

Executive Guides

Leverage Network World's award-winning content to capture qualified leads and fill your sales pipeline.

Executive Guide Benefits

Exclusive sponsorship. There is only one sponsorship opportunity available at a time for each Executive Guide. Choose the topic that works best for your product or technology solution.

Lead ownership. Generate and capture qualified leads and fill up your sales pipeline.

Leverage Network World content. Brand and increase visibility with this exclusive content from Network World — the most trusted source of information for Network IT buyers.

Turnkey solution. Network World handles all of the details to provide you with a complete turnkey marketing solution.

Promotion. Network World manages the promotion of the Executive Guides with a combination of e-newsletters, e-mail promotion and other site promotion to ensure you reach your best potential customers.

Program Details

- Registration form with business card data.
- 600 leads guaranteed over three months.*
- Your logo featured on the front cover design.
- Each page indicates "Sponsored by" with a link to your website.
- Your white paper is included at the end of the Executive Guide.
- One page company profile on second page of Executive Guide.
- Clickable IMU promotional units included in body of copy.
- Promotion on NetworkWorld.com includes:
 - E-mail promotion (30,000 estimated impressions)
 - E-newsletter promotion (30,000 estimated impressions)
 - Other site promotion, based upon available inventory.
- Weekly lead delivery.

COST: \$33,000 net for 3 months.

*Lead Disclaimer: Network World removes "micky mouse" leads, duplicates & up to three client competitors.



Executive Guide Topics Include

- Storage: Faster, cheaper, greener
- WLANs come of age
- VoIP: The core economic and management issues
- Readying for the arrival of cloud computing
- Applications: Thinking outside the software box
- Delivering mobility to the enterprise
- and many more

Put information about your technology solution in the hands of your best potential customers today.

For more information contact your Network World sales executive (www.networkworld.com/media/salesContacts.html) or Online Sales at 508-935-4586.