Content often comes from a separate budget than ads
- Custom content requires a dedicated project manager
- Do not use staff writers – freelancers
- Content projects require more lead time and more oversight
- Custom content, done well, makes your customer look good

Maximum Exposure Sponsored Content Plan:

1. Each month a two-page article of 1200 words or less with photos is featured in Sales Pro Magazine. Amtrak is positioned as a subject matter expert (SME) in the article. Total monthly readers, 55,000.
2. Article will be featured online at SalesTrainingWorld.com . Total monthly unique readers online 15,000.
3. Article will be promoted two times each week on the STW social media channels. Total monthly reach estimate of 75,000 readers.
4. Article will be mentioned in one monthly eNewsletter push to 5,700 readers.

Monthly reach of campaign: 150,700 readers

Monthly value of the campaign: \$6500

DISCOUNT for multi-media buy: - \$1250

Actual cost: \$5250 per month

Smart Exposure Sponsored Content Plan:

All of the Maximum Exposure Plan above minus Print.

Monthly reach of campaign: 95,700 readers

Monthly value of the campaign: \$5900

DISCOUNT for multi-media buy: - \$950

Actual cost: \$4950 per month

Basic Exposure Sponsored Content Plan:

All of the Smart Exposure Plan minus Print and Social.

Monthly reach of campaign: 20,700 readers

Monthly value of the campaign: \$3500

DISCOUNT for multi-media buy: - \$350

Actual cost: \$3150 per month

Note: All value based pricing above is based on a minimum three month campaign.



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the Rise of
Robots

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React

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Special Reports Video Photo Ebook Newsletters **JUST IN** Speak, Clarence, Speak! *Andrew Cohen*

SPONSOR CONTENT What's This?

David Miscavige Leads Scientology to Milestone Year

Under ecclesiastical leader David Miscavige, the Scientology religion expanded more in 2012 than in any 12 months of its 60-year history.

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12:25 PM ET



PRODUCT SPOTLIGHT

Hat by Kuhl Skull Cap \$19.99

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To enjoy the best mountain experience, you must equip yourself with the proper gear. Active NorCal teamed with Sports LTD to spotlight the best equipment for all your winter activities.

Against the skin Merino Wool (orange) Tech T Lite 150 \$64.99

Insulation Jacket by Marmot, Variant \$169.99 (grey)

Outershell Patagonia Piolet \$329.99

Apex Legging \$99.99

The North Face Freedom Pant \$140.00

Moab Polar Waterproof boot by Merrell \$109.99

The Ultralight Merino Wool Sock by Darn Tough \$23.99

Fizz Hat \$29.99 & Robin Wristlets \$29.99

ThermoBall Jacket \$199.00 By The Northface

Burton Fly Pant in True Penny Huntsman Plaid \$179.99

Icebreaker Merino Wool Vertex Half Zip \$104.99 and Oasis Legging \$89.99

Boots by Keen The Hoodoo II \$149.99

Merino Wool Socks by Darn Tough Edelweiss OTC \$25.99



ARGUMENT

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Bryan Gardiner
(@brygardiner)
is a contributing
editor at WIRED.



on finding and developing tal-
ent in-house rather than hiring
it away from the competition.
But there are still plenty of oth-
ers whose MO basically amounts
to: Find established star players;
hire them away with the help of
ridiculous perks; hope to profit.

What companies should really
focus on identifying aren't the
stars but the black holes. In one
recent study at Harvard Busi-
ness School, professor Dylan
Minor looked at the effects of
so-called toxic workers on cor-
porate performance. These bad
apples weren't just unpleasant to
be around, Minor says, they also
cost companies significant chunks
of money through decreased
worker morale, high turnover,
and, in extreme cases, litigation.
While a top-1-percent superstar
may deliver \$5,303 in savings per
year through increased perfor-
mance, Minor found, firing, fix-
ing, or avoiding a toxic worker
altogether can net \$12,489.

It's hard to resist a super-
star's immense gravity. But we
shouldn't let our fascination
with these elite talents over-
shadow the circumstances that
allow them to excel. Nor should
we assume that their talents will
perfectly translate to new sit-
uations. If Silicon Valley wants
to keep innovating, it needs to
stop treating talent like some
static commodity to be wor-
shipped and poached, and start
directing resources toward cre-
ating corporate cultures where
talent can be grown and sup-
ported. Either that, or just stick
to poaching women. **X**

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innovations and products
that will shape our tomorrow.

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unique perspectives to join
forces to create—something
new, something ingenious,
something that will inform the
future. After all, these are the
principles by which WIRED
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M EMPOWERING INNOVATION TOGETHER™

This spring, WIRED Insider's DIY expert sat down with engineer, prop builder and cosplay master Grant Imahara to talk about his experiences building Captain America's shield, Iron Man's gauntlet, and what it takes to bring superhero engineering into the real world.

Q&A WITH THE MAKER

Do you think movies like "Marvel Captain America: Civil War" can inspire real-world innovation?

Yes, I think it challenges the imagination and opens up new limits and possibilities. Think about all the great movies that introduced new worlds of technology and advancement. It gives engineers like myself something to work toward as we strive to make it a working reality. Mouser and Marvel teamed up to create real-life versions of Captain America's shield and Iron Man's hand. I had a significant role in the build of Iron Man's hand.

What were some of the challenges of building real-life working versions of superhero technology in the Mouser project build?

You're going to run into challenges with anything that you take from movies or TV or comic book lore, just because most of the times these things aren't bound by the laws of physics or even materials that you can actually get in the real world (like Vibranium)! But that's what makes it fun! As an engineer, the challenge is to see how close I can get to replicating this technology with what is available today and to see the final object is very satisfying.

What gear did you actually build? And did it work like it does in the movie?

We built the Shield for Captain America using lightweight foam, making a shield shape and mounting that to the drone.

We then hacked into the drone controls using a digital potentiometer and a high precision accelerometer from Analog Devices. So he basically deploys the shield—it goes off and flies—then comes back and finds his arm.

For Iron Man's Gauntlet, there's now a laser array that deploys from his forearm. So I got some of the highest power lasers that I'm legally able to own in the United States and I built the gauntlet with a laser array that pops out using a microcontroller, a couple of servos, some Molex Interconnects, and an Analog Devices DC/DC converter to power it all. These are just some of the newest products that Mouser stocks to be used in design projects like this one and we're going to have a showdown: Cap' versus Iron Man. Just like in Civil War, and see which hero's going to come down on top!

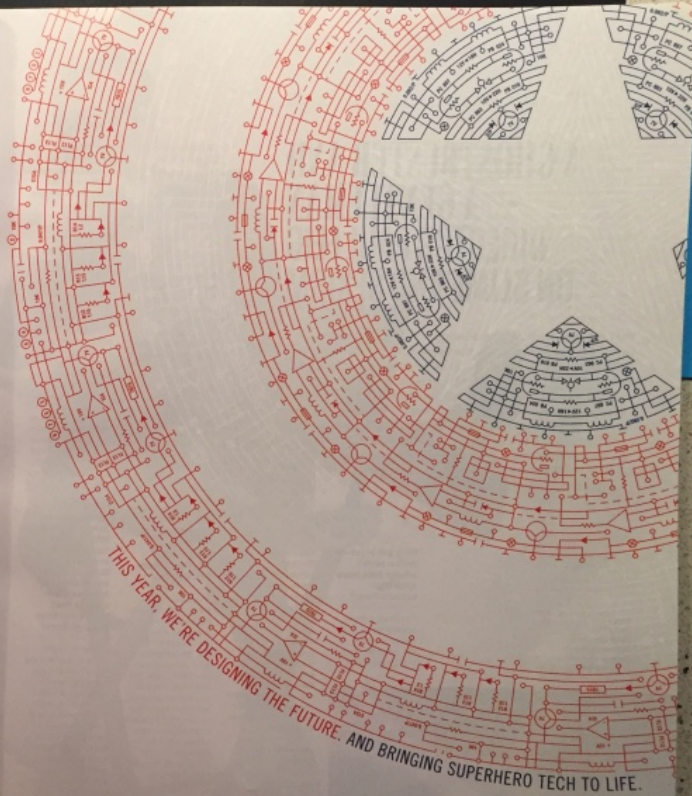
Why did Mouser want to partner with Marvel? How did this collaboration work?

One of the things we're doing with Empowering Innovation Together™ is inspiring engineers of all ages to solve various challenges, and have fun in the process. Marvel is a good fit because many of the superpowers their heroes use are based on amazing feats of engineering. Tony Stark—Iron Man—is an engineer. Not only that, it opens up engineering to a much younger audience. Hopefully, many of the kids watching the movie and eating popcorn will one day become our next generation

of engineers. Mouser wants to be a part of the future generation of engineers.

What were some of the resources that you used?

For this project we utilized a lot of 3D printing. In fact, I pulled out almost every tool in my shop: there was laser cutting, 3D printing, CAD/CAM, vacuumforming, microcontrollers and servos. You know, it's more than just a mechanical thing—the Shield and gauntlet also have the prop aspects to them. The goal is to make it look like a real—well, as real as an imaginary thing can be [laughs]—we want to make it look like a real Iron Man gauntlet. And that's why I've got my 3D printer. So that I can make Iron Man armor for myself just to cosplay in. But even better if there are elements of it that actually do what they're supposed to do



Join host Grant Imahara in our brand-new Innovation Lab throughout 2016 for a series of Empowering Innovation Together™ projects. We'll test the boundaries of drone technology, 3D print a car and even partner with Marvel to build Captain America's Shield and Iron Man's Gauntlet. Learn more about our newest products and get inspired at mouser.com/empowering-innovation.



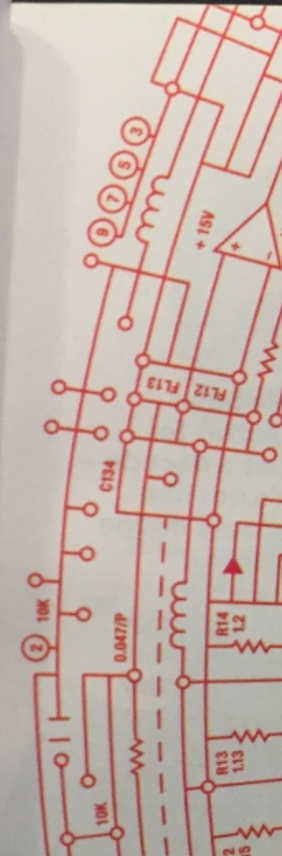
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BRINGING TECHNOLOGY TOGETHER™

... sat down with engineer, prop builder and cosplay master
... experiences building Captain America's shield, Iron Man's gauntlet,
... engineering into the real world.





EMPOWERING INNOVATION TOGETHER™

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Rikki Farr on the Art of Audio

We sat down with the brilliant Rikki Farr to discuss the state of consumer speakers and their role in home automation heading into this fall and holiday season. Farr revealed that his company RIVA will be releasing a new smart system at CEDIA this year that he claims will constitute a sonic revolution for



the average consumer – in terms of both style and, most importantly, substance.

"Everybody uses the word multi-room, but we are multi-space," Farr says describing the WAND (Wireless Audio Network Design) system. The audio capabilities are staggering. "We support both 5ghz and 2.4ghz WiFi, and the rates off are staggering. We support both 30 and 100 yard range, we are very fast. And where some people are limited to 30 yard range, we are 100 yard range, which supports indoor and outdoor use. WAND also plays high quality audio, up to 24/196, and has many connectivity options and works with many streaming services."

Farr points out that while other audio companies have gotten a reputation for gouging, RIVA has kept up some fairly friendly figures. For instance, RIVA ARENA will retail at just \$249, which is a comparative bargain considering that this system will be smart home ready, speak multiple languages, and have a battery life of 15-16 hours.

Farr has even higher ambitions – his quest being to create a no-BS market for audio where perfection (not bells & whistles) is always the goal. For Oscar Wilde (who is, Farr tells me in passing, one of his favorite authors), he sums up his personal mission thus: "Behind the perfection of a man's work lies the passion of a man's soul."

SMART HOME REVIEW: The Fluent Doorbell Camera



In these trying, turbulent times, you never know what will wind up on your doorstep. Teaming up with technology can help you monitor your home more safely, though, and ensure your property is secure.

One monitoring system crams a slew of security features all into the package of a doorbell measuring only 2.8 inches in diameter. The Fluent Doorbell Camera provides a sleek and simple platform to monitor your home in all ways imaginable.

The camera boasts 1080-pixel quality, a 5x zoom, and color night vision to make sure you can see anywhere at any time of day. The camera also has video recording should you need to playback a particular moment, and can be viewed remotely on a mobile device.

In addition to the video monitoring, the doorbell has a motion sensor that alerts you whenever someone comes to the door. It

also has two-way communication, allowing you to speak with that person without having to open your door to her or him. Lastly, the doorbell promises durability with weather resistance tested from -40 to 140 degrees Fahrenheit.

Combining all of these features with the Fluent Doorbell opens doors to new ways of managing your property. Consider, for example, that you could have someone scheduled to come take care of your dog during the middle of the day. When the person arrived, you could verify her status with the mobile streaming on your phone, work, and then allow her to enter your home without having to worry about coming home to let her in or having to

Fluent Doorbell Camera fits seamlessly into your home monitoring system, allowing you to feel safe inside your home, and assures that your home will be safe when you're not there.

Immigrant Mark McCourt's Entrepreneurial Journey



immigrating to the U.S. from Australia as a heater creator and owner of Envi Heat, Inc. McCourt is inspired by the dream that anyone can succeed through hard work and courage. He started selling heaters in his living room with his young family as the business grew. However, serious quality issues arose, putting his business and sending him back to the drawing boards.

Eventually, after numerous prototypes and Envi Heater came to life in the heart of America. The company began by choosing a contract manufacturer with the experience, manpower, and infrastructure to produce the product but to provide the quality that "Mark" products are expected to achieve. As a result, Envi Heater manufacturers in the nation now builds the Envi Heater.

The Envi Heater takes the concept and perfects it into imported wall and space heaters to the next level by using new, updated technology and not skimping on the details when it comes to quality control and safety. With a surface temperature of only 90 degrees, it's fairly cool to the touch. Pairing that with a built-in automatic thermal cutoff, high quality insulation preventing heat from escaping into the wall it's mounted on, the Envi is quite easily the safest wall heater on the market today.

Hundreds of thousands of these American built heaters have been installed in homes, apartments, and commercial spaces. Once again, the reason for having American technology designed, developed, and produced in the USA is solidified all the more.

Adding voice control to the smart home is very much the trend du jour, with many major brands introducing different ways to let you talk to your home – literally. But why is there such a focus on voice control?

In its current form, voice control is still far from being the be-all and end-all. Here's one problematic question: When you say "lights on," how will the technology know which lights you're referring to? Is it only those lights where the device is located? Would you need a voice recognition device in every room of the house? It could get expensive at \$99-\$179 per room/voice recognition zone.

Because Siri lives on your iPhone, you could also voice command during your commute so that you have things the way you like them once you get back home. However, this raises another important question: Should we even be able to command things in our home remotely?

Internet powered commands are risky when it comes to serious smart home functions. If your Internet happens to be down during a home or medical emergency, you would definitely not want it to affect whether you can unlock your front door!

However, remote controlling your home may start to work well when low-cost devices are located in each room and can process your commands immediately. Swann, for instance, focuses on localized voice and rule processing in each zone (which does not require an Internet connection). This may save you precious time and ensure that security and/or safety critical commands are appropriately obeyed.

Speak Your Mind in your Smart Home



home automation
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Rikki Farr on the Art

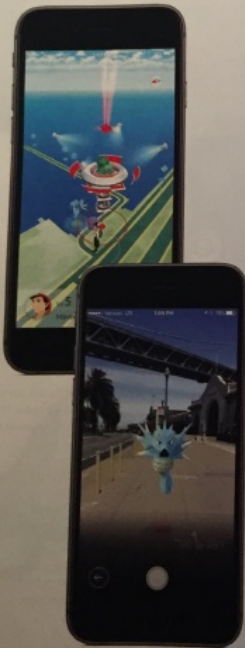
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Pokémon GO

Just Caught All Your Private Info

by Jason Thomas



We all play games. And, no, not psychological games, but real games. Like Monopoly. Who hasn't endured a marathon session of Monopoly with family or friends late into the night. Or perhaps an epic session of Cards Against Humanity. Maybe fantasy sports is your thing. Whatever the case, we are all game-players. A few months ago, Pokémon GO became for many of us a significant addition to our repertoire of favorite games, and, in doing so, created a security and privacy nightmare.

According to App Annie, approximately 1 in 10 Americans play the game every day, with about 1 in 5 in the 13-24 age group. Almost since its release, Pokémon GO has held the top spot for most downloaded app both in the Apple App store as well as Google Play. It reached the #1 grossing app faster than the popular Clash Royale, and the average user plays it for over an hour a day. The in-app purchases bring in about \$6 million per day in the U.S. alone. "I can easily envision a run-rate of over \$1 billion per year with less server issues," said Fabian-Pierre Nicolas, Vice President of Marketing and communications at App Annie. "A worldwide presence, and more social and player-vs.-player features."

But, all this success comes at a cost. When first released, if you played Pokémon GO on iOS and logged in using your Google account, the game supposedly had full access to your

Google information. That means the game for a period of time could allegedly view and read email, delete Google Drive documents, and download your photos. Niantic, the creator and publisher of the game, released a statement soon thereafter admitting to the oversight.

"We recently discovered that the Pokémon GO account creation process on iOS erroneously requests full access permission for the user's Google account. However, Pokémon GO only accesses basic Google profile information (specifically, your user ID and e-mail address) and no other Google account information is or has been accessed or collected. Once we became aware of this error, we began working on a client-side fix to request permission for only basic Google account information, in line with the data we actually access. Google has verified that no other information has been received or accessed by Pokémon GO or Niantic. Google will soon reduce Pokémon GO's permission to only the basic profile data that Pokémon GO needs, and users do not need to take any actions themselves."

But much of the outcry by privacy advocates may have been unwarranted, as Pokémon GO claims it couldn't access emails, or files, or other private information. Nevertheless, at the end of July, the Electronic Privacy



Information Center (EPIC) asked the Federal Trade Commission (FTC) to look into the data collection process of Niantic. According to EPIC, "the company continues to collect detailed location history and has access to smartphone cameras" via the app even after the update that was supposed to reduce the amount of information it collects.

It appears as though EPIC's concern is not so much with the app, but with the history of Niantic's CEO, John Hanke. Hanke founded Niantic, laying the groundwork for apps like Google Earth and Google Street View. Additionally, Niantic developed the game Ingress for Google, an augmented reality game similar to Pokémon GO. When first released, Google Earth, Street View, and Ingress all experienced privacy-related backlash.

"History suggests Niantic will continue to disregard consumer privacy and security, which increases the need for close FTC scrutiny as Niantic's popularity – and trove of sensitive user data – continues to grow," EPIC writes. "Moreover, given the prior history of Google Street View, there is little reason to trust the assurance regarding the current state of Niantic's data collection practices."

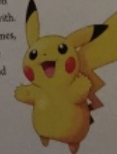
Further bolstering EPIC's concerns, Senator Al Franken (D-Minnesota), in a letter to Niantic, called on the game developer to reveal how it collects and retains user data:

"Pokémon GO – in less than a week's time – has been downloaded approximately 7.5 million times in the United States alone. While this release is undoubtedly impressive, I am concerned about the extent to which Niantic may be unnecessarily collecting, using, and sharing a wide range of users' personal information without their appropriate consent. I believe Americans have a fundamental right to privacy, and that right includes an individual's access to information, as well as the ability to make meaningful choices about what data are being collected about them and how the data are being used. As the augmented reality market evolves, I ask that you provide greater clarity on how Niantic is addressing issues of user privacy and security, particularly that of its younger players."

Most app users never think through all those little permissions they grant when downloading and installing an app. They simply want to click through and begin using it. Unsurprisingly, this can cause problems. More so when the primary users of the app are young people (as is the case with Pokémon GO), they can be giving over information their parents might be uncomfortable with. There's nothing wrong with playing games, or wanting to use the latest app. But we have to ask ourselves if convenience and a Pikachu are worth giving over our most private information. ■



Senator Al Franken expressed concern over Pokémon GO's user privacy rights.

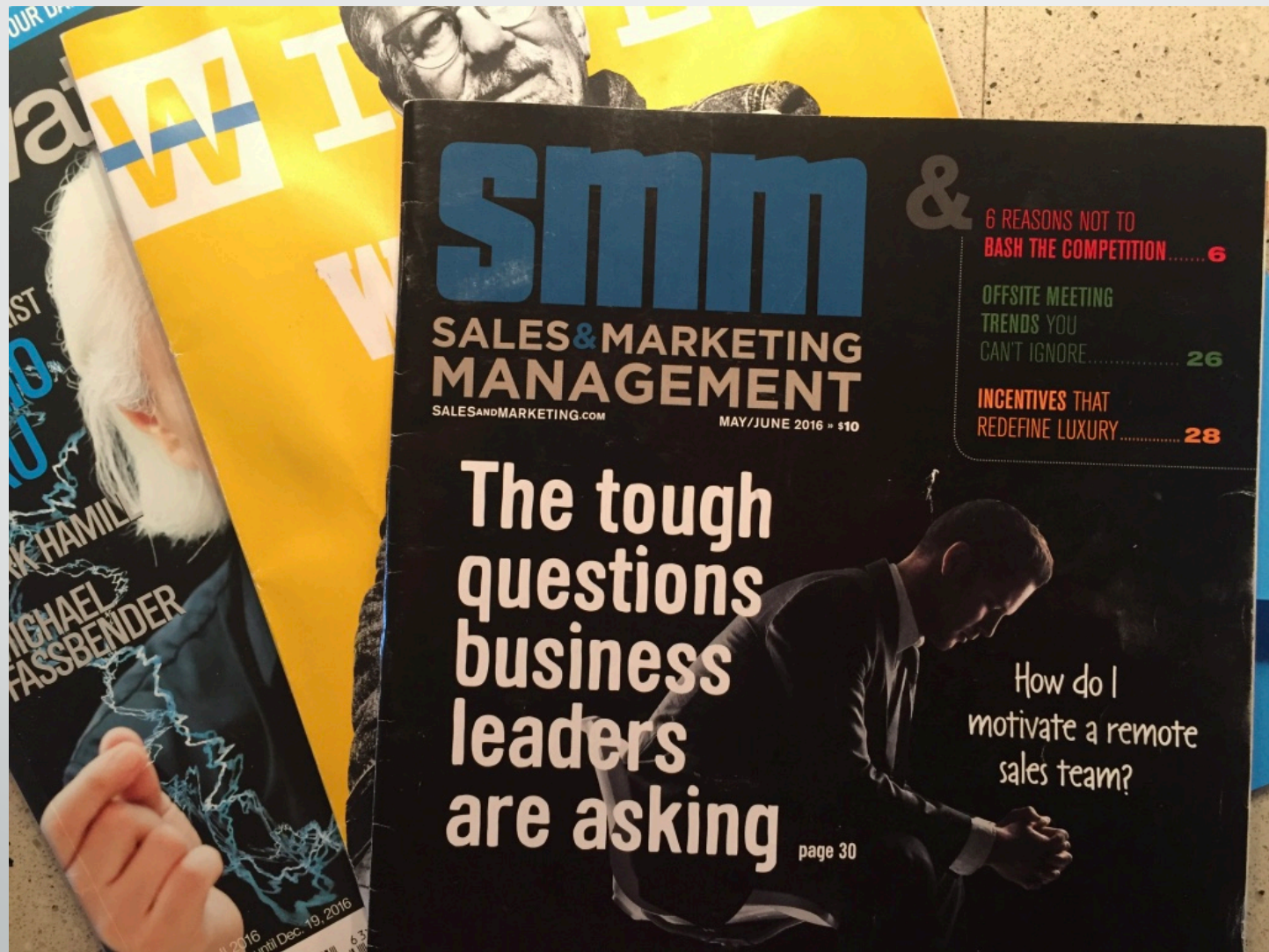


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Pokémon

Just Caught All Your Pr

by Jason Thomas



You, too, can be a productivity expert

With his new book, "Smarter Faster Better: The Secrets of Being Productive in Life and Business," Pulitzer Prize-winning *New York Times* business writer **Charles Duhigg** has followed up his bestseller on habits with a close look at the choices the most productive among us make and how we can join them.

SMM: Joel Stein of *Businessweek* wrote in his review of your book, "He's a reasonable man trying to figure out how we all can do a little better by adjusting our life a bit." Is that a fair summary of what you were after with this book?

DUHIGG: I felt like there were people out there who seemed to get everything done that I did and more, but who still seemed relaxed and on top of things. I reached out to researchers to ask them, "Am I right? Are these people super-productive?" And researchers said they are. We know from research and science that there are some people who are vastly more productive than others. There are some companies that are more productive than other firms. The secret isn't that they are working harder, it's that they are working differently. They are thinking differently. They are in many ways thinking just a half an inch deeper about their goals, about their priorities, about how they sharpen their focus, how they self-motivate. And that half-inch makes all the difference whether someone is vastly different or simply busy.

SMM: Is this an innate quality, something that is learned, or is it a bit of both?

DUHIGG: It's absolutely learned. Anyone can train themselves to think differently in ways that create more productivity. Anyone can take more control over their life. It's a matter of simply being exposed to the right lessons. But it's a skill, just like reading or writing.

SMM: In one chapter, you examine the importance of mental models. You explain that the most productive among us run through situations in their head before they occur. In your example in the book, this literally has life or death consequences. In sales, is it fair to say the mental model is exemplified by role playing?

DUHIGG: That is absolutely fair. One of the best ways to establish strong mental models is to tell yourself a story of what you expect to happen. Role playing is exactly that—it's taking a script and practicing that script. What we know is the people who seem to do best at sharpening their focus and being able to avoid distractions are people who have unusually detailed mental models—unusually detailed stories that they have told themselves.

SMM: You explore the five different cultures that companies tend to fall into, the most successful being a commitment culture. Can you summarize what you feel a commitment culture is?

DUHIGG: It's a place where people feel the company is committed to their success in a long-term manner. That tends to manifest in companies that are resistant to layoffs or companies that try to accommodate employees when they have life changes. Losing employees to competitors is the single greatest cost to a company. So the question is, how do you establish a culture where people believe that the company is committed to their success in good times and in bad?



CHARLES DUHIGG

SMM: As you were researching that, did any companies stand out as being strong commitment companies?

DUHIGG: If you look at the ways that companies like Google—now Alphabet—and Facebook and Netflix are changing, all of them are trying to become more commitment companies. Google spends literally millions of dollars studying how to make their employees happier and more productive.

SMM: Your first book was about habits. Have you adopted any new habits in your quest to be more productive?

DUHIGG: I write my to-do lists very differently and I try to spend my time on the subway when I commute in visualizing very deliberately what my day is going to be like and what my top goals are.

Is Amazon a commitment company? Duhigg shares his thoughts on that and more in the extended version of his Q&A at SalesandMarketing.com/Closers.



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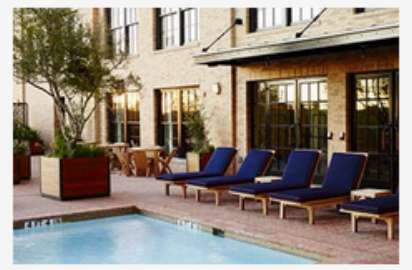
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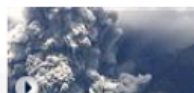
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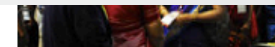
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The Saturday Essay: As computer pioneer Alan Turing is honored in the film "The Imitation Game," we see now that today's biggest innovations are coming from the combination of human inspiration and computer-processing power, writes Walter Isaacson.



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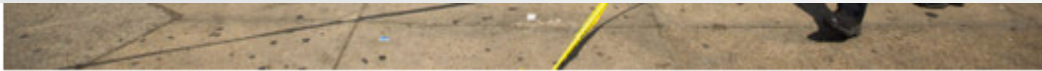
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culture change," he says.

Ventura started out moving in slightly smaller circles. When he was 23, he was a junior ad man at a company that fired him about a year in. He took everything he learned, dusted himself off, and started all over again.

But it turns out that a tough beginning can sometimes be exactly what it takes to create something remarkable. A year after his untimely dismissal from that job, Ventura started Sub Rosa.



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3 HOURS

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THE WHISKEY WITH THE JOBBILLERS IN

Was he ready to start his own business? "I was perpetually ready and never ready," Ventura says today. But ready or not, he quickly assembled a team that seemed set to go places ... and then within five years, his partners all left.

Ventura rebranded and set off again, gathering new people

New England TODAY



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Ever wonder “What do fireflies eat?” or “Why do fireflies glow?” Well, wonder no more! Here are all the enlightening answers.



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Bass Harbor Lighthouse | Tremont, Maine's Striking Landmark

Perched on the rocky coastline of Maine's Mount Desert Island, Bass Harbor Head Lighthouse may be one of Maine's most dramatic landmarks.

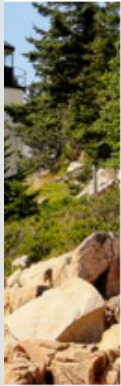


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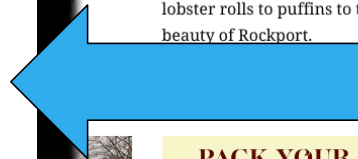
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Best Lobster Rolls in Maine

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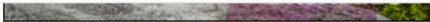


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4.04 avg. rating (80% score) - 24 votes

Where do you go to get the best lobster rolls in Maine? We break it down for you with this list of our favorites.

A lobster roll is a simple thing: basically, cold lobster meat stuffed into a warm bun. It's the street food of the rocky Maine coast—a vernacular masterpiece served high and low, at lobster pounds, cookhouses, and seafood shacks, at supermarkets and gas stations, at fast-food chains and in home kitchens.



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U.S. infrastructure gets near failing grade in new ASCE report

Mar 9, 2017 Drinking water received a D, wastewater a D+ in 2017 ASCE Infrastructure Report Card.

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We Can't Do What We've Always Done.

Read about the 7 reasons why municipalities need to consider putting wastewater inside a pipe. Closed vessel treatment is the most practical solution as it is cleaner, safer, quicker and more efficient than the traditional open channel method.



Kinetico Incorporated expands partnership with charitable water program

Mar 9, 2017 Company to match funding for Drink Local, Drink Tap projects.



USDA selects Evoqua for disinfection at Moore Air Base in

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Headlines for the week of Feb. 27, 2017

- Scott Pruitt confirmed as EPA head, addresses agency
- State backs Flint's spending plan
- Reclamation announces water marketing strategy funding opportunity
- Pope Francis participates in 'Dialogue on Water'

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WATER TECHNOLOGIES

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ETS-UVTM DISINFECTION SYSTEMS OPEN CHANNEL VS CLOSED VESSEL

TRANSFORMING WATER, ENRICHING LIFE

By: Tina Pawicz Introduction

Ultraviolet disinfection is now a standard feature in most wastewater treatment systems. UV has also been embraced by the drinking water community as an effective barrier against chlorine tolerant organisms such as Cryptosporidium and Giardia. The technology is widely favored in wastewater treatment due to its non-chemical nature, the fact that no subsequent dechlorination process is required and its ability to be unselective in disinfection performance.

Consulting engineers sometimes overlook the recent progress in UV technology and the impact that hydraulics can have on UV system performance continuing to place UV lamps in open channels. A more efficient approach is to contain the waste stream in a pipe and disinfect the fluid in a closed vessel.

UV light works by causing permanent damage to the DNA found in all living species. Once the DNA becomes damaged, the organism is unable to carry out the routine cell functions of respiration, the assimilation of food and replication. Once the cell is rendered non-viable, the organism quickly dies. The difference in UV system efficiency from the various UV manufactures was made transparent with the advent of UV system validation using bioassay techniques. The techniques have been well established for drinking water



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