

InformationWeek
NETWORK
Computing
2014 MEDIA KIT



UBM
Tech

Bringing Together the World's Technology Communities

Bank Systems & Technology | Dark Reading | Dr. Dobb's
InformationWeek | InformationWeek Government | InformationWeek Healthcare
Insurance & Technology | Network Computing | Wall Street & Technology

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Network Computing 2014 Media Kit

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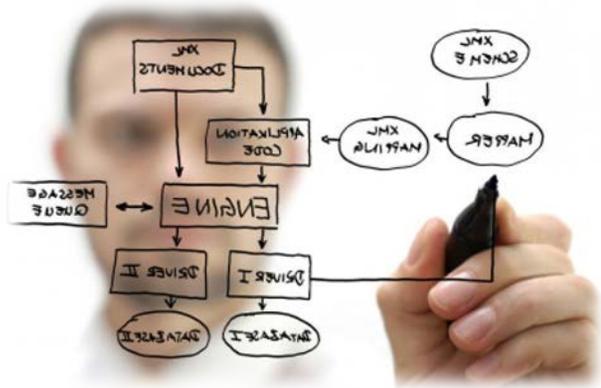
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Mission

The foundation of every business – its information systems and capabilities – needs to be reliable, flexible and scalable to meet changing business demands. Companies rely on their IT leaders to make smart decisions about the products and services that enable and enhance employee productivity, connect with customers, and drive the business.

Network Computing provides IT leaders and practitioners with in-depth analysis on new and emerging infrastructure technologies, real-world advice on implementation and operations, and practical strategies for improving their skills and advancing their careers.

Community

The Network Computing community is a trusted resource for IT architects and engineers who must understand business requirements as well as build and manage the infrastructures to meet those needs. Enterprise IT environments are evolving quickly, and IT professionals count on Network Computing to show them the how and why behind next-generation networks, data centers, storage systems, communications, and cloud architectures.



Delivery

IT leaders, managers and practitioners depend on Network Computing to help them connect the dots between the architectural strategy and how technology impacts the network. We offer technology marketers a trusted platform to launch and sustain marketing efforts, whether the goal is to build brand recognition, educate prospects, drive traffic to your website, or generate leads. Partner with Network Computing today and start engaging future buyers of your technology products and services.

Online Engagement

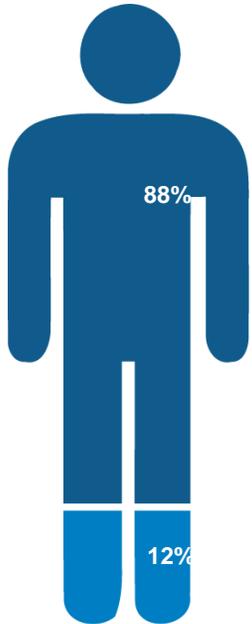
Networkcomputing.com¹

- Monthly Page Views: 279,434
- Monthly Unique Visitors: 143,201

1: Omniture, Jan – Sept. 2013

Community Audience

IT leaders and practitioners are tasked with understanding business requirements as well as creating or purchasing systems and other infrastructure to meet those needs. Their main topics of interest are next-gen data center; Software Defined Networking; private and public cloud computing; hybrid cloud computing; storage systems, including storage arrays, backup and recovery; solid state storage; virtualization; wireless networking and mobility; unified communications; WAN optimization and performance; security; and data access and management.



Job Titles

Sr. IT Mgmt

- CIO/CTO
- Chief Security Officer (CSO/CISO)
- Executive/Senior VP
- Director (IS/IT)
- Manager (IS/IT)
- Supervisor (IS/IT)

Sr. Corporate Management

- Chairman/CEO/COO, Chief Compliance Officer, President, Owner, Partner
- Manager (non IS/IT)
- Sales/Marketing

Company Size

1,000 or more
42%

100 to 999
25%

100 or less
33%



Sample Companies

University of Michigan, U.S. Air Force, HP, Deere & Co., Boeing, AT&T, Fidelity



Average Annual IT Budget

\$25.1
Million

Scope of Purchase Involvement

Multiple companies	15.4%
Entire organization	43.2%
Multiple locations	10.6%

Entire location	8.8%
Multiple departments or divisions	7.0%
Your department or workgroup	15.0%

Source: 2012 InformationWeek Business Technology Network Audience Survey

Community Leadership

Network Computing is a trusted resource for analysis of IT infrastructure and trends because our award-winning editors drive conversations and build deep connections with senior IT managers and architects. Our content is driven by subject-matter experts and industry veterans who engage community members with a strong point of view, backed by the deep knowledge that comes with years of experience. Our community contributors are thought-leading practitioners, including engineers, designers and analysts.



Susan Fogarty, Editor In Chief, @SusanFogarty

Susan Fogarty has almost two decades of experience writing and developing content for IT professionals, especially those deeply involved in enterprise network infrastructure. She previously worked at TechTarget, where she spent 11 years, six as the Editorial Director of its Networking Media Group, managing seven websites including the flagship SearchNetworking.com. Most recently, Sue was Editor-in-Chief of Dell's publication covering enterprise-class and emerging technologies for mid-sized business customers.

Contributors



Greg Ferro is a consultant for Fortune 100 companies in the U.K. focusing on data centers, security and operational automation.



Ethan Banks is a network engineer with deep expertise in switching, routing and cutting-edge network technologies.



Lee H. Badman is the network engineer and wireless technical lead for a large private university.



Howard Marks is chief scientist at DeepStorage.net, a consultancy.



Michele Chubirka is a network security expert and well-known blogger who works for a major media company.



Ken Miller is a designer of mission-critical data center facilities and expert on data center power and cooling.

Product Offerings

Market Leading Solutions That Deliver Real Results

For more information, please contact:

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6



Behavioral Ad Targeting

brand awareness + site-to-site retargeting + brand recall

Reach Highly Targeted Business Technology Decision Makers On Our Trusted Network and Beyond

Behavioral Ad Targeting is a powerful online tool that allows you to multiply your reach to highly targeted decision makers who have engaged with a specific tech topic on one of our sites. Your ad series follows this targeted group of tech decision makers as they traverse our online network, maximizing your brand's visibility with the right audience.

Behavioral Ad Targeting enables your advertising message to gain better recall as it repeats on sites your prospects travel to ... whether it's on our network or beyond. Behavioral Ad Targeting is available for audiences segmented by 15 key technology topic preferences.

Tap Into Our High Demographic Buying Audiences

For tech marketers, Behavioral Ad Targeting helps boost online advertising results while leading prospects down the information-gathering process. Leverage our powerful audience of 9.73 million+ business technology buyers.

Extend Your Campaign For Maximum Results

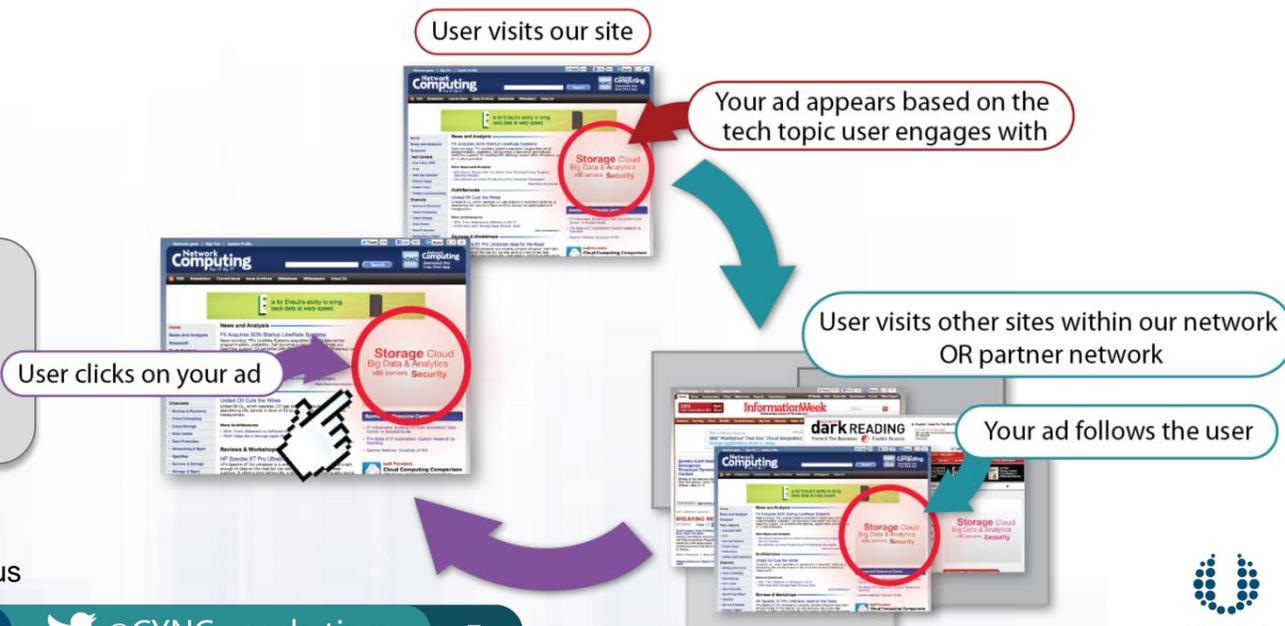
Continue to build connections with our IT buying audience as they navigate more than 5,000 B2B business and professional sites from our partner networks.

Audience Behavioral Topics Available

- Software
- Security
- Cloud
- Mobility
- Global CIO
- Government
- Healthcare
- Infrastructure
- IT Architecture
- Financial
- Software Development

How Behavioral Ad Targeting Works

Targeting generates greater online results by keeping your brand front and center; reminding prospects about your products and services when they're ready to act.



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Community Activation Platform (CAP)

community interaction + demand generation + brand awareness

Business technology professionals consider their peers the most trusted source of information on issues critical to their business. That's why our audience values our mix of original, authoritative content and crowd-sourced solutions. A CAP community attracts high-quality decision makers, and keeps them engaged with the breadth and depth of knowledge sharing.

Authoritative Content Is The Cornerstone

Each community derives content from four sources:

- A dedicated community editor
- Highly regarded independent contributors/bloggers
- Member-generated content
- Educational materials from vendors

Message boards, the lifeblood of the community, provide members with a venue to debate business technology issues and crowd-sourced solutions. The site's expert contributors all take part in the message board dialogue, providing community users with unparalleled access to the leading minds in the industry.

For more information, please contact:

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Social Media Amplification

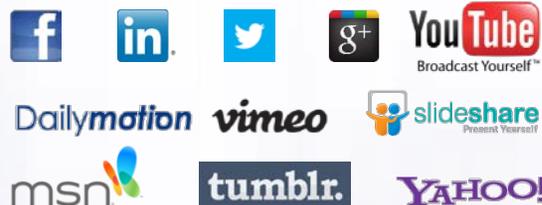
Positive community and brand awareness is facilitated by social media coordinators and moderators through social media engagement, contextual content insertion, broadcast interaction and promotional links.

A Proven Community Formula

With 45+ communities already launched, UBM's community know-how is proven to multiply the effectiveness of our clients' marketing programs through the creation of highly engaged specialist online communities.

UBM communities' monthly stats:

- 31,000 messages
- 4.3 million page views
- 2.5 million unique visitors
- 35,000 white paper downloads
- 16,500 leads



Community Activation Platform (CAP)

community interaction + demand generation + brand awareness

Monthly Program Overview – A Modular Solution

The CAP offering is divided into two pieces: the base program, and a set of three (3) integrated marketing add-on modules. Use the add-ons to add customer acquisition (leads), branding (impressions), or market education (white-paper downloads) to your community, in the exact increments that you require. **It's that simple!**

Basic Program

Deliverable	Increment
Blog content	Min. 30 blogs / month
Polls	Weekly
Page views	Min. 15,000 / month
Banner impressions	Min. 30,000 / month
White-paper downloads	Min. 200 "ungated" downloads / month
Messages	Min. 250 / month
Twitter Followers	Min. 750 in 6 months
Facebook Likes	Min. 1,000 in 6 months
Weekly newsletter	To site registrants

Investment: \$32,000 per month

Integrated Marketing Add-Ons

Product	Deliverable
Branding	
Banner Advertising	10,000 impressions
Market Education	
White Paper Downloads	100 un-gated downloads
Customer acquisition / leads*	
Radio Show	150 leads / show
Gated White Paper	100 leads
Webinar	400 leads / event
Live Video Broadcast	200 leads / show
Content	
Custom Case Studies & Leadership Reports	7-10 page editorial report + 100 leads
Editorial Video Blogs	12 video blogs + hosting + player
Video Documentaries	Video + hosting + player

**Cost of leads may vary based on target industry and lead filters*

For more information, please contact:

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Content Syndication

content hosting + lead generation

Generate Demand For Your Products And Solutions Using Your Marketing Assets

Throughout the technology purchase process, decision makers need to research and evaluate multiple solutions, products and services. From case studies to white papers to technical briefs, business technology professionals rely on different types of content to address their questions and concerns.

Activate Buyers Of Your Products And Solutions

A focused, consistent lead-generation program is a critical component for all marketing programs. Using the power of the TechWeb Digital Library, Content Syndication activates the largest and most influential audience of business technology buyers by leveraging the trusted brands, rich content and active visitors to our network of online sites, including InformationWeek.com, BankTech.com, DarkReading.com, DrDobbs.com, InsuranceTech.com, LightReading.com, NetworkComputing.com and WallStreetandTech.com.



An Immediate Impact On Your Sales Funnel, Driving Optimal Results

Business technology buyers are directed to your white paper while it's hosted on the TechWeb Digital Library. Contextual links across the network are combined with an integrated promotional campaign to drive maximum visibility, and a tight synopsis of your white paper promotes the download process to capture key lead contact information.

Three-Month Sponsorship Overview

- Hosted sponsor-provided asset program
- Editorial review of content assets available for maximum performance
- Guaranteed leads - contact information provided: name, email, title, company, industry, company size
- Detailed reporting sent throughout scheduled program or when the lead goal is fulfilled (whichever comes first)

* Adding filters will result in a lower lead guarantee

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Demographic Ad Targeting

audience targeting + visibility + increased ROI

Reach Targeted Business Technology Decision Makers On Our Trusted Network

Demographic Ad Targeting is a powerful online tool that allows you to fine tune your media reach to tech decision makers who fit within your specific demographic targets.

Your advertisement follows the selected group as they traverse across our online network, maximizing your brand's visibility with the segmented target audience.

Tap Into Our Extended Technology Buying Audience

For tech marketers, Demographic Ad Targeting can help improve ad campaign ROI. Select criteria (two maximum) from four key technology audience segments that are most relevant to your brand, products and services.

Leverage our powerful audience of business technology buyers to reach high-value target segments.

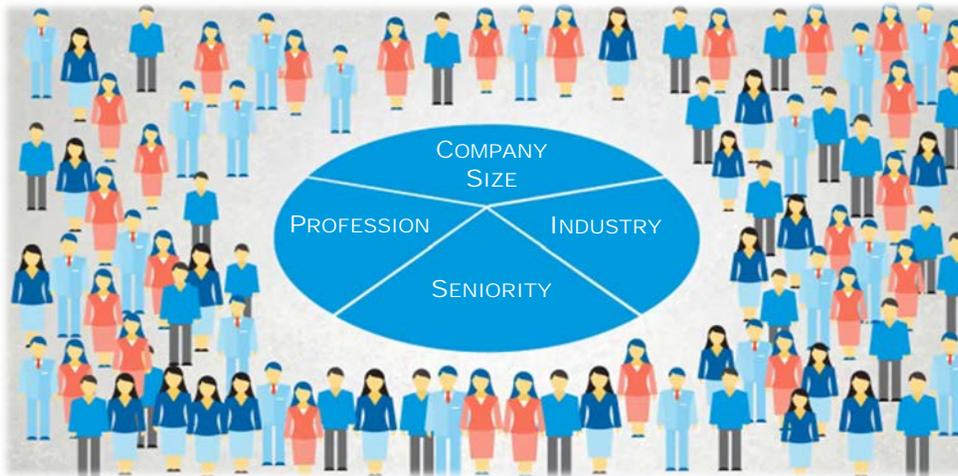
IT Demographic Targeting Segments

Company size	<ul style="list-style-type: none">• <100• 100-1000• 1000+
Industry	<ul style="list-style-type: none">• Retail• Education• Healthcare• Government• Financial Services
Seniority	<ul style="list-style-type: none">• Executives
Profession	<ul style="list-style-type: none">• Finance Professionals• IT Professionals• Business Professionals• Small Business Professionals

Program Info

Ad placed across UBM Tech's IT network, which includes: InformationWeek, Dark Reading, Network Computing, Bank Systems & Technology, Insurance & Technology, Wall Street & Technology and Dr. Dobb's

Ad Units available: 300x850, 300x600, 300x250, 728x90



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Digital Issues

editorial alignment + brand exposure

Setting Strategies and Agendas For Architect IT Decision Makers

Network Computing helps IT architects and tech-savvy business managers stay ahead of the curve by helping them connect the dots between the architectural approach and how technology impacts the network.

Our quarterly web-based digital issues allow 60,000 qualified subscribers to engage with our authoritative perspective and analysis for more informed decision making. Each digital issue focuses on big ideas, and are written by trusted Network Computing editors and reporters.



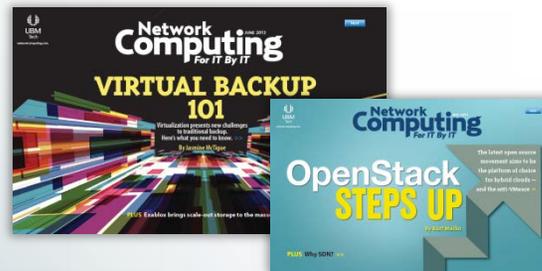
Create Demand For Your Products And Services

Business technology decision makers begin to consider solutions and vendors well before budgets are allocated – so it's critical to get your company and its solutions noticed as they do their information gathering.

Reach 60,000 qualified IT and business professionals early in their buying process by aligning your message with the award-winning editorial that Network Computing is known for – and relied upon.

For more information, please contact:
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Network Computing Digital Issues



- Circulation: 60,000
- Frequency: Quarterly

2014 Issue Schedule

Editorial Feature	Cover Date	Delivery Date	Close Date
SDN Wars	Apr.	03/17	03/03
The Network Engineer: Endangered or Empowered?	July	06/16	06/02
What Makes Security Pros Tick?	Oct.	09/15	09/02
The Open Enterprise?	Jan. 2015	11/18	11/03

eNewsletter

targeted messaging + visibility

Be There When IT Buyers Look For Actionable Advice From Our Editorial Experts

Today's business technology decision maker prefers to receive market information and technology news in a straightforward, simple style directly to their digital inbox.

Your Message Delivered Digitally and Contextually to Target Audiences

UBM Tech provides a diverse portfolio of editorially branded eNewsletters focused on a variety of industries, technologies and professions that you can mix and match to target your message or offer. It's the topics, content and credibility of our expert editorial team that business technology decision makers crave and that you can benefit from as part of your marketing communications strategy.

As a sponsor, your message will appear within the newsletter email. Campaign tracking reports are also available as a part of your package.

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InformationWeek
NETWORK Computing
Conversations

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March 17, 2014

728x90

300x250

TOP STORIES

Nexus 5 On Dock
The Nexus 4 smartphone is no longer available to purchase from the Google Play Store. That can only mean one thing.
NEXUS 5

NSA Contracted With Zero-Day Vendor Vupen
NSA likely used French exploit service to keep tabs on the competition and run "deniable cyber ops," says cyber-weapon critic.

Microsoft Bing's New Look, Tools
Microsoft's search engine still ranks a distant second to Google, but the company calls Bing a key part of its reorg strategy.

Dropbox File Brouhaha: Use Case Is The Issue
Before you pull your files over a perceived security threat, ask yourself: How are you using the cloud file sharing service?

Dell Buyout: Good News For SMB Customers?
Michael Dell said a private Dell is a "great outcome" for users -- but that doesn't make it true. Here's how Dell could turn that rhetoric into reality for SMBs.

Nokia Pushes Back Phablet Launch
Nokia was ready to announce a large-screen smartphone this month, but its pending acquisition by Microsoft changed its plans.

Spotify Embraces Hortonworks, Dumps Cloudera
World's largest music service switches Hadoop distributions to take advantage of Hortonworks Hive improvements, support services.

MORE NEWS

WHITEPAPERS AND WEBCASTS

Ensuring Superior Mobile App Performance To Build Business Advantage
NSA likely used French exploit service to keep tabs on the competition and run "deniable cyber ops," says cyber-weapon critic.

Five Reasons Why the Right BI is like the Right Partner
NSA likely used French exploit service to keep tabs on the competition and run "deniable cyber ops," says cyber-weapon critic.

MORE WHITEPAPERS

EDITOR'S PICK

Research: Cloud Software: Where Next?
NSA likely used French exploit service to keep tabs on the competition and run "deniable cyber ops," says cyber-weapon critic.

Why You Need a Cloud Service Broker
NSA likely used French exploit service to keep tabs on the competition and run "deniable cyber ops," says cyber-weapon critic.

MORE REPORTS

InformationWeek is looking for engaged readers to moderate message boards on this site. Interact with your IT peers; earn recognition and perks. Interested?
Email: iwkmoderator@ubm.com

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Mahwah, NJ 11030

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If you're not sure how to do that, ask your administrator or ISP. Or check your anti-spam utility's documentation.

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Full Edition Sponsorship

- Sole sponsorship of issue
- Two image ads: 728x90 and 300x250
- Delivery: Tuesday & Thursday
- Circulation: 31,400



UBM
Tech

InformationWeek Reports

research + thought leadership + brand exposure

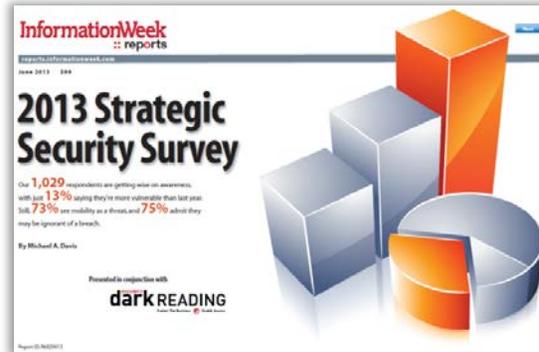
Connect With IT Buyers As They Make Final Technology Recommendations

InformationWeek Reports empower business technology leaders to make smarter, faster decisions. Our team of senior editors and practicing IT professionals includes CIOs, long-time security consultants and experienced analysts who share their expert perspective and advice.

Comprehensive, Real-World Technology Assessments Written By IT Professionals

Each 15- to 40-page report is tailored to help decision-makers determine which strategies and products are right for their businesses; reports span the topics important to IT, from security and networking to applications and cloud computing, and include buyer's guides for select technology categories.

For more information, please contact:
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Many reports are anchored by exclusive InformationWeek research, which draws on the expertise of our reader base to identify, track and interpret business technology trends. Research-based reports include the annual Salary Survey, Strategic Security Survey, State of Cloud Survey, State of the Data Center Survey and many more.

Custom Expandable Portrait IMU Ad



Underwriting & Distribution Sponsorship

- Specified report “underwritten by [sponsor]” on report site for 6 months
- Opportunity to post 5 assets on report page
- PowerPoint summary of report
- Distribution rights for 6 months

+ Content Syndication – 3 month program

- Guaranteed leads - contact information provided: name, email, title, company, industry, company size
- Detailed reporting throughout scheduled program or when the lead goal is fulfilled (whichever comes first)

* Adding filters will result in a lower lead guarantee

+ Brand Awareness – 3 month program

- Promote the underwritten report across our IT communities with custom expandable portrait IMU ad
- Multiple impression levels available

InRead Video

high impact + premium placement

High Impact Video Embedded In An Editorial Article

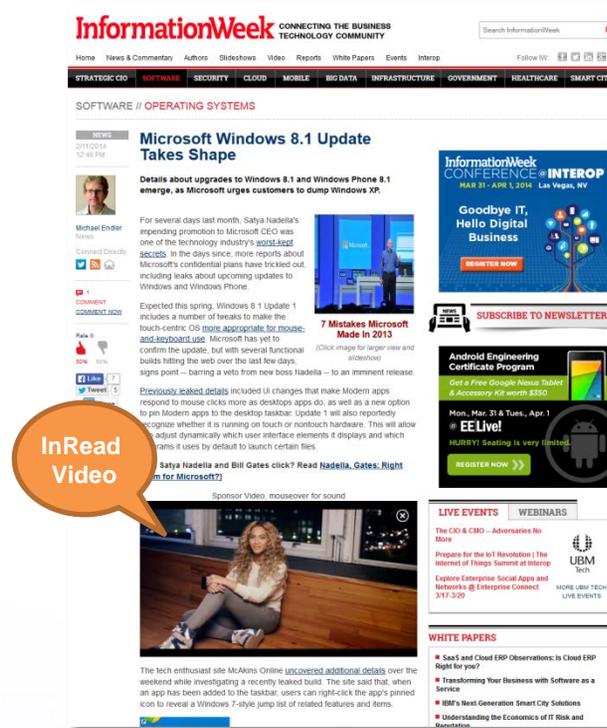
InRead is a video advertisement placed in the middle of an editorial article. The video plays once the video is visible on the user's screen, pauses if the user cannot see it, and resumes when it comes into view again.

Audio starts on the rollover of the user's mouse, and the video disappears from the body of the article once played to completion, making it less disruptive to the overall user experience.

Ideal Video Format To Engage The Tech Buying Community

Providing a premium environment for short videos, the video appears below the fold between two editorial paragraphs, offering a more focused, attentive viewer experience.

InRead provides tech marketers impactful video exposure with guaranteed viewability in an editorial environment second to none.



See [InRead demo](#)

Program Benefits

- High impact video unit embedded into the heart of editorial articles
- Positioned for maximum effectiveness
- Optimal user experience
- Adapts to screen size
- Plays when more than 50% of ad is visible on screen
- Guaranteed visibility – only plays when in view for user
- Cost Per Video Start model – pay when video is in view
- Large size video – HD quality
- Extensive reporting, including completion rates

Recommended video length: 30 seconds;
Longer videos accepted, but not recommended

75% of executives watch work-related videos on business websites at least once a week.¹
Get your short form video in front of engaged technology decision makers with InRead.

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Must Reads

top stories + interactive digital format + lead generation

Targeted, Hand-Picked Content On The Most Talked-About Technologies

Business technology decision makers are inundated with information from every possible platform to gain the intel they need to make strategic decisions. Our editors aim to help technology buyers filter out the fluff with Must Reads – the month’s most essential reads.

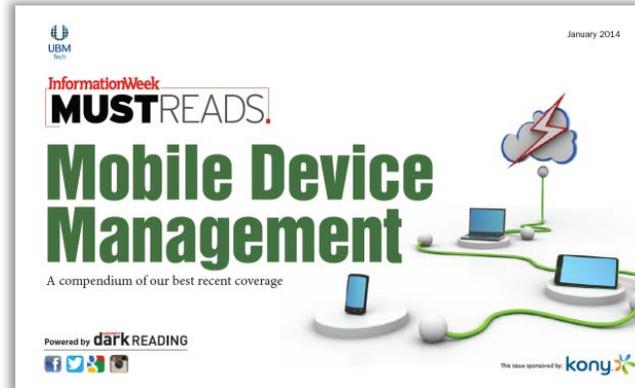
Be There When Technology Decision Makers Set Their Business Technology Agenda

Must Reads are topically-based digital compilations of the most insightful, talked about, commented on, and tweeted content over the past 30 days.

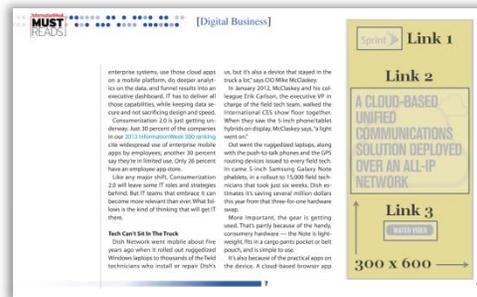
Each Must Reads issue delivers “Best Of” content pieces including news and feature stories, slideshows, commentary, and video that are all hand-selected by our editors.

For technology marketers, Must Reads provide a targeted, trusted environment to market and align their solutions, while garnering leads.

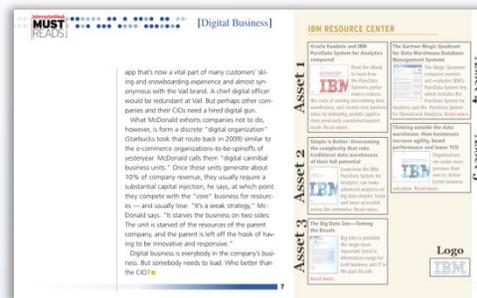
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1/3 Page Vertical Ad



Resource Center



Exclusive Monthly Sponsorship Overview

Guaranteed Leads

- First and last name, e-mail, title, company, phone and business address, industry, company size
- Reduced lead guarantee with filters/custom questions

Visibility and Editorial Alignment

- Two ad placements in the issue
- Logo on registration page and within Must Read issue

Ad Format Options:

1/3 Page Vertical Ad

- Dimensions: 300 x 600 pixels / 4" x 8"
- Formats: JPG (150 dpi) or Flash (ActionScript 3.0)
- Animation (Flash ads only): must start on 2nd frame; no loop limit
- Ad supports video (FLV recommended) and audio (MP3 only)
- Max file size: 50 MB
- Linking URLs required within creative (up to 3)

Resource Center

- Links for up to 5 sponsor-hosted assets
- Headline for each asset (maximum 8 words)
- Short description for each asset (maximum 25 words)

Tech Digests

technology category alignment + lead generation + visibility

Expert Perspective On Technology Infrastructure Trends – For IT, By IT

Every quarter, Network Computing produces a web-based Tech Digest with deep, practical analysis focused on a specific technology infrastructure topic. Topics will range from 802.11ac and Software Defined Networks (SDN) to Flash Storage and Hybrid Cloud.

Network Computing's team of senior editors and practicing IT professionals – including CIOs, long-time consultants, and experienced analysts – provide expert perspective that business technology decision makers need to identify, track, and interpret market trends.

Each issue features the authoritative analysis needed for long-term planning that Network Computing is known for – and relied upon – in the IT infrastructure community.

For more information, please contact:
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Fill Your Sales Pipeline With Engaged IT Decision Makers

For technology marketers, tech digests are the ideal platform to reach CIOs, IT directors and managers, and tech-savvy business managers. Align your company and its solutions with our award-winning editorial, and start garnering leads – fast.

InformationWeek
NETWORKComputing

Tech Digest Categories

Editorial Feature	Cover Date	Delivery Date	Close Date
802.11ac Decision Time	Feb.	01/14	12/30
Flash Storage in the Data Center	May	04/14	03/31
Building a Hybrid Cloud	Sep.	08/11	07/28
SDN Island	Jan '15	12/08	11/24

Monthly Sponsorship

Guaranteed Leads

- Registrants for sponsored Tech Digest issue
- First and last name, email, title, company, phone, business address, industry, company size

Visibility

- 1/3 Page Vertical Ad: 300 x 600 pixels / 4" x 8"
 - Formats: JPG (150 dpi) or Flash (ActionScript 3.0)
 - Animation (Flash only): must start on 2nd frame; no loop limit
 - Ad supports video (FLV recommended) & audio (MP3 only)
 - Max file size: 50 MB
 - Linking URLs required within creative (up to 3)
- Sponsor logo on registration page

* No filters included in lead guarantee

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Topic Alignment Program (TAP)

content alignment + brand awareness + community engagement + lead generation

Align Your Company With Contextually Relevant Infrastructure Editorial

Network Computing is a trusted community of IT leaders and practitioners, where IT architects and engineers turn for insight on the how and why behind next-generation networks, data centers, storage systems, communications, and cloud architectures.

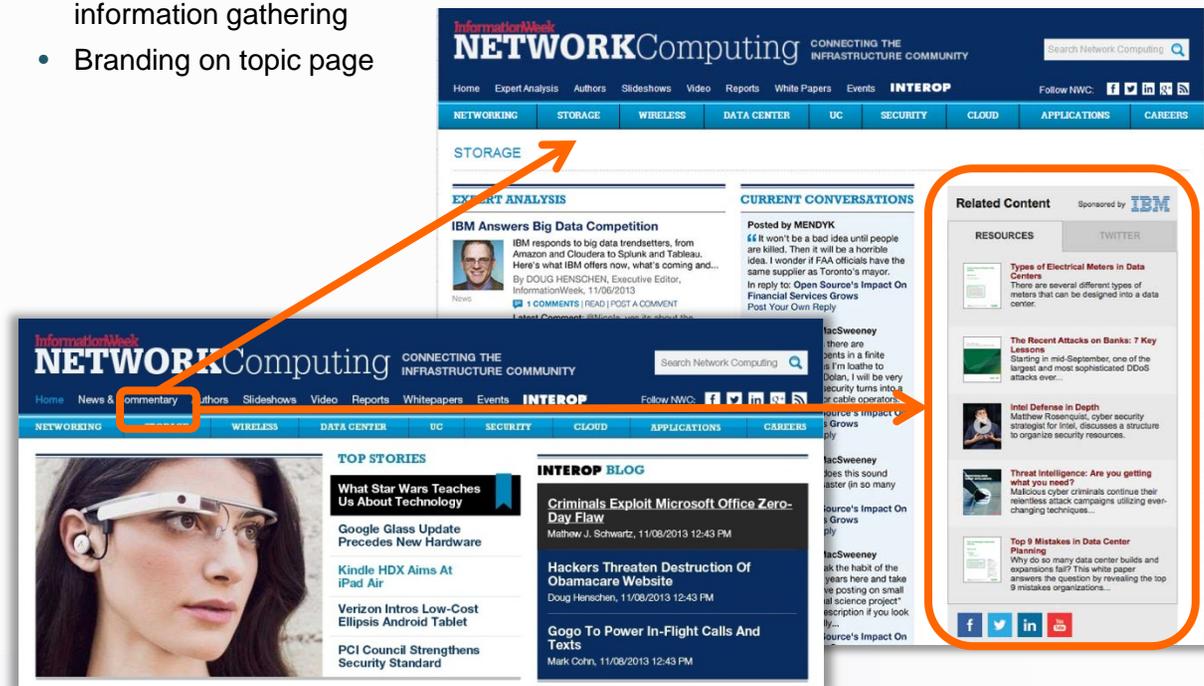
Our Topic Alignment Program (TAP) provides you with the opportunity to sponsor an infrastructure-specific section on Network Computing putting your service or solution in front of active IT buyers.

TAP Into Network Computing's Powerful Community

Our community contributors are subject-matter experts and industry practitioners who provide IT decision makers with a strong point of view and practical know-how, backed by technical and management expertise.

Key Topics To Align Your Products and Services

- Infrastructure topic alignment
- Promote your infrastructure solutions within the context of editorial as buyers do their information gathering
- Branding on topic page
- Educate prospects by posting your white papers, case studies, and research papers with options to add your social feed and blogs via an interactive Related Content box



Use TAP to align your solutions in the context of credible, trusted editorial content.

For more information, please contact:

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Topic Alignment Program (TAP)

Targeted Topic Sponsorship

Exclusive Related Content Unit

Features your content assets and social media feeds or corporate blog in a tabbed unit that IT decision makers can interact with. (300 x 600 pixels)

- **Resources tab:** post up to 5 content assets (white papers, research, case studies, video, etc.)
- **Blog or social network tab:** feed of sponsor's blog or selected social network
- Prominent placement of sponsor's logo at top of unit
- Guaranteed leads
- Guaranteed impressions per quarter: 60,000

Top IMU Ad Unit

Showcase your product or service in front of IT buyers. Contextual placement aligns your message for maximum exposure. (300 x 250 pixels)

- Guaranteed impressions per quarter: 60,000

Tech Digest Sponsorship

Reach 80,000 qualified IT and business professionals early in their buying process by aligning your message with the award-winning editorial that Network Computing is known for — and relied upon.

- 1/3 Page Vertical Ad: 300 x 600 pixels / 4" x 8"
- Sponsor logo on registration page
- Guaranteed leads

Interactive Poll

Provides an opportunity to discover key challenges your prospects face, reveal the barriers they must overcome.

- One poll per month

Note: All lead guarantees based on no filters added.

For more information, please contact:

cync@ubm.com | createyournextcustomer.com/contact-us

The screenshot displays the Network Computing website interface. At the top, there's a navigation bar with categories like NETWORKING, STORAGE, WIRELESS, DATA CENTER, UC, SECURITY, CLOUD, APPLICATIONS, and CAREERS. Below this, the main content area is divided into several sections:

- STORAGE:** Features an 'EXPERT ANALYSIS' article titled 'IBM Answers Big Data Competition' and a 'CURRENT CONVERSATIONS' section with multiple posts by Greg MacSweeney and MENDYK.
- Windows XP Security Apocalypse: Prepare To Be Pwned:** A commentary piece by Matthew Schwartz.
- Don't Be A Hacker's Puppet:** A commentary piece by Rajat Bhargava.
- Cloud Migrations: Don't Forget About The Data:** A commentary piece by Michael C. DaCosta.
- 6 Tips For Financing BYOD Workplaces:** A commentary piece by Jeff Teuchie.
- Military Needs Better Battleground Biometrics:** An editorial piece by Mark Cohn.
- Health Information Exchange Needs A Simpler Model:** A commentary piece by David F. Carr.
- Why Enterprise Social Collaboration Means Business:** A commentary piece by Andrew Borg.
- Food Stamp Automation Restrictions Must End:** An editorial piece by Pam Walker.

On the right side, there's a 'Related Content' unit sponsored by IBM, featuring a 'RESOURCES' tab and a 'TWITTER' feed. Below that is the 'CURRENT ISSUE' section, which highlights the 'Network Computing March 2014 Issue' with a 'SDN SMACKDOWN' cover image. At the bottom right, there's a 'FLASH POLL' titled 'When does IT get called into a new tech-enabled project at your company?' with options like 'idea stage', 'tech requirements stage', 'implementation stage', and 'after problems ensue'.

Related Content unit
Above the fold, rotated with top IMU ad unit

Top IMU ad unit
Served with the Related Content unit for increased exposure

Tech Digest
Promoted on site during selected Tech Digest sponsorship period

Interactive Poll

Topic Alignment Program (TAP)

Customize your program

Program Builder

Brand Awareness

Increase your reach with a high impact ad unit. (Based on available inventory)

- Additional Related Content unit and Top IMU Ad unit impressions
- Bookend unit
- InRead Video
- Homepage roadblock

Content Development

Our team of content and marketing experts will work with you to create content that will keep the attention of IT security buyers.

- Digital services (ex. case studies, eBooks, tech briefs, etc.)
- Custom research services
- Graphic services (ex. infographics, slideshow presentations, etc.)
- Video services

Thought Leadership

Live events, online, and face-to-face not only allow IT security executives to gain in-depth knowledge on solutions they are considering, they also give them an opportunity to ask questions that will help them validate their potential investment.

- Executive roundtable
- Webinar

Lead Nurturing

A strategic program that will help you connect with prospects throughout the buying cycle — from awareness to consideration to justification to purchase — with effective alignment between credible content and personalized messaging.



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Topic Alignment Program (TAP)

content alignment + brand awareness + community engagement + lead generation

Community Topics



Community Leader

Susan Fogarty, Editor in Chief

- **Networking:** Our networking section includes everything on network architecture and design, from the latest in software-defined networking and open source standards development to Ethernet and other LAN and WAN protocols.
- **Storage:** Learn about the latest in storage infrastructure technologies -- such as SSDs and flash -- and how they will affect the rest of your enterprise IT requirements.
- **Wireless:** Wireless LAN and campus infrastructure is an integral part of the enterprise as mobile devices and objects increase. Learn about wireless products, implementation and management.
- **Data Center:** This topic addresses data center design, focusing especially on developments in virtualization and convergence that are changing the traditional infrastructure model.
- **Unified Communications:** We cover unified communications and VoIP hardware and software and how they can interoperate with your enterprise infrastructure and business processes most efficiently.
- **Cloud Infrastructure:** Look here to find out exactly what you need to leverage your enterprise infrastructure to build a private cloud for your own employees, and how you can connect it to public services to create a hybrid cloud.
- **Applications:** Ensuring adequate application performance is the most important aspect of enterprise IT. Here you'll find information on software and appliances that can help, including application performance management, network management, and WAN optimization.
- **Careers & Certifications:** Enterprise infrastructure is undergoing a great deal of change, demanding that IT professionals stay on top of their game. We provide professional resources to help keep informed.



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Web Advertising

brand awareness + contextual alignment

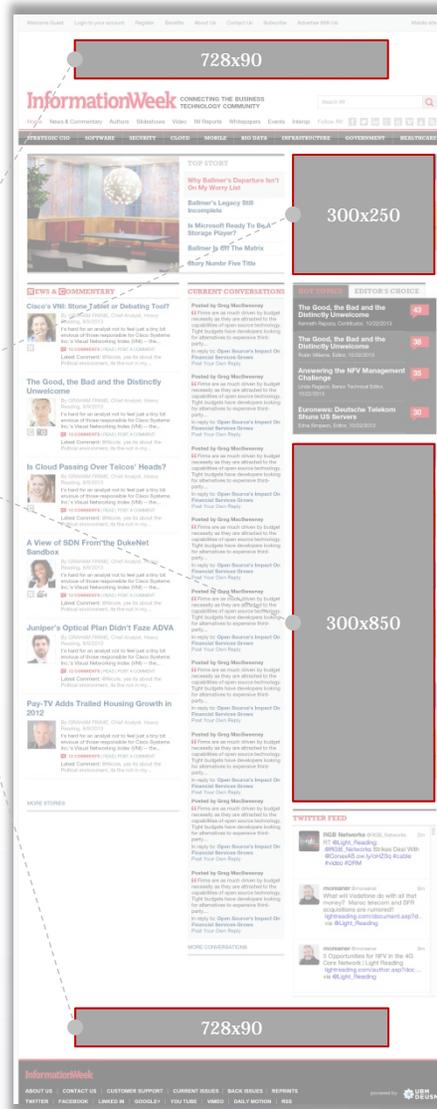
Powerful Brand Building Opportunity

Showcase your product or service in front of business technology buyers. Reach a variety of IT and tech-savvy business professionals with run-of-network or run-of-site positions. Your ads will also be seen on mobile devices because of our sites' responsive design.

Contextually Align Your Message For Maximum Exposure

For a more targeted approach, use contextual placements to reach business technology decision makers interested in specific technologies or industries.

InformationWeek	Dark Reading (Security)	Network Computing (Infrastructure)
Big Data Cloud Mobile Software Strategic CIO	Analytics App Security Attacks & Breaches Cloud Security Endpoint Mobile Security Operations Perimeter Risk Management Vulns & Threats	Applications Careers Cloud Infrastructure Data Center Networking Storage Unified Comms Wireless



Leaderboard

IMU

Half Page

Leaderboard

Banner Ad Units

- Formats: GIF, JPG, HTML, Flash, Rich Media
- Max File Size: 40K
- Animation Time Limit: 15 seconds
- Loop Limit: 3 loops 15 seconds each
- Linking URL required upon creative submission
- Mobile-only targeting available
- Ad unit sizes: 300x850, 300x250, 728x90

Leaderboards rotate between top and bottom placements
RON: Run across InformationWeek.com, DarkReading.com, NetworkComputing.com.

Homepage Roadblock

Daily ownership of all ad positions on homepage

For more information, please contact:

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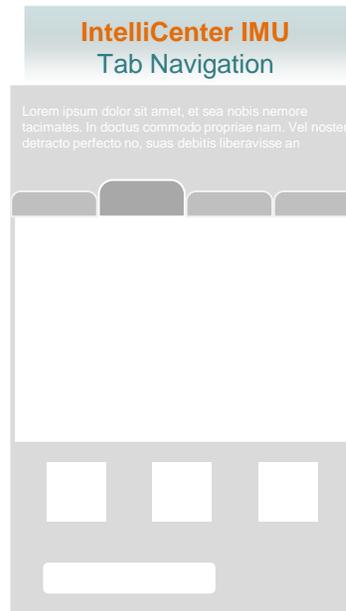
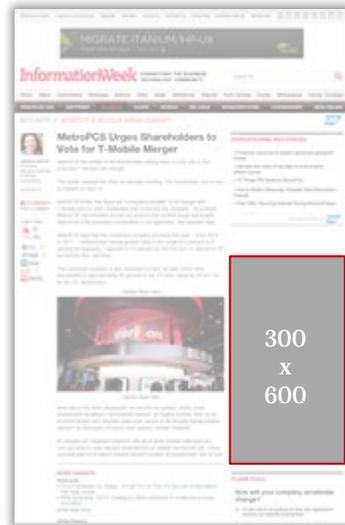
Web Advertising

rich functionality + content marketing

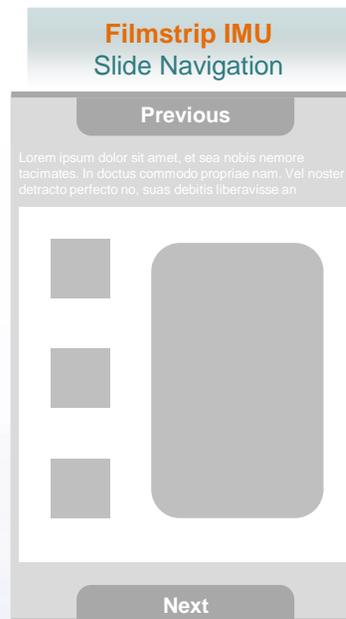
Super-Sized Ad Unit To Showcase Your Best Content

Effortlessly repackage your existing content assets (whitepapers, video, case studies) and social media feeds into a unit that users can interact with.

- **Rich functionality:** From in-ad video players creating social content walls and real-time polling, to live chat.
- **Lead with content ...lots of it:** Twice the size of a standard IMU unit, coupled with the units' slide or tab format, provides you with an unprecedented amount of real estate.
- **Deep metrics & performance:** Including click-thrus, downloads, streams, interactions, sharing and more. The interactive format has proven to increase user-engagement via higher CTR and interaction rates.



vimeo.com/66898348



vimeo.com/63092655

Ad Details

- Appears within an IMU ad unit placement
- Up to 5 strips or tabs displaying your content
- Ad specs: 300x600
- Reporting on load, rollover of tabs/videos, scrolling of text, and seconds of interaction
- Production Fee*

* Client can provide creative and waive product fee

Sample Functional Components

- Video Player
- White Papers
- Social Content Feed
- Interactive Polls

For more information, please contact:

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Web Advertising

large canvas + content marketing

Expandable Unit Provides High Impact Visibility And Engagement

Large canvas, rich functionality ad units expand to allow business technology buyers to view and interact with your content assets like white papers, videos, and case studies. Each unit supports multiple pieces of content.



Portrait IMU

- Appears within an IMU ad unit
- Users can click on offer to display multiple content assets, which automatically scroll
- Ad specs: 300x600 initial/collapse ad load, expands to 613x460
- Production Fee*



Sidekick IMU

- Appears within an IMU ad unit placement
- Click to expand and display content assets
- Ad specs: 300x250 initial/collapsed ad load, expands to 850x700. Click to expand
- Production Fee*

For more information, please contact:

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Web Advertising

visual toolbar + content marketing

Prominent Tabbed Ad Units Encourage Interaction

These interactive ad units have multiple tabs that allow users to explore your content assets without leaving the page. Each tab reveals a new piece of content – it's a visual toolbar within the ad unit!



728x300

vimeo.com/64834332



728x300

vimeo.com/64834334

Leaderboard Amplifier

- Appears within a leaderboard ad unit
- Each tab reveals a different page of content
- Ad specs: 728x90 initial/collapsed ad, 728x300 w/ multi-tabs in open state
- User-initiated open
- Production Fee

Leaderboard Content Drop Down

- Appears within a leaderboard ad unit
- Each section drops down to display content
- Ad specs: 728x90 initial closed position, expands up to 728x300 with multi-tabs
- User-initiated open
- Production Fee

For more information, please contact:
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Web Advertising

large canvas + content marketing

Expandable Top Unit Draws Visitors Attention And Encourages Engagement

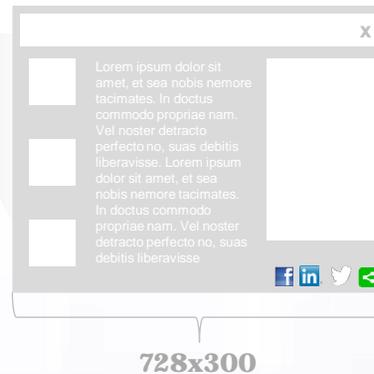
Catch the attention of business technology decision makers right away. Each expandable unit allows users to interact with your content without taking them away from the page.



vimeo.com/64834333

Leaderboard Pushdown

- Appears within a leaderboard ad unit
- Ability to include multiple links to content assets
- Ad specs: 728x90 initial/collapsed ad load, expands to 728x300
- User-initiated expansion
- Production Fee*



vimeo.com/63092735

Leaderboard Slider

- Appears within a leaderboard ad unit
- Social media links allow users to share content directly from within the ad unit
- Ad specs: 728x90 initial load, unit expands to 950x500 with user-initiated click and slides in from the right side of the screen
- Production Fee*

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* Client can provide creative and waive product fee

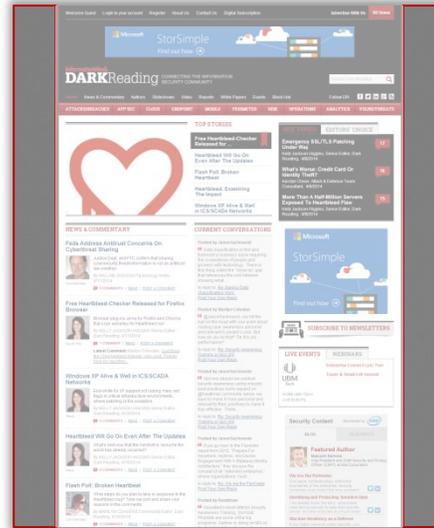


Web Advertising

high impact + brand awareness

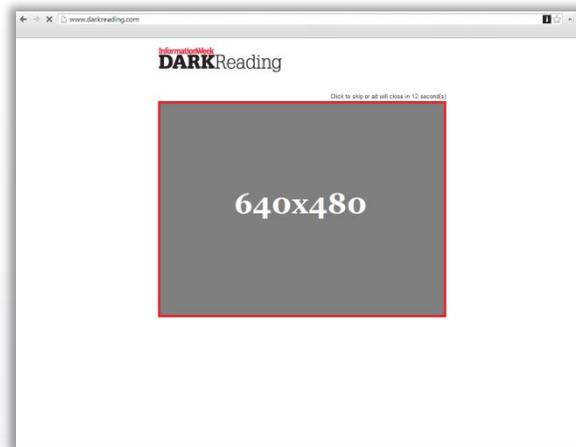
Grab The Attention Of Engaged Business Technology Buyers

Ideal for product launches or announcements, book end units and welcome ads are an ideal way to get your message in front of IT and tech-savvy business professionals.



Book End Unit

- Covers the left and right hand rails of page
- Your message remains fixed as visitors scroll up or down
- Ideal for your next product launch strategy
- Dimensions: 1260x890, 1260x925, 1260x1145, 1380x890, 1380x1020 (all sizes are needed)



Welcome Ad

- Your ad is the first thing visitors see upon arriving to InformationWeek.com, DarkReading.com and NetworkComputing.com
- Served only one time per day to each visitor
- Dimensions: 640x480

* Limit 2 sponsors/day with 35,000 estimated impressions each

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Webinars

thought leadership + interactive platform + lead generation

Educate And Engage Target Audiences While Filling Your Sales Pipeline

Webinars provide a forum for presenting in-depth and highly credible information that reaches prospects at multiple stages of the buyer readiness cycle at the same time.

Access the largest, most influential community of business technology buyers by aligning your webinar with our other market leading brands.

Leverage The Power Of Our Trusted Brands And Resources

We will put our editorial power to work for you. Based on your market and objectives, your webinar will be powered by the appropriate market leading brand and editorial team.

For more information, please contact:

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Interactive Platform To Suit Your Marketing Needs

Editorial Webinars – Our editors lead topic creation and recruit speakers, analysts and other experts, while our audience development experts drive traffic to the webinar. Includes a brief speaking opportunity at the end of the webinar.

[2013 Editorial Calendar](#)

Custom Webinars – You have control of the content, while we provide complete audience development, marketing, production and project management as well as a professional moderator to manage the discussion with your presenters.

Custom Enhanced Webinars – Enhance your vendor-perspective webinar with thematic content direction from our team of custom content experts. An assigned custom editor will partner with you to develop a relevant, educational webinar.

Program Overview

- One-hour live event with hosting and technical support
- Features include: live Q&A, surveys, polling, live URL links, social media integration, and screen sharing capability
- Guaranteed leads and access to all opt-in registrant information: name, company, title, and email
- Promotion to relevant segments of UBM Tech's database includes a dedicated email campaign and listing on InformationWeek's event calendar
- Formats available: audio or video

Optional Platform Upgrade

Add enhanced functionality to your webinar with a platform upgrade which include:

- Live screen share
- Embedded video clips
- Social media
- Webcam presentations



Executive Forums

face-to-face + thought leadership + lead generation

Facilitate Interaction With Your Customers And Prospects With Our World-Class Events

Our team of experts will organize a customized event that is tailored to meet your specific business objectives and engage your best prospects. Whether you require a small- or large-scale meeting environment, your event will be developed with the creativity and flawless event execution that translates into high-impact experiences for all participants.

Together we will determine the critical components of a successful event for your company and attendees, including:

- Discussion topic and content
- Speakers and subject matter experts
- Format and flow of the event
- Target cities/locales and audience
- Qualifiers: title, job function, industry, company size



Turn-Key Event Formats

Our experienced events team will manage and execute all program details, including recruitment, content coordination, event logistics, on-site registration, audiovisual and menu selections. Also, scalable programs allow you to reach your prospects and clients across the United States and globally.

Leverage The Power Of Our Vibrant Brands And Trusted Resources

We will put our editorial power to work for you. Based on your market and objectives, your custom event will be produced by the appropriate market-leading brand and editorial team.

Event Details

- Half-day event
- Sponsor selected target audience & location
- Content development & moderator
- Full operational & logistic execution

Number of Attendees per Event

- Tier 1 city: 50 people custom event
- Tier 2 city: 30 people custom event
- Discount for multi-city series

Pricing is subject to change based on sponsor's specific objectives
Production time: minimum of 8 weeks upon signed contract

For more information, please contact:

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Executive Roundtables

intimate + thought leadership + lead generation

Build Thought Leadership By Aligning With Our Trusted Editorial Perspective

A live event not only allows business technology executives to gain in-depth knowledge on solutions they are considering, they also give them the opportunity to ask questions that will help them validate their potential investment.

Once you have selected your audience and theme, our team of experts will work to create an intimate roundtable event that moves educated prospects directly into your sales funnel. Get up close and personal with your potential customers by presenting ideas, receiving feedback and discussing best practices.

You can rely on our experienced event team to craft a discussion guide that will mutually benefit the sponsor and attendee, and moderate your event discussion – adding the stature and objectivity of our trusted brands to your message.



Turn-Key Event Formats

We will manage and execute all program details, including recruitment, content coordination, event logistics, on-site registration, audiovisual and menu selections. Also, scalable programs allow you to reach your prospects and clients across the United States and globally.

Leverage The Power Of Our Vibrant Brands And Trusted Resources

We will put our editorial power to work for you. Based on your market and objectives, your executive roundtable will be produced by the appropriate market-leading brand and editorial team.

Event Details

- 2 hour, single sponsor event
 - Single or multiple locations
 - Sponsor selected target audience & location
 - Full event management & audience acquisition
- Attendees - Qualified IT decision makers
- Tier 1 City: 15 – 20
 - Tier 2 City: 12 – 15
 - Discount for multi-city series

Pricing is subject to change based on sponsor's specific objectives
Production time: minimum of 8 weeks upon signed contract

Sample Agenda

- 30 Minutes: Networking breakfast
- 75 Minutes: Editorial/sponsor moderated discussion on select, pressing topics
- 15 Minutes: Summarize & action plans

For more information, please contact:

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Live Event Simulcast

face to face + live feed + brand visibility + lead generation

Maximize The Impact Of Your Custom Event By Broadcasting Key Sessions Live

Business technology decision makers have limited time and financial ability to attend live events. Some of your most coveted target audience may be out of range of your live event series or unable to travel to a user conference. However, it is still critical to expose these key prospects and clients to your educational content and thought leadership, as well as give them the ability to interact with their peers.

Introducing Live Event Simulcast – an easy-to-use interface that will remotely link key prospects/clients and increase the ROI of your custom face-to-face events.

Simulcast your keynote or panel sessions to reach and engage a significantly larger target audience!



Program Overview

- Live stream: 60 to 90 minutes
- Branded interface and full registration
- Event archive: 6 months
- Guaranteed Registrants: 200 qualified business technology decision makers

Sample Agenda

- Add on to your current custom event program
- Full project management from conception to creation
- Ability for attendees to watch the event as it happens via a live video feed
- Live Q&A
- Synchronized slide presentation
- Ability to post assets, links, demos and additional information to the platform
- Social media live polling with real time results
- Technical support via chat and telephone
- Auto redirect to a URL of your choice
- Customizable exit survey
- Comprehensive reporting

For more information, please contact:

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Partner With Us

Contact your sales representative today to get started:

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Get Tech Marketing Updates

