

SITE SPONSORSHIPS	PRODUCT	MONTHLY PRICE	DESCRIPTION
SPONSOR SPOT	Text ad within news stories	\$3,000	4 available
eBOOKS	Sponsored content	5,000	Turnkey — using DM Review or contributed content—full marketing and creation (3 months minimum)
WEB SEMINARS	1x Turnkey Espresso Shot Series On Demand	\$30,000 20,000 22,500	Turnkey service with e-mail, Web, print and service features Web Seminars focused on solutions that address targeted "pain points" Pre-recorded event includes limited marketing programs
DM RADIO	DM Radio on air rates		<i>Please contact your account manager for details.</i>
WEBCAST SUPPORT PACKAGE	Webcast Marketing Support	\$5,500	Leaderboard (25,000 impressions), 3 Webcast Directs
WHITE PAPER LIBRARY	Full white paper posting Print component	\$5,250	Per white paper, lead generation program <i>Please contact your account manager for details.</i>

E-NEWSLETTERS

Drive your message directly to the Information Management IT community of thousands using our opt-in lists to target the right audience for your message.

Multi-Sponsored E-Newsletters with 3 Available Ad Spots:

POSITION 1 is a 468x60 banner (15 K limit)

POSITION 2 is a text ad after 2nd story 50-75 words with a URL

POSITION 3 is a second text ad after 4th story 50-75 words with a URL

INFORMATION DIRECT

RATES

Position 1: \$4,500 net **Position 2:** \$4,000 net **Position 3:** \$3,500 net

BUSINESS INTELLIGENCE

RATES

Position 1: \$4,500 net **Position 2:** \$4,000 net **Position 3:** \$3,500 net

MDM REPORT

RATES

Position 1: \$4,000 net **Position 2:** \$3,500 net **Position 3:** \$3,000 net

ADDITIONAL E-NEWSLETTERS:

WEBCAST DIRECT NEWSLETTER

Rate: \$1,750 net

WHITE PAPER DIRECT NEWSLETTER

Rate: \$1,750 net

BANNER ADVERTISING

PRICE

CPM

PLACEMENT

A. LEADERBOARD (728X90)

Position 1	50,000	\$4,463	\$89	Run-of-site
	100,000	6,000	60	Run-of-site
Position 2	50,000	\$3,300	\$55	Run-of-site
	100,000	5,000	50	Run-of-site

B. RECTANGLE (300X250)

Position 1	50,000	\$3,938	\$79	Run-of-site
	100,000	5,000	50	Run-of-site
Position 2	50,000	\$3,600	\$72	Run-of-site
	100,000	4,500	45	Run-of-site

C. TOP BUTTON (120X90)

	50,000	\$3,600	\$72	Run-of-site
	100,000	4,500	45	Run-of-site

D. VERTICAL BANNER LEFT NAV. (120X240)

	50,000	\$3,400	\$68	Run-of-site
	100,000	5,500	55	Run-of-site

SITE SPONSORSHIPS

MONTHLY PRICE

DESCRIPTION

E. CHANNELS	\$3,500	Niche-site sponsorship of aggregated content
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HOW YOUR BUSINESS WORKS

ADVERTISEMENT TECHNICAL SPECIFICATIONS	DIMENSIONS (PIXELS)	MAX FILE SIZE	ANIMATION	LOOPING MAX
Rectangle	300w x 250h	25k	Yes	No
Leaderboard	728w x 90h	23k	Yes	No
Top Button	120w x 90h	10k	Yes	No
Vertical Banner Left Nav	120w x 240h	15k	Yes	No
Logos (color or B/W)	140w x 40h		No	

(with Active URL)

TEXT AD

Text	230 characters of ad copy (only 170 wit bold headline)
URL	58 characters

SPONSORSHIPS

E-MAIL NEWSLETTER SPONSORSHIPS:

50 words (max)With Active URL and Animation

WEBCAST SUPPORT PACKAGE:

Text message: 50 to 70 words (max) including:

Title, date and time of event

WEBCAST DIRECT/WHITE PAPER DIRECT:

Text Message: 50 to 75 words (max)

Including: Title, date and time of event (Webcast Direct)

With Active URL destination

CHANNEL SPONSORSHIP:

Up to 250-word description

Leaderboard: Both positions

Rectangle: Both positions

Vertical Banner

Top Button

Logo

Option to post sponsored content

To learn more about Information Management's marketing opportunities, please contact your Account Manager today!

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HOW YOUR BUSINESS WORKS