

IT Video

Affiliate your company with the latest products and technologies by sponsoring online videos on **NetworkWorld.com**. Your company's pre-roll can be commercials or other creative video your company has already developed. While the pre-roll runs, an IMU-sized ad appears over the video library content. Your banner ad, running alongside streaming video, provides a complete branding package.

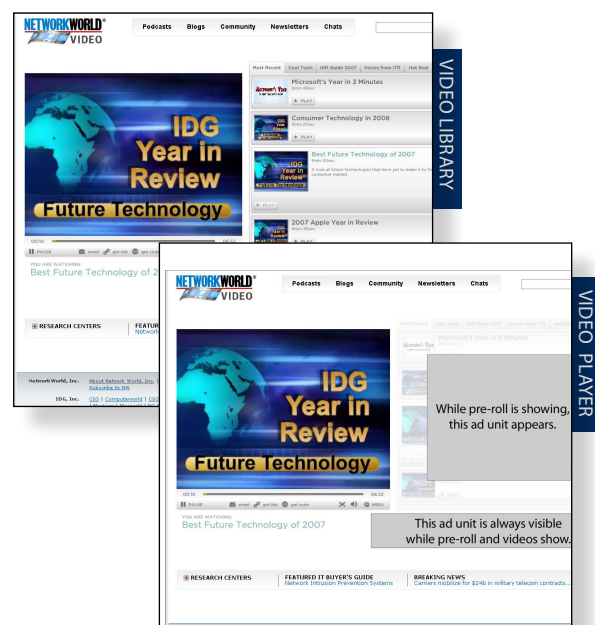
Program Details

- 15 second pre-roll sponsorship.
- Synchronized banner ads running on the video library with pre-roll.
- 25% share of voice sponsorships.

Promotion

- Video tab on nav bar throughout the site.
- Cool Tools on home page anchoring the "weekend edition" and in weekly Cool Tools Alert Newsletter.
- Promoted in the Network World Daily newsletter, as well as in topic-specific news alerts and searches.
- All video pages have keywords and topic tags for SEO.
- In-content players around the site.

Total Cost: \$5,350 (net) per month



Branding & Visibility – while the viewer is actively engaged.

- When the pre-roll starts to play, the content in the Video Library fades and a 300x250 ad unit appears.
- A 468x60 ad unit appears to the right of the video title and description; this unit stays visible during video viewing.
- All ad units are fully clickable, including the pre-roll.

Don't miss out! Contact us today to reserve your IT Video sponsorship.

For more information contact sales@nww.com, Corporate Sales at 800-622-1108 or West Coast Sales at 415-267-4511.

