

# 2009 Sponsorship Rates Online

## Online Product Offerings

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### Banner Ads

- Leaderboard
  - IMU
  - Half Page Ads
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### Carousel Ad

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### Content Integration Unit

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### Content Reel

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### Co-branded E-mails

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### Downloads – Software, Podcast, Video

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### Drop Tab

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### Drop Tab White Paper Program

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### Editorial Insider Video Series

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### E-mail Newsletter Sponsorship

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### Executive Guide Sponsorship

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### Peelback Unit with Home Page Roadblock

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### Podcast Sponsorship

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### Pop-In Ad Unit

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### Product Guide Sponsorship

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### Roadblock (Home Page only)

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### Scrolling Ticker

- Home Page
  - Tech Center Home Page
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### Solution Center

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### Subnet Sponsorship

- Cisco Subnet
  - Google Subnet
  - Microsoft Subnet
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### Tech Deck

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### Text Link

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### Thinker Ad

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Rates are subject to change.  
All invoices are due upon receipt.

For more information  
contact your Network World  
sales executive ([www.  
networkworld.com/media/  
salesContacts.html](http://www.networkworld.com/media/salesContacts.html)) or  
Online Sales  
at 201-634-2313.

# 2009 Sponsorship Rates

## Custom Programs

### Online Product Offerings (cont'd.)

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Video Sponsorship – Contextually Relevant

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Video Pre-roll Program

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Webcasts

100 Leads

150 Leads

200 Leads

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Welcome Ad

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White Paper Program

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### Custom Programs

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Co-Branded Newsletters

One Newsletter

Three Newsletters/Qtr

Twelve Newsletters/Year

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CTO2CTO

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Custom Content

Content Development

Content Development & Design

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Custom Executive Webcast

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Custom Research

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Custom Video Series

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Custom Whitepaper

4 page

8 page

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Customer Viewpoint

With video

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Executive Viewpoint

With video

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MarketPulse White Paper Program

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Masters of .... Microsite

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Network World Playbook

12 page

24 page

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Virtual Hub

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Virtual Security Conference

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# 2009 Sponsorship Rates

## Events & Executive Forums

2009 Rate Card, Effective January 1, 2009 – net rates

### IT Roadmap: Conference & Expo

Principal – limited to one company per city

- Open rate – \$105,000
- 2x - 4x rate – \$95,000
- 5x - 8x rate – \$85,000
- 9x+ rate – \$75,000

Platinum – limited to four companies per track

- Open rate – \$58,000
- 2x - 4x rate – \$45,000
- 5x - 8x rate – \$35,000
- 9x+ rate – \$29,000

Gold

- Open rate – \$10,500
- 2x - 4x rate – \$9,500
- 5x - 8x rate – \$8,500
- 9x+ rate – \$7,500

### DEMO

Platinum.....	\$50,000
Gold .....	\$25,000

Rates are subject to change.  
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**NETWORKWORLD** LIVE

**ITRoadmap**  
CONFERENCE & EXPO

**DEMO** 09  
The Launchpad for Emerging Technology

For information on event sponsorships, contact Andrea D'Amato, Vice President, Event Sales, at 508-766-5455 or [adamato@nww.com](mailto:adamato@nww.com).

# 2009 Advertising Rates

## Display Ads

### 2009 Rate Card Number 24, Effective January 1, 2009 B&W gross rates

	1x	7x	13x	26x	39x	51x
Full page	\$47,005	\$45,615	\$43,705	\$42,160	\$39,635	\$37,540
2/3 page	\$32,865	\$31,855	\$30,535	\$29,490	\$27,755	\$26,430
1/2 page	\$28,300	\$27,385	\$26,288	\$25,335	\$23,860	\$22,645
1/3 page	\$18,795	\$18,210	\$17,485	\$16,880	\$15,885	\$15,085

### 2009 Cover Rates (includes four-color)

	1x	7x	13x	26x	39x	51x
Second	\$67,015	\$65,380	\$62,960	\$60,550	\$57,320	\$53,275
Third	\$60,290	\$58,840	\$56,665	\$54,480	\$51,580	\$47,940
Back	\$70,530	\$68,815	\$66,275	\$63,735	\$60,335	\$56,075

### 2009 Color Rates

Four-Color Process.....	\$10,545
Matched (PMS) Color .....	\$7,605
Two-Color.....	\$5,855

### 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

Rates are subject to change.  
All invoices are due upon receipt.

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

# 2009 Advertising Rates

## MarketPlace/Emerging Markets Ads

### 2009 Formatted Four-Color Rates, Effective January 1, 2009 gross rates

	1x	3x	7x	13x	26x	51x
Full page	\$19,735	\$15,665	\$13,990	\$13,310	\$12,295	\$10,610
1/2 page	\$10,855	\$8,630	\$7,705	\$7,330	\$6,750	\$5,825
1/4 page	\$5,920	\$4,720	\$4,190	\$3,995	\$3,695	\$3,195
1/8 page	\$4,910	\$3,700	\$3,180	\$2,985	\$2,680	\$2,175

### Ad Starter Program – gross rates

Full four-color page.....	\$8,595
Half four-color page.....	\$8,020

### Newsletter Teaser Program – gross rate

Half four-color page.....	\$7,965
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### In Their Words – gross rate

One third ad unit.....	\$6,550
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### 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.

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# 2009 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 Geographic, \$25/M for Job Function and Industry.
- Transmission rates: \$100/M text transmission, \$115/M HTML/text transmission.
- Minimum order: 4,000 names.

### Postal Lists

#### Print Subscribers

- Base rental: \$250/M.
- Selection charges: Varies by select, call for information.
- Output:
  - 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: \$240/M.
- Selection charges: \$15/M for Geographic, \$25/M for Job Function and Industry.
- Output:
  - 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: \$325/M.
- Selection charges: Varies by select, call for information.
- Quantity: 5,000 names minimum.
- Required: List must be handled by a third-party telemarketing company.

#### Events Attendees

- Base rental: \$315/M – more than 50,000 names available.
- Selection charges: \$15/M Geographic, \$25/M for Job Function and Industry.
- Quantity: 5,000 names minimum.
- Requirement: List must be handled by a third-party telemarketing company.

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](mailto:stozeski@idglist.com).