

Masters of... Microsite

The Network World "Masters of..." program takes a deep dive into a technology area central to your company's marketing and sales strategy and provides the news and technology insights necessary for IT leaders to take their enterprise strategy to the next level. By using a combination of formats and assets, you can connect with our audience—your customers and prospects—on a topic important to them, and leverage your interaction with them in a meaningful way. This program provides you with a way to leverage existing content assets alongside continuous updates of original content to build community. All this with the brand-association with a recognized industry expert and co-branding with Network World to build additional credibility.

Program Benefits

- Position your company as a trusted partner when customers and prospects are researching a specific technology.
- Engage customers and prospects and guide them through the purchase process with a destination microsite with continuously refreshed content.
- Build community with your most important targets through interactive forums providing the information they need on an on-going basis.
- Associate your company's products and solutions with a leading industry expert and the Network World brand.

Program Details

Topic Categories

- Virtualization
- Storage
- Data Center
- Mobility
- WAN Optimization
- Green IT
- VoIP/Convergence
- Cloud Computing
- Servers
- Security

Online Resource Center

- Your Masters of... microsite, embedded within NetworkWorld.com, provides in-depth and contextually relevant information – that additional deeper dive today's IT leaders are seeking.
- A recognized industry expert will engage visitors with a continual stream of fresh content including:
 - Custom Weekly Blog
 - Daily Topic Updates
 - Two Live Chats (Audio Webcasts) for interactive discussion
 - Two Executive Interviews: turnkey program featuring a one-on-one executive interview showcasing your company's executive management's corporate or technology vision. Available as one page pdfs in Masters of... microsite.
- Original content is complimented by existing Network World syndicated content.



Don't miss out! Contact us today.

For more information contact your Network World sales executive (www.networkworld.com/media/salesContacts.html) or:

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Program Details (continued)

- Your messaging is prominently positioned and surrounded by contextually relevant content when IT leaders are looking for leading-edge ideas to help their organization compete.
 - Logo prominently positioned at top of microsite
 - Banner advertising positions
 - Featured product offering
 - Product and service links

Promotion

- All assets posted to the microsite will also be listed within the relevant areas on NetworkWorld.com.
- Your Masters of... microsite is hosted on NetworkWorld.com (1.6 million monthly unique visitors) for 3 months.
- Over the 3 month program Network World will use Network World created ads to promote the Masters of... microsite through a targeted campaign including:
 - 27,000-33,000 (estimated impressions) via 3 welcome ads, based on availability.
 - 650,000 targeted newsletter impressions.
 - 90,000 impressions via targeted email campaigns.
 - 500,000 ROS banner impressions. Ad size based on availability.
 - 3,000,000 text link impressions
 - Up to 24 Whitepaper and Podcast postings
 - 200,000 promotional slot impressions

Reporting

- Sponsors receive viewing statistics for click-throughs, time spent, where clicked, and download activity.
- Sponsors receive contact information for each individual registering to receive supplied downloads. Full profiles of the leads delivered on an on-going basis.
- The entire set of viewing statistics and leads/registrants is delivered at the conclusion of the campaign.

Program Timeline

- The program (editor assignment, microsite development, and design) will be completed in 4 weeks.

COST: \$135,000 (net) for 3 months

The following represent editorial resources we may call upon when creating content for the Masters of... program. Through their work with Network World they have a strong commitment to creating content that engages readers in discussions and encourages them to share their ideas, questions and insights.

Masters of Security

Richard Stiennon is a security industry analyst, popular speaker and founder of Seccom Global, a managed security service provider focused on unified threat management. He was most recently chief marketing officer for Fortinet.

Masters of Unified Communications

Johna Till Johnson is president and senior founding partner of Nemertes Research, where she sets research direction and works with strategic clients. She has decades of experience in IT structure, processes, and organizations and has worked closely with senior IT executives at leading organizations across a broad range of industries.

Masters of Green

Andreas M. Antonopoulos is a Senior Vice President and Founding Partner with Nemertes Research, where he develops and manages research projects, conducts strategic seminars and advises key clients. For the past 16 years, he has advised a range of global industries on emerging technologies and trends and developed business strategies for the efficient and effective use of technology.

Masters of WiFi

Craig J. Mathias is a Principal with Farpoint Group, an advisory and systems-integration firm, specializing in wireless networking, mobile computing, and related technologies, products and services. Craig has published numerous technical and overview articles on a wide variety of topics, and is a well-known industry analyst and frequent speaker at industry conferences and trade shows.

Masters of the Distributed Enterprise

Robin Gareiss is Executive Vice President and Senior Founding Partner for Nemertes Research, where she oversees research projects and direction, conducts strategic seminars, develops cost models, and advises leading enterprises, vendors, and carriers. Robin is a widely recognized expert in voice over IP, convergence, collaboration, carrier services, IP networking, and branch-office technologies.

Masters of Web Applications

For over 25 years, Mark Gibbs has advised on and developed product and service marketing for many businesses. He has also consulted, lectured, and authored numerous articles and books about networking.

Masters of Servers/Masters of Storage

Deni Connor is the principal of Storage Strategies NOW (SSG-NOW). Deni is a well-known Servers and Storage expert and is a regular contributor in both print and online for Network World and authors NWW's twice-weekly Storage News Alert Newsletter.

Masters of... Microsite

By-lined by recognized industry expert

Co-branded with Network World

Sponsor logo positioned prominently

Sponsor IMU to drive interest to sponsor site

Sponsor targeted promotion

Sponsor products and services links

Custom blog, original updates created daily, quarterly Forum and Live chat hosted by industry expert, news, related Network World articles supporting the blog.