

2009 Sponsorship Rates Online

Online Product Offerings

Banner Ads

- Leaderboard
 - IMU
 - Half Page Ads
-

Buyer's Guide Sponsorship

Buyer's "Guide To" Series Sponsorship

Downloads – Software, Podcast, Video

E-mail Newsletter Sponsorship

Executive Guide Sponsorship

High-Impact Banners

- Expandable Leaderboard
 - Prestitial
 - Peelback Unit
 - Roadblocks (running 3 banner ads/1 page)
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Live Chat Sponsorship

Perspective Editorial Webcasts

Podcast Sponsorship

RSS Sponsorship

Story Toolbar Sponsorship

Subnet Sponsorship

- Cisco Subnet
 - Google Subnet
 - Microsoft Subnet
-

Text Link

Video Sponsorship – Contextually Relevant

Video White Paper Program

Video Pre-roll Program

White Paper Program

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.

2009 Sponsorship Rates

Custom Online

Custom Online Programs

Content Integration Unit

Co-branded E-mails

Scrolling Ticker

Home Page

Tech Center

Solution Center (Microsite)

Special Briefing

Special Report

Webcasts

Audio, 250 Leads

Video, 500 Leads

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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 |

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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.

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 |

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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 |
|---------------------------|---------|

In Their Words – gross rate

| | |
|------------------------|---------|
| One third ad unit..... | \$6,550 |
|------------------------|---------|

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.