

Banner Ads

BANNER SIZES	IMU 336x280	Half Page 336x850	Skyscraper 160x600	Tile 125x125	Top Banner 728x90	Bottom Banner 728x90
Tier 1						
Net CPM						
Advanced Trading	\$165	-	-	\$70	\$165	\$70
Bank Systems & Technology	\$165	-	\$165	\$70	\$165	\$70
bMighty	\$165	\$110	-	-	\$143	\$55
Byte & Switch	\$165	-	\$156	\$92	\$138	-
Dark Reading	\$165	-	\$156	\$92	\$138	-
Insurance & Technology	\$165	-	\$165	\$70	\$165	\$70
Intelligent Enterprise	\$165	-	-	\$92	\$143	\$55
SmallBizResource	\$165	-	-	\$92	\$143	\$55
Wall Street & Technology	\$165	-	-	\$70	\$165	\$70
Tier 2						
Net CPM						
InformationWeek	\$165	\$198	\$138	\$92	\$143	\$55
Network Computing	\$165	\$198	\$138	\$92	\$143	\$55
TechWeb	\$165	\$198	\$138	\$92	\$143	\$55
Tier 3						
Net CPM						
Enterprise Portfolio Includes the following sites: <ul style="list-style-type: none"> • InformationWeek.com • NetworkComputing.com • TechWeb.com • IntelligentEnterprise.com • ByteandSwitch.com • DarkReading.com 	\$143	\$172	\$119	\$73	\$121	\$46
Financial Portfolio <ul style="list-style-type: none"> • AdvancedTrading.com • BankTech.com • FinanceTech.com • InsuranceTech.com • WallStreetandTech.com 	\$172	-	\$143	\$88	\$133	\$51

Banner Ad Discount Table

Monthly Spending	3 Months	6 Months	9 Months	12 Months
\$10K - \$25K per month	5%	10%	15%	20%
\$26K - \$50K per month	10%	15%	20%	25%
\$51K - \$100K per month	15%	20%	25%	30%

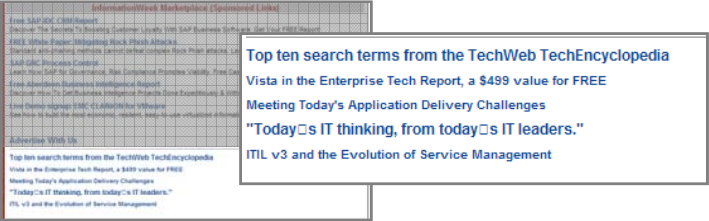
For detailed online ad specifications - <http://www.cmp.com/adinfo/specs.html>

Unless noted otherwise, prices and rates are net and non-commissionable to recognized advertising agencies. Prices and rates valid as of December 14, 2007. Prices and rates may change without notice. Please contact your Account Director for current pricing.



Contact Brandon Friesen, Associate Publisher, Sales, at bfriesen for more information.

Other Programs

Contextual Banner Ads		
InformationWeek.com, NetworkComputing.com and/or TechWeb.com		Add 20% premium to banner price
<ul style="list-style-type: none"> • Business Finance • Business Intelligence • Enterprise Software • Government • Internet Web 2.0 • Linux Open Source • Mobile and Wireless • Networking 	<ul style="list-style-type: none"> • Outsourcing • PCs • RFID • Security and Privacy • Servers • Storage • VoIP • Windows Vista XP 	
Homepage Roadblocks		Net Rate
<ul style="list-style-type: none"> • Daily sponsorship • IMU, Skyscraper, Tile, Top Banner and Bottom Banner 		
InformationWeek.com (limit of 3 days per week)		\$9,785
TechWeb.com (limit of 3 days per week)		\$11,089
NetworkComputing.com (limit of 3 days per week)		\$4,240
ByteandSwitch.com or DarkReading.com (limit of 1 days per week)		\$1,000
IntelligentEnterprise.com (no Skyscraper - limit of 3 days per week)		\$1,000
AdvancedTrading.com (limit of 3 days per week)		\$1,000
BankTech.com (limit of 3 days per week)		\$1,200
InsuranceTech.com (limit of 3 days per week)		\$1,000
WallStreetandTech.com (limit of 3 days per week)		\$1,429
Text Ads		Net Rate
		Rotation within TechWeb Network \$26 CPM
		Rotation within Financial Portfolio \$750/month
		Sponsor box within Financial Portfolio \$900/month
InformationWeek Mobile		Net Rate
<ul style="list-style-type: none"> • Exclusive monthly sponsorship • Three fixed ads on wap.informationweek.com <ul style="list-style-type: none"> ○ One (1) 112x20 .gif or .jpg ad (no flash) ○ Two (2) text ads – limit 32 characters including spaces • 50,000 impressions per month 		\$10,000 per month

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Other Programs

Dogear Peelback Unit	Net Rate
InformationWeek.com, NetworkComputing.com, IntelligentEnterprise.com and TechWeb.com <ul style="list-style-type: none"> • Weekly sponsorship (500,000 impressions per week) • Limit 2 sponsors per week 	\$17,500
AdvancedTrading.com or WallStreetandTech.com <ul style="list-style-type: none"> • Weekly sponsorship per site (no impression guarantees) • Limit 1 sponsor per week 	\$2,550
BankTech.com or InsuranceTech.com <ul style="list-style-type: none"> • Weekly sponsorship per site (no impression guarantees) • Limit 1 sponsor per week 	\$1,750
ByteandSwitch.com <ul style="list-style-type: none"> • Weekly sponsorship per site (no impression guarantees) • Limit 1 sponsor per week 	\$5,000
DarkReading.com <ul style="list-style-type: none"> • Weekly sponsorship per site (no impression guarantees) • Limit 1 sponsor per week 	\$8,000
bMighty.com or SmallBizResource.com <ul style="list-style-type: none"> • Weekly sponsorship per site (no impression guarantees) • Limit 1 sponsor per week 	\$4,500
Welcome Ads	
InformationWeek.com, NetworkComputing.com and TechWeb.com <ul style="list-style-type: none"> • Daily sponsorship (70,000 impressions per day) 	\$10,000
AdvancedTrading.com or WallStreetandTech.com <ul style="list-style-type: none"> • Weekly sponsorship per site (no impression guarantees) 	\$3,500
BankTech.com or InsuranceTech.com <ul style="list-style-type: none"> • Weekly sponsorship per site (no impression guarantees) 	\$3,100
ByteandSwitch.com <ul style="list-style-type: none"> • Daily sponsorship (5,000 impressions per day) 	\$1,000
DarkReading.com <ul style="list-style-type: none"> • Daily sponsorship (3,000 impressions per day) 	\$1,000

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Other Programs

Feed Advertising		Net Rate
Available ad unit sizes: 160x600, 120x600, 728x90, 336x280, 468x60 <ul style="list-style-type: none"> • Allow 10 days for set up • Full reporting on all interactions *\$5,000 set up fee		Earned Rate plus \$5 CPM*
Option 1: RSS feed deliverables <ul style="list-style-type: none"> • One RSS feed complete with headlines, body text, thumbnails and company logo 	Option 2: Marketing assets deliverables <ul style="list-style-type: none"> • Thumbnails, 80x80 pixels jpgs • Headline text, 40 - 60 characters • Body text, 100 - 200 characters • Landing page URL per asset 	
InformationWeek Blogs		Net Rate
<ul style="list-style-type: none"> • IMU (336x280) on selected Blog • IMU contextual ad placement based upon selected blog topic (150,000 contextual impressions) • 11 core areas to align with: <ol style="list-style-type: none"> 1. Over the Air 2. CIOs Uncensored 3. Startup City 4. Wolfe's Den 5. Apple Unvarnished 6. Microsoft/Windows 7. Open Source 8. Digital Life 9. Google 10. Security 11. Outsourcing 		\$15,000 per month
Embedded Browser		Net CPM
<ul style="list-style-type: none"> • Up to five (5) pages of content featuring supplied marketing assets (ex. white papers and case studies) • Total maximum assets allowed: 15 (Note: approximately two assets fit on each embedded browser page) • One time set-up charge \$10,000* *Commit to \$50,000 and set-up charge is waived	TechWeb – Run of Network	\$120
	Targeted Website – Run of Site	\$135
	Targeted Topic – Run of Network	\$160
Lead Generation Sponsorships		Net Rate
InformationWeek Reports <ul style="list-style-type: none"> • One month integrated sponsorship • Logo on homepage • Post up to 5 assets and a 200-word company description • 300 leads per month • "Sponsored by" branding in InformationWeek e-newsletter (2x/month per site update) • One, four-color ad page in <i>InformationWeek</i> magazine 		\$22,500
InformationWeek Analytics <ul style="list-style-type: none"> • Logo on homepage • Post up to 5 assets and a 200-word company description • 500,000 promotional impressions 		<ul style="list-style-type: none"> • "Sponsored by" branding in InformationWeek e-newsletter (2x/month per site update) • One, four-color ad page in <i>InformationWeek</i> magazine
<p style="text-align: center;">Tier One - \$35,000</p> <ul style="list-style-type: none"> • Two month integrated sponsorship • 350 leads total 		<p style="text-align: center;">Tier Two - \$50,000</p> <ul style="list-style-type: none"> • Three month integrated sponsorship • 500 leads total

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Lead Generation Sponsorships	Net Rate												
<p>Network Computing Immersion Center</p> <ul style="list-style-type: none"> • 3 month interactive program • Roadblock advertising on technology-specific Immersion Center (90,000 guaranteed impressions) • 2 leaderboards (728x90) and 1 IMU (336x280) per page • Editorial TechWebCast (300 guaranteed leads) • Logo on Immersion Center IMU for online promotion on InformationWeek.com and NetworkComputing.com 	\$45,000												
<p>Pipeline Builder</p> <ul style="list-style-type: none"> • Up to 3 month program • 3 set lead guarantee levels (125, 250 or 375 leads) 	\$40 CPL												
<p>DemoCasts</p> <ul style="list-style-type: none"> • Demo capture session conducted two weeks prior to launch date • Interactive demo is up to 15-minutes in duration, and includes two key PowerPoint slides • Brief professional introduction of your presenter and featured product • Hosted on the TechWeb Network for six months with technical support for viewers • Expert turnkey project management and event production • CD-ROM provided a week following launch date • DemoCast featured on TechWebCast portal page • Listing on TechWeb Network DemoCast promotional ad unit (based on rotation basis with other DemoCasts) • Prominent company logo exposure on the DemoCast console player, including links to your home page • Up to 3 links on the Resource Page of your DemoCast presentation • Access to all opt-in registrant information, including: name, company, title and email address • Feedback Form with summary from viewer feedback survey • Viewer questions submitted • 100 estimated leads 	\$10,000												
<p>TechWebCasts</p> <ul style="list-style-type: none"> • One-hour live presentation with hosting and technical support • Webcast features include: live Q&A, surveys, polling, live URL links • Access to all opt-in registrant information, including name, company, title, and email for post-event follow-up • Promotion to relevant segments of The TechWeb Network's database of 5 million IT decision-makers • Dedicated email campaign with pre and post reminder e-mail communication to registrants • Promotional overview on event calendar page • On-demand viewing available on the TechWeb Network for 6 months • Expert turnkey project management and event production, including full rehearsal prior to event • Post-show survey assessing value of content and overall experience of attendees • CD copy of webcast event <table border="0" style="width: 100%;"> <thead> <tr> <th style="text-align: left;"><u>Editorial TechWebCasts</u></th> <th style="text-align: left;"><u>Vendor TechWebCasts</u></th> <th style="text-align: left;"><u>Enhanced Vendor TechWebCasts</u></th> </tr> </thead> <tbody> <tr> <td>Audio with 500 leads – \$27,500 net</td> <td>Audio with 500 leads – \$22,500 net</td> <td>Audio with 500 leads – \$25,000 net</td> </tr> <tr> <td>Video with 300 leads – \$37,500 net</td> <td>Video with 300 leads – \$35,000 net</td> <td>Video with 300 leads – \$40,500 net</td> </tr> <tr> <td>Video with 500 leads – \$47,500 net</td> <td>Video with 500 leads – \$42,500 net</td> <td>Video with 500 leads – \$47,500 net</td> </tr> </tbody> </table>		<u>Editorial TechWebCasts</u>	<u>Vendor TechWebCasts</u>	<u>Enhanced Vendor TechWebCasts</u>	Audio with 500 leads – \$27,500 net	Audio with 500 leads – \$22,500 net	Audio with 500 leads – \$25,000 net	Video with 300 leads – \$37,500 net	Video with 300 leads – \$35,000 net	Video with 300 leads – \$40,500 net	Video with 500 leads – \$47,500 net	Video with 500 leads – \$42,500 net	Video with 500 leads – \$47,500 net
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Email Newsletters

	Frequency	Circ per ad or sponsorship	Rate	# of ads	Text	Banner 728x90	IMU 336x280	Tile 125x125
InformationWeek								
InformationWeek Daily	Daily	60,000	\$ 4,570	2	Yes	Yes	Yes	No
InformationWeek Between The Lines	Tuesday	45,000	\$ 4,570	2	Yes	Yes	Yes	No
This Week On InformationWeek	Monday	90,000	\$ 4,570	2*	Yes	No	No	No
Over The Air (Mobile & Wireless Update)	Monday	10,500	\$ 2,100	2	Yes	Yes	Yes	No
CIOs Uncensored	Thursday	10,000	\$ 2,100	2*	Yes	Yes	Yes	No
Network Computing								
Network Computing Report	Wednesday	29,000	\$4,200	2	Yes	Yes	Yes	No
bMighty								
bMighty Weekly Newsletter	Thursday	20,000	\$2,500	3*†	No	Yes	Yes	Yes
bMighty Daily Newsletter	Mon - Thurs	20,000	\$2,100	3*†	No	Yes	Yes	Yes
SmallBizResource								
SmallBizResource Weekly Newsletter	Tuesday	30,000	\$2,500	3*†	Yes	Yes	Yes	No
			Rate	# of ads	Text	Banner 468x60	IMU 336x280	Tile 125x125
Byte & Switch								
Byte & Switch Weekly Newsletter	Tuesday	55,000	\$4,570	1*	Yes	Yes	No	No
Byte & Switch Daily Newsletter	Daily	5,000	\$2,100	1*	Yes	Yes	No	No
Dark Reading								
Dark Reading Weekly Newsletter	Thursday	65,000	\$4,570	2*	Yes	Yes	No	No
Dark Reading Daily Newsletter	Daily	7,000	\$2,100	2*	Yes	Yes	No	No

† Sponsor must run all available ads

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Intelligent Enterprise								
Intelligent Enterprise Weekly	Tuesday	20,000	\$4,570	2*	Yes	Yes	Yes	No
Grok on Google								
Grok on Google	Tues, Thurs	15,000	\$2,100	2	Yes	Yes	Yes	No
TechWeb								
Software Update	Tuesday	19,000	\$2,100	2*	Yes	Yes	Yes	No
Security Update	Wednesday	21,000	\$2,975	2*	Yes	Yes	Yes	No
Networking Update	Friday	30,000	\$3,000	2*	Yes	Yes	Yes	No
TechWeb Network Weekly	Thursday	21,000	\$2,100	2*	Yes	Yes	Yes	No
Financial Portfolio								
Advanced Trading TOC	Monthly	14,000	\$1,250	2*	Yes	Yes	No	No
Bank Systems & Technology	Tuesday	14,000	\$1,250	2*	Yes	Yes	No	Yes
Bank Systems & Technology TOC	Monthly	14,000	\$1,250	2*	Yes	Yes	No	No
Insurance & Technology	Wednesday	14,000	\$1,250	2*	Yes	Yes	No	Yes
Insurance & Technology TOC	Monthly	14,000	\$1,250	2*	Yes	Yes	No	No
Wall Street & Technology	Thursday	14,000	\$1,250	2*	Yes	Yes	No	Yes
Wall Street & Technology TOC	Monthly	14,000	\$1,250	2*	Yes	Yes	No	No

* Full edition single sponsor

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