

2008 Sponsorship Rates Online

Online Product Offerings

Banner Ads

- Leaderboard
 - IMU
 - Half Page Ads
 - Contextual Placement
 - Geo-targeting
-

Buyer's Guide Sponsorship

Executive Guide Sponsorship

High-Impact Banners

- Prestitial
 - Peelback Unit
 - Roadblocks (running 3 banner ads/1 page)
-

E-mail Newsletter Sponsorship

Perspective Editorial Webcasts

Podcast Sponsorship

Text Link

Video Sponsorship

White Paper Program

Custom Online Programs

Content Integration Strip and Medallion Unit

Co-branded E-mails

Customer Access Management

- Embedded Microsite
 - Platinum External Microsite
-

Scrolling Ticker

Special Briefing

Special Report

Webcasts (Live or On-Demand)

Revised 6-11-08.
Rates are subject to change.
All invoices are due upon receipt.

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

2008 Sponsorship Rates

Events & Executive Forums

2008 Rate Card, Effective January 1, 2008 – gross rates

IT Roadmap: Conference & Expo

Principal – limited to one company per city

1x – \$155,000	5x – \$108,000
2x – \$147,000	6x – \$93,000
3x – \$131,000	7x – \$77,000
4x – \$124,000	

Platinum – limited to four companies per track

1x – \$55,000	5x – \$38,500
2x – \$52,000	6x – \$33,000
3x – \$46,000	7x – \$27,500
4x – \$44,000	

Gold

1x – \$10,000	5x – \$8,000
2x – \$9,500	6x – \$7,500
3x – \$9,000	7x – \$7,000
4x – \$8,500	

DEMO

Underwriter	\$175,000
Platinum.....	\$40,000
Gold.....	\$20,000

Revised 9-8-08.
Rates are subject to change.
All invoices are due upon receipt.

NETWORKWORLD **LIVE**

For information on event sponsorships, contact Andrea D'Amato, Vice President, Event Sales, at 508-490-6520 or adamato@nww.com.

2008 Advertising Rates

Display Ads

2008 Rate Card Number 23, Effective January 1, 2008 B&W gross rates

	1x	7x	13x	26x	39x	51x
Full page	\$43,930	\$42,630	\$40,845	\$39,400	\$37,040	\$35,085
2/3 page	\$30,715	\$29,770	\$28,540	\$27,560	\$25,940	\$24,700
1/2 page	\$26,450	\$25,595	\$24,545	\$23,680	\$22,300	\$21,165
1/3 page	\$17,565	\$17,020	\$16,340	\$15,775	\$14,845	\$14,100

2008 Cover Rates (includes four-color)

	1x	7x	13x	26x	39x	51x
Second	\$62,630	\$61,105	\$58,840	\$56,590	\$53,570	\$49,790
Third	\$56,345	\$54,990	\$52,960	\$50,915	\$48,205	\$44,805
Back	\$65,915	\$64,315	\$61,940	\$59,565	\$56,390	\$52,405

2008 Color Rates

Four-Color Process.....	\$9,855
Matched (PMS) Color	\$7,110
Two-Color.....	\$5,470

Multiple Page Discount Program

Pages per Issue	Multiple
4-5 pages.....	5%
6-7 pages.....	10%
8-9 pages.....	15%
10+ pages.....	20%

Premium Positions

Center Spread.....	15% premium
Pages: First, second and third available right-hand pages.....	10% premium
Spreads: First, second and third available spreads	10% premium
All Other.....	10% premium

Revised 6-11-08.
Rates are subject to change.
All invoices are due upon receipt.

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

2008 Advertising Rates

MarketPlace/Emerging Markets Ads

2008 Formatted Four-Color Rates, Effective January 1, 2008 gross rates

	1x	3x	7x	13x	26x	51x
Full page	\$18,445	\$14,640	\$13,075	\$12,440	\$11,490	\$9,915
1/2 page	\$10,145	\$8,065	\$7,200	\$6,850	\$6,310	\$5,445
1/4 page	\$5,530	\$4,400	\$3,915	\$3,735	\$3,455	\$2,985
1/8 page	\$4,590	\$3,460	\$2,970	\$2,790	\$2,505	\$2,035

Ad Starter Program – gross rates

Full four-color page.....	\$8,035
Half four-color page.....	\$7,495

Newsletter Teaser Program – gross rate

Half four-color page.....	\$7,445
---------------------------	---------

In Their Words – gross rate

One third ad unit.....	\$6,120
------------------------	---------

Discounts

- 15% commission for the submission of complete materials.

Frequency

- Frequency earned for four-color formatted ads may only be applied toward additional four-color formatted ads.

Added Incentives

- Network World's Online Product Finder – Put your product or company description and logo online and receive a link to your company's website.
- Plan-to-purchase leads.
- Bonus distribution at industry trade shows and conferences.

Revised 6-11-08.
Rates are subject to change.
All invoices are due upon receipt.

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

2008 Rates List Rentals

E-mail Lists

Print and Newsletter Subscribers

- Base rental: \$300/M.
- Selection charges: Varies by select, call for information.
- Transmission rates: \$100/M text transmission, \$115/M HTML/text transmission.
- Minimum order: 4,000 names.
- Choose either Network World print subscribers or e-mail newsletter subscribers.

Events Attendees

- Base rental: \$300/M.
- Selection charges: \$15/M for Job Function, Industry and Geographic.
- Transmission rates: \$100/M text transmission, \$115/M HTML/text transmission.
- Minimum order: 4,000 names.

Postal Lists

Print Subscribers

- Base rental: \$240/M.
- Selection charges: Varies by select, call for information.
- Output: Four-up Cheshire labels – no charge.
 - Four-up pressure-sensitive labels: \$7.50/M.
 - Magnetic tape: \$60 non-refundable flat fee.
 - Diskette; Cartridge; CD-ROM: \$25 flat fee.
 - E-mail: \$50 flat fee.
- Coding: All lists are ZIP coded in numerical sequence.
- Key coding: Available at no extra charge.
- Minimum order: 5,000 names.

Events Attendees

- Base rental: \$225/M.
- Selection charges: \$15/M for Job Function, Industry and Geographic.
- Output: Four-up Cheshire labels at no charge.
- Four-up pressure-sensitive labels: \$7.50/M.
- Magnetic tape: \$60 non-refundable flat fee.
- Diskette, Cartridge or CD-ROM: \$25 flat fee.
- E-mail: \$50 flat fee.
- Coding: All lists are ZIP coded in numerical sequence.
- Key coding: Available at no extra charge.
- Minimum order: 5,000 names.

Telemarketing Lists

Print Subscribers

- Base rental: \$315/M.
- Selection charges: Varies by select, call for information.
- Quantity: 5,000 names minimum, 10,000 names maximum.
- Required: List must be handled by a third-party telemarketing company.

Events Attendees

- Base rental: \$300/M – more than 47,000 names available.
- Selection charges: \$15/M for Job Function, Industry and Geographic.
- Quantity: 5,000 names minimum and 10,000 names maximum.
- Requirement: List must be handled by a third-party telemarketing company.

Revised 6-11-08.
Rates are subject to change.
All invoices are due upon receipt.

To order any Network World list, contact Steve Tozeski at 508-370-0822 or stozeski@idglist.com.