

PRODUCTS

Website Banner Advertising

Associate your company or product with an industry leading media brand and generate traffic to your website. Website banner advertising offers standardized large format ad positions including: PagePeel, Leaderboard, and Sky Scraper. Most rich media ad formats accepted.

Webcasting

- Vendor Sponsored
- Editorial
- Continuing Education/Certification

Generate sales leads and raise awareness with an audience that registers to participate in an educational industry event. Sponsor an event or create your own, leveraging PowerPoint and/or Video. Webcasting products are highly interactive with global reach, a twelve-month archive, and 24/7 access to a complete registrant report.

Sponsored or Submitted Content

- Podcasting
- Video streaming
- White Papers

Generate sales leads and raise awareness with an audience that registers to download or view an educational audio, video, or technical document. Sponsor content or submit your company's content. Website Content products are educational and engaging and include 24/7 access to a complete registrant report.

Sponsored Content & Microsites

High quality branding and awareness opportunity through a microsite or a sponsored vertical content section created for your company. Both solutions are available on a custom basis and run for either six or twelve months.

Direct Marketing

- Cover Exclusive (digital magazine replica)
- E-Newsletters
- E-Mail List Rental

Three direct marketing opportunities for reaching global and targeted brand audiences:

- 1) Digital Magazine Cover Sponsorship offers a high branding opportunity through an exclusive placement adjacent to the cover on all digitally delivered magazines.
- 2) E-mail newsletters offer a combination of branding and direct response through advertisement placement and in association with e-mailed editorial content.
- 3) List Rental – E-mail your message to qualified professionals. Electronic messaging offers a quick response at low costs and can be sent to a targeted, specified audience. E-mail list rentals are ideal for promoting trade show participation, a new product announcement, upcoming seminars and much more. E-mail list rentals are also available for conducting industry surveys.

Benefits

- Lower Costs (no production, printing or postal costs)
- Speed (quick output and quick response for lead generation)
- Selections (e-mail list has the same selections as the direct mail list)

Buyers Guide

- Print Replica

High quality views of your product and company information by website visitors searching for solutions. Advertising in the Buyers Guide returns your company and product first in search results and serves your banner in context with search and browse results.

2009 Rate Card

GROSS RATE/MONTH

Online Ad	Page Peel	\$2,575
Online Ad	Leaderboard	\$1,900
Online Ad	Site Sponsor #1	\$1,600
Online Ad	Site Sponsor #2	\$1,425
Online Ad	Site Sponsor #3	\$1,275
Online Ad	Site Sponsor #4	\$950
Online Ad	Skyscraper #1	\$1,850
Online Ad	Skyscraper #2	\$1,800
Online Ad	Skyscraper #3	\$1,400
Online Ad	Article Sponsor	\$1,850
Online Ad	Article Toolbar Sponsor	\$475
Online Ad	Financial Index Sponsor	\$1,800
Online Ad	Leaderboard Video	\$1,400
Online Ad	Video Sponsor	\$1,850
Online Ad	Pre-roll	\$475
eNL	Top	\$1,250
eNL	Middle 1	\$1,000
eNL	Middle 2	\$750
eNL	Anchor	\$500
eNL	Skyscraper	\$1,000
White Papers	1-5	\$300
White Papers	6-10	\$500
White Papers	11-15	\$800
White Papers	Premium Sponsorship	\$500
Webcast	Exclusive	\$15,000
Webcast	Sponsored (2)	\$7,500
Webcast	Sponsored (3)	\$5,000
Webcast	Sponsored (4)	\$3,750
Podcast	Podcast	\$2,500
Microsite	6 Months	\$9,533
Microsite	12 Months	\$6,792
Microsite	First Light Microsite	\$1,150
eLR (UA)	eList Rentals	\$425
Digital Edition	UA Cover	\$850