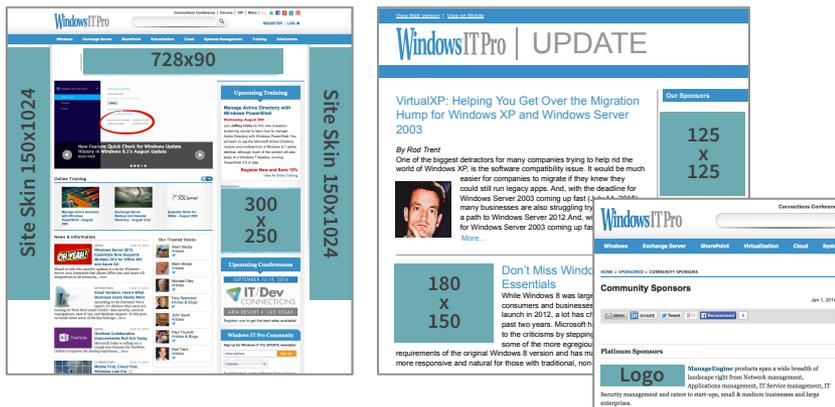


Put your brand in front of the right buyers & influencers—constantly.

Annual site Sponsorships offer multiple **daily branding & awareness**, thought **leadership and lead generation**. Every day, every page. **Your sponsorship follows** buyers on their journey across our sites.



Website	Monthly Banner	Impressions
Windows IT Pro	728x90 & 300x250	100,000
Supersite for Windows	728x90 & 300x250	100,000
SQL Server Pro	728x90 & 300x250	50,000
SharePoint Pro	728x90 & 300x250	30,000

Brand and Daily Branding

- 728 x 90 and 300 x 250

eNewsletter Ads

- 125x125 Sponsor ad in an editorial newsletters
- 1x per month

Company Profile Page

- Approximately 500-word product description
- Company logo in high-resolution JPG
- Contact information and link to website

10 Assets posted in our resource center

- White papers, case studies, research, or links to videos
- Title for each document link and 2 to 3 sentence description for each
- Should be updated monthly or as desired
- Assets promoted monthly to our audience

Thought Leadership Guest Blog

- 1X month – up to 500 words

Guaranteed Lead Generation

- 400 guaranteed leads annually/delivered monthly

Logo on the homepage Twitter feed

1 sponsored Tweet per month

Sponsor Twitter handle

InfoCenters are the best way to lock out the competition and really connect with the right buyers. This **EXCLUSIVE** opportunity **targets IT Buyers** who are most interested in your market segment. InfoCenter bundles together a powerful combination of **daily branding, lead-gen, custom content, social media** interaction, **thought-leadership**, & more.

Exclusive daily branding

- Daily Ad Branding exclusive for sponsor – 595X119
- Site Skins on InfoCenter
- Accessed from home page

Company Profile Page

- Approximately 500-word product description
- Company logo in high-resolution JPG
- Contact information and link to website

Three (3) blogs per week by Penton expert

Thought Leadership guest blog

- 2X monthly posted with the InfoCenter
- Bonus posting within the home page guest blog area

Corporate asset postings

- Post white papers, research, case studies, videos, and podcasts

Interactive Content

- Ability to post monthly quizzes and polls to drive further engagement

Monthly lead reports from asset download

- Targeted cadence: 50 global leads per month/600 per year

Monthly Custom Infocenter UPDATE eNewsletter

- Approximately 500-word product description
- Company logo in high-resolution JPG
- Contact information and link to website

InfoCenter Twitter feed

Twitter handles (up to 3) included on InfoCenter landing page
Dedicated marketing plan (100K monthly impressions) to drive traffic to InfoCenter

- Dedicated emails to segmented audience
- Social media impressions
- Web-based impressions
- Announcements/sponsorships in Penton technology email newsletters

Baseline Perception Study Pre and Post Campaign

Engagement Scoring: Penton will provide monthly summary to review metrics on engagement

- Site/Reader engagement
- Content engagement
- Social engagement

Asset Syndication

Penton Technology will manage all levels of your Lead Generation program, including a **results-oriented marketing plan** that leverages our audience. You provide the assets and we will write custom email marketing promotions to deliver quality buyers interested in your messages.

The tools used will be

- Marketing automation for sophisticated behavior-based targeting
- Email – more than 560,000 unique email addresses
- Web Banner Impressions: More than 2.7 million monthly visitors to our sites
- Social Media
- Seed blogging within our community experts and third-party sites
- Syndication of content on our sites, partner sites and third-party sites

Use your assets to educate and tell your story

- We'll promote your assets to our audience
- Build and host a registration page
- We'll write all the promotional copy
- Leads include name, phone number, email address, job title, company, company size and job function
- Weekly lead reports in Excel

Web Seminars

Web seminars will provide a 60-minute opportunity to have real-time interaction with subject matter experts and industry leaders to discuss key issues, solutions, best practices and actual case studies. Exceptional way to generate high quality leads while positioning as a thought leader for IT initiatives.

Topic and Event Development

- Work with thought leading editorial team from Penton to develop customized content
- Full production of live event and recording

Speaking Opportunity

- Includes Penton SME speaker/moderator
- Your choice of presenter – your executive, a customer or your industry expert

Real time interaction with the audience

- Q&A during the session
- Social media and video options available

Pre-event marketing

- Promotions to our extensive database including email, web banners, newsletter promotions, and social media outlets

Lead Delivery

- Reports on registrations and attendance
- Includes a minimum of 275 global registrations

Post Event Lead Touch and Executive Summary 4 week email nurturing campaign after event

- Follow-up emails are sent at 48-hr, 2-week and 4-week post event intervals
- Unique emails are sent to those that attended and those who registered but did not attend
- A link to the archived web seminar is used as a call to action in the first email
- It is suggested that the client provides a piece of content that compliments the web seminar as our call-to-action in the second email

Bundle key highlights from Web Seminar into co-branded Executive Summary piece used in the lead nurturing campaign and available for sponsors to utilize for additional content purposes

Web Targeting

is the platform for a new type of sales intelligence and lead targeting. You will know the right time to engage prospects and when to intercept current clients that might be looking to switch.

SmartReach™ Web Target leverages Penton's award-winning editorial and research content that drives a highly qualified business audience to our industry-specific web sites.

When you know what your customer is researching and reacting to, you can control the outcomes

- Customize the inbound messaging
- Prioritize sales activity
- Develop content and messaging around topic interest hot spots
- Follow the prospect/customers interest among competitors
- Work in real time towards the close
- Reach prospects displaying purchasing behavior with a multi-touch email campaign
- Reinforce your brand messaging to key segments using display ads
- Add content and other options for a truly custom lead generation program

Analyze the activity from the 60 million business decision makers that frequent Penton® brand sites each month and from a selection of relevant, business sites across the open web. Targeted leads come from our Penton SmartReach database of 16 million actively engaged and qualified registrant and subscribers across 17 market sectors – from Aviation and Agriculture to Technology and Wealth Management.

From **Activity Analytics**
to **Business Decisions**

Lead Nurturing

Generating leads is only half the battle – you need to find ways to continue the conversations and help those leads move closer to a decision. Even if you know you have quality leads, they can go stale if they are not properly managed and nurtured. Lead Lifecycling uses a combination of **expert content, targeted email communications** and **behavioral data** to nurture, score and qualify prospects. Our marketing automation and contact qualification techniques **accelerate leads** through the funnel, **delivering prioritized marketing qualified leads** for follow-up by your sales teams.



Nurturing

Engagement-based marketing program warms leads by providing relevant content, based on who they are and interest they've shown.

- Define program goals.
- Develop storyboard of the buyer's journey, based on the questions the decision maker is asking at each stage.
- Conduct a content assessment to identify the right content for each stage of the buyer's journey.
- Deliver one custom White Paper or similar 3-4 page educational piece, produced by Penton Marketing Services; remaining 3 content materials provided by client for program based on Penton Marketing Services recommendations. Penton Marketing Services can provide additional content as needed, for a separate fee.
- Our team creates 8 co-branded email messages based on 4 content pieces that tell the story, nurturing leads through each phase of the buyer's journey.
 - 1) Dynamic content based on lead service is included for a more personalized experience for the contact.
 - 2) Interactive content such as a poll, quiz or survey can be utilized at no additional cost to the client. Interactive content would be considered one of the four total content pieces.
- Co-branded landing page(s), with pre-populated form field data, are designed to create a seamless experience and convert leads. We are able to keep the number of fields on our forms to a minimum since we already have basic demographic data on our audience. This provides 2 benefits:
 - 1) Dynamic content based on lead service is included for a more personalized experience for the contact.
 - 2) Interactive content such as a poll, quiz or survey can be utilized at no additional cost to the client. Interactive content would be considered one of the four total content pieces.
- We leverage automation to ensure that contacts flow through the program at designated intervals, communicating with contacts showing higher engagement at a different cadence than those contacts less engaged.

Lead Scoring

A lead scoring model is designed to determine the value of the leads who engage with the offered content. All leads will be scored based on a combination of profile fit and behavioral actions.

- Penton, with client guidance, develops scoring based on profile attributes and criteria specific to the program's target audience. This will determine how the contact fits the profile defined by the client.
- In addition, attributes and criteria are defined to determine level of engagement with the content offered. We look at number of assets engaged with, the type of content engaged with and where it fits in the decision-making process, along with recency of engagement.
- Reports providing qualified lead data, with insight to lead behavior, are provided daily or timed to client needs.

Demographic- Explicit Criteria					
Criteria	Criteria Rank	Weight	Attributes	Attribute Rank	Score
Plans to purchase demand planning software	1	40%	Yes	1	40
			No	2	0
Job Title Category	2	35%	Operations, Production & Plant Mgmt	1	35
			Distribution, Warehousing & Logistics Mgmt	2	25
			Corporate & Exec Mgmt	3	15
			Purchasing Mgmt	4	10
Total annual sales volume	3	25%	\$100-\$499 million	1	25
			\$500-\$999 million	Lead Category	Score
			\$1 billion +	A	55-100
			\$50-\$99 million	B	35-54
Total score		100%		C	20-34
				D	1-19

Engagement - Implicit Criteria			
Criteria	Attributes	Rank	Value
Level 1 content or Webinar registrant (Educate and Engage)	5 assets	1	50
	4 assets	2	50
	3 assets	3	20
	2 assets	1	40
	1 asset	2	20
Level 2 content (convert and offer)	2+ assets	1	40
	1 asset	5	20
Recency	2+ clicks in last 14	Engagement Level	Score
Calls to Action	Contact Me	1	50-100
Total score		2	30-49
		3	1-29
		4	0

Reporting

- Every program has a series of reporting and review status update meetings.
- Weekly reports include lead progression/engagement and campaign statistic reports
- Executive summary review is provided at end of project

Timeline

Content preparation takes approximately 6-8 weeks from contract signing date. Once executed, the program will run for 2 months. Longer duration programs, programs with multiple messaging tracks and custom programs are also available.

Email Name	Total Sends	Total Delivered	Unique Opens	Unique Open Rate	Unique Clickthroughs	Unique Clickthrough Rate
CL_ED1_OptimalInvent	5,936	5,114	607	11.87%	117	2.29
CL_ED2_TwelveLessions	5,699	5,023	673	13.40%	91	1.81%
CL_EN1_Checklist	5,605	4,956	625	12.61%	115	2.32%
CL_EN2_Datasheet	11,017	9,714	974	10.03%	60	0.62%
CL_C01_CaseStudy	10,958	9,659	866	8.97%	49	0.51%
CL_C02_CaseStudy	10,791	9,490	935	9.85%	56	0.59%
Total	50,006	43,956	4680	10.65%	488	1.11%

Results — Clients will receive a detailed report on all of their leads and how they scored during the nurturing process.

Leads with 3+ Actions-Indicates Engaged	New Leads	First Name	Last Name	Title	Company	Plan to Purchase	Sales Revenue	DS Title Category	ED1	ED2	EN1	EN2	C01	C02	Contact Me	Scoring
3 actions		Joe	Smith	CEO	ABC	Don't Know	\$1 billion and over	Operations	Yes				Yes	Yes		B1
4 actions	Y	Dave	Thomas	VP	EDF	6 months	Under 10 million	Corporate & Executive Mgmt	Yes			Yes	Yes			B1
3 actions		Betty	Rickman	Director of Op	XYZ	More than 12 mos	Under 10 million	Operations		Yes		Yes		Yes		B1
2 action	Y	Ben	Sallee	VP, Ops	Company1	6-12 months	\$50 to \$99 million	Operations	Yes	Yes	Yes					B2

FAQs

How do you nurture the leads?

We start by working with the client to define the buyer's journey. Then through our asset evaluation process, we identify content that speaks to the target audience, through each stage of the buying cycle. Using our automated marketing capabilities, leads are nurtured through a multi-touch program providing targeted, relevant messages that engage contacts and continue the conversation.

Where do the leads come from?

Either from the client or from the Penton audience, or a combination of the two.

Can I add more leads to the funnel after the program IS started?

Additional leads may be added to the program within the first 2 weeks after it has started. If additional leads are added beyond the initial 2 weeks of the program launch or if the client wants to continue to run nurturing beyond the 3-month program, we can do so at an additional cost.

What is the maximum/minimum number of leads?

The maximum number of leads included in the standard cost of the program is 7,500 (Penton audience and client-provided leads). Additional leads, beyond 7,500, can be added for an additional fee.

What does the \$35K investment include?

Includes access to our audience, our lead nurturing methodology and expertise, automated lead nurturing and scoring capabilities, increased brand awareness, ability to establish credibility through co-branding with Penton brands, email and landing page design and development, program management, regular check-point meetings, custom reporting and 1 custom-created asset.

What kind of results can we expect?

Results can vary considerably based on solution price point, brand awareness, product offering, offers / call-to-actions used in the program, quality of contact list and more. What's important is that you have a strategy for following up with prospects. According to Marketing Sherpa, 79% of marketing leads never convert to sales. Lack of lead nurturing is the common cause of poor performance. Based on 2012, we show an average conversion rate of 5%. Of those contacts that do engage, an average of 40% are hot leads.

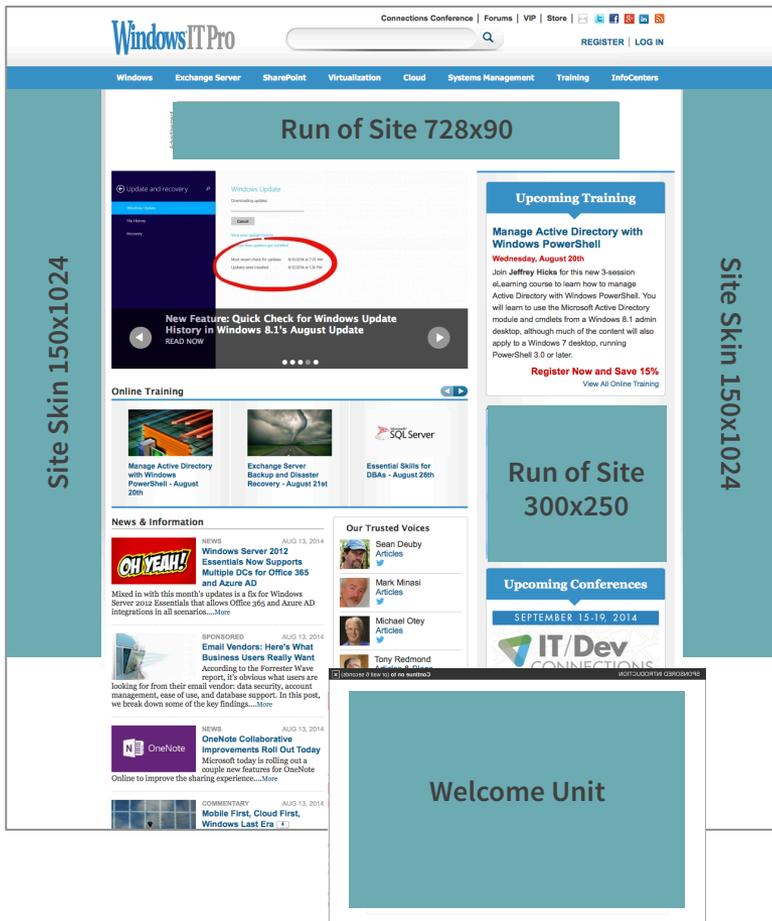
How is the scoring criteria set?

Penton, with client guidance, develops profile-fit scoring criteria. For engagement scoring, we leverage our behavior program methodology. Leads are then prioritized based on a combination of both profile fit and engagement.

Can a client use their content?

Yes, assuming the content meets program objectives and is approved during our asset evaluation.

Web Banners



Site Skin — 150x1024 (runs throughout site)

Windows IT Pro	1 Week/150,000+ impressions
Supersite for Windows	1 Week/150,000+ impressions
SQL Server Pro	1 Week/12,000+ impressions
SharePoint Pro	1 Week/12,000+ impressions
Dev Pro	1 Week/12,000+ impressions

Welcome Unit— 640x480

Windows IT Pro	1 Week/150,000+ impressions
Supersite for Windows	1 Week/150,000+ impressions
SQL Server Pro	1 Week/12,000+ impressions
SharePoint Pro	1 Week/12,000+ impressions
Dev Pro	1 Week/12,000+ impressions

Run of Site— 728x90 and/or 300x250 (runs throughout site)

Windows IT Pro	50,000 impression blocks
Supersite for Windows	50,000 impression blocks

White Papers

Custom writing of one 4 page white paper by Penton Technology Group expert.

- Client may use any Penton Technology Group brand (i.e. Windows IT Pro) on the paper or it can be client branded only.
- Penton and our author will work with client to verify that the technology is accurate and the perspective is relayed.
- The positioning paper will be formatted according to the client's direction and delivered in a pdf.



Infographics ► Create Buzz | Build Thought Leadership | Drive Website Traffic

Overview

Infographics draw a wider viewing audience into information that might otherwise be hidden in long-form content. Adding infographics to your content strategy helps build awareness around your brand, drives traffic to your website and encourages social sharing of your content.

Infographics are one of the most popular forms of content on the web driving more buzz and traffic than most traditional content. The popularity, ease of interpretation and data visualization is prompting influential bloggers to discuss and embed infographics into their content. A good infographic will be shared across the web, through social media, email, and via online publications.

Benefits

- Highly shareable for online engagement
- Drives traffic to your website
- Position you as an industry thought leader
- Increases engagement with your target audience
- Innovative and memorable content
- Drive leads and traffic to premium content such as white paper

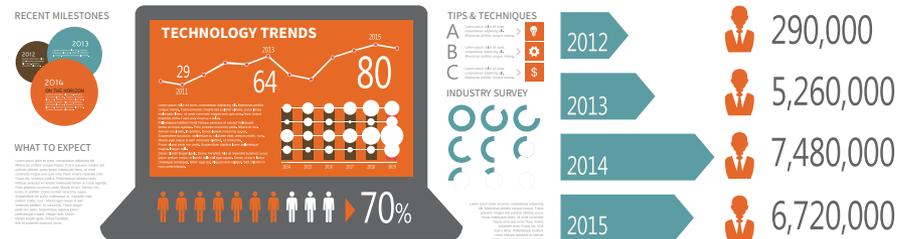
Deliverables

- Custom designed infographic based on relevant content provided by the client or proprietary content from Penton data team
- Design consultation with industry expert and designer
- Optimized image files for sharing and organic search

Promotion

Marketing and promotion programs are key to maximize the reach and engagement for any infographic. Infographic marketing plans come with custom reporting and could include:

- Social promotion
- Optimized press release
- Email campaigns and lead generation



e-Newsletters

Cloud & Virtualization Update • DevPro Update • Exchange and Outlook Update Security Update • SharePoint Pro Update • SQL Server Pro Update Windows IT Pro Update • WinInfo Daily Update

Graphic ad (optional): 180x150 pixels – IAB standard, File Size limit (39K), GIF or JPG

Title: 50 characters

TEXT: 300 characters of text including spaces and punctuation (text is mandatory)

URL: Tied to ad copy text and graphic only

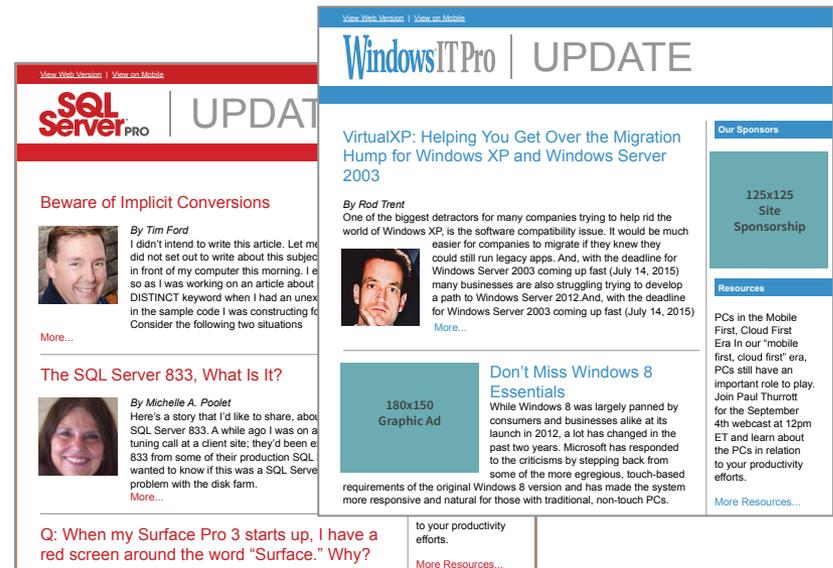
Company name and company URL delivered in doc form and pdf version.

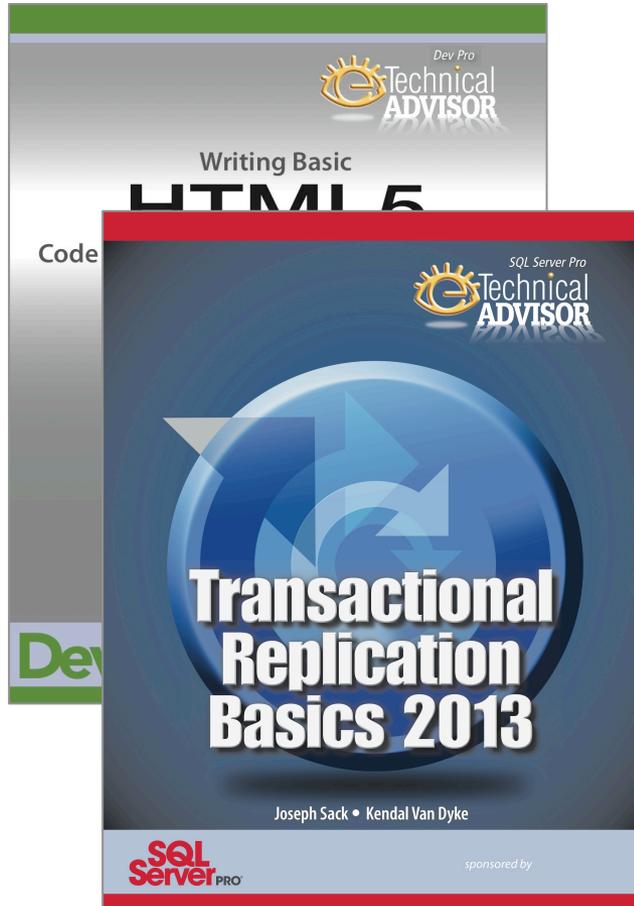
Custom e-newsletter Technology UPDATE

Reach: targeted subscribers of our weekly ENLs

Exclusivity: Only one sponsor per e-newsletter

Program	Distribution
ENL Sponsorship	20K-70K
3 rd Party Emails	5K minimum send
Custom e-Newsletter	20K-60K
Technology Update	20K-60K

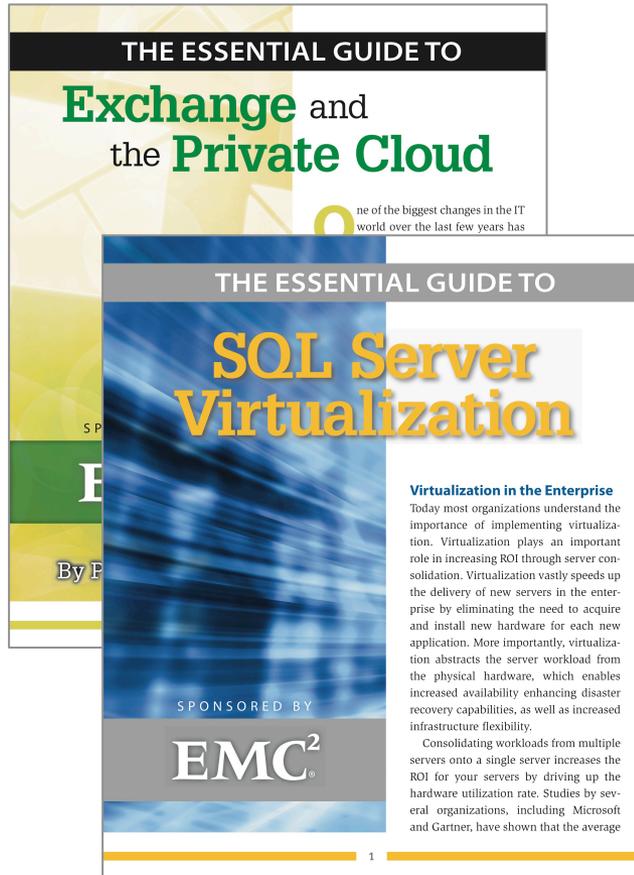




Tech Advisor

A series of articles that are designed to give IT pros “**need to know**” information on a specific technology topic. Whether IT pros are actively using the technology and can use the tips to fine-tune their systems, or whether they are still learning more about a particular technology, IT pros of all levels will find a Technical Advisor a boost to job performance.

- We will take the series of articles and compile them into one pdf document
- We use 3-4 articles
- Exclusive sponsorship/one sponsor per topic
- We can filter out technologies/features sponsor does not support



Essential Guide

A critical education tool for IT professionals and designed to be a quick reference point that provides crucial information IT professionals need in an easy-to-read, easy-to-follow design. They are high-performing, lead-generation tools.

- Custom written by Penton SMEs and produced by our custom team
- 6-8 pages long
- Sponsor can place full page ad or side bar with info on products/solution
- Posted on the Penton Technology Network and promoted to our audience

Top 10 Cards

Provides short-form, easily shareable content developed to engage your target audience with credible, third-party content..

- Topic guidance from Penton's industry experts.
- Content – either custom-written content or re-purposed from publication content —produced by an industry expert.
- Every piece includes a standard 1/3-page vertical advertisement and your logo.
- End-to-end project management including design/layout and production PDF formatted electronic files, easily downloadable for lead-generation program
- Option to use the content in social media programs

Tip 4: Spotlight critical resources.
Not all systems are created equal—and you shouldn't treat them as though they were. Of course, it's important to define and enforce a baseline standard of protection across all your computers, because compromise of even a single system can lead to more widespread problems. However, your most critical assets—the ones your business can't run without—should be given special attention, monitoring, and treatment. Identifying these systems will help you focus on protecting your most important assets (always, of course, following vendor guidelines for which categories of systems need particular patches in what order).

Tip 5: Quantify your risks.
To make effective risk decisions, you need to have hard data on what risks you really face and what their potential impacts are. The only way to get this is to perform an in-depth risk assessment. There are many tools to help you get started, but the easiest way is to simply list your risks—system breaches, loss of confidential data, etc. Once you have that list, you can prioritize the risks that will cost you the most.

Tip 6: Scan regularly.
Your network is always being scanned by attackers. Make sure you have managed environments that you make regular scans of. There are many tools out there, what application you use depends on where, what applications, and what software they have installed.

Tip 7: Practice change management.
One of the reasons for system downtime is changes that are not properly planned, piloted, and maintained. Every change they make should be tracked, and many of the same things can be done to prevent downtime by using regular change management. For this to work, you need to track the change, if you also continue to track the change, you can break critical services.

Tip 8: Audit regularly.
You probably already audit your systems, but how good are you? At a minimum, you should have administrative and configuration changes documented. Regular audits can help you identify configuration changes that you need to address.

Tip 9: Document everything.
Whatever you do, document it. Documentation is a part of demonstrating your compliance with industry standards and documented processes.

Tip 10: Watch for data loss.
Compliance requires data backup and disaster management strategies, not just for your critical systems, but for all your data. Industry to help give you the tools you need to protect your data.

Download your FREE full version of Shavlik NetChk Compliance.



Top 10 Tips for EFFECTIVE Compliance Management

When you think of compliance management, you probably first think about electronic records such as email messages and IM conversations. However, those records are only the tip of the iceberg; there may be many other potential compliance pitfalls that you need to investigate, and possibly remedy, in your environment. Here are the Top 10 Tips to help you meet your compliance needs and stay on top of them.

Simplify Compliance and Risk Management:

- Configuration Management
- Patch Management
- Application Control
- Audit Reporting
- Enterprise Wide Visibility



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continued on back

Virtual Events ► Create Buzz | Build Thought Leadership | Drive Website Traffic

Overview

Virtual events bring dozens to hundreds to thousands of attendees into an interactive environment that provides education, opportunities for networking, and interaction with providers of valued products and services—all online. Events include a conference hall with informational sessions, an exhibit hall with interactive booths and resource center.

Deliverables

- Interactive platform provides a rich experience for attendees and sponsors.
 - Attendees can engage in real-time chat with booth personnel and download content.
 - Sponsors can choose from various booth templates and offer collateral, including videos, white papers, etc.
 - Sponsors receive robust reporting on all attendees, including demographics, and can “see” visitors as they enter the booth and initiate chat sessions.
 - Conference hall delivers valuable information in sessions for attendees, including interactive Q&A.
 - Sessions can be archived for later replay, which provides follow-on marketing opportunities.
- Virtual events are a cost-effective solution for connecting attendees with providers of products and services.
 - Marketing coordination and execution, including promotions to our extensive database
 - Virtual event services provided by Penton Marketing Services
 - 1) Project management, including event environment support for sponsors
 - 2) End-to-end event production
 - 3) Lead role in developing content with collaboration from industry experts and sponsors
 - 4) Acquisition and management of speakers
 - 5) Facilitation of booth creation for sponsors: Sponsors can log in and set up their own booth or use Penton’s booth setup team
 - 6) Demand generation through Penton networks
 - 7) Summary reports of results, including lead distribution reports
 - Conference hall supports robust sessions:
 - 1) Demos, video clips, etc., fully supported with audio
 - 2) Speakers can be acquired and managed by Penton Media or provided by sponsor
 - 3) Attendees can ask questions via real-time chat moderated by Penton Media

CONTINUED ►

Virtual Events (Continued)

Leads are delivered in real-time

- Sponsoring partners can pull real-time reports.
- Real-time reporting during event is available. Attendee participation is tracked, including session participation, booth visits, collateral downloads, total time spent in each booth and total time spent in event environment.

Registration information is completely customizable

- Can include title, geographic location, vertical market, organization size
- Can include survey questions

Archived event can be marketed after the event

- Marketing plan can create follow-on lead generation for months afterward.

Timeline

12 to 24 weeks

Results

Clients are able to interact in a virtual environment with their target audience while gaining highly qualified, engaged leads.

Frequently Asked Questions

What's included in a virtual event?

Up to 50 booths, 8 webinars, networking area and complete project management, which includes creative design, registration page, and project manager working with the client and the presenters.

How much does it cost?

Virtual events range from \$40,000 to \$80,000 depending on the level of marketing promotions included, the number of booths, the extent of customization and the content Penton provides.

How long is the virtual event archived?

Up to 50 booths, 8 webinars, networking area and complete project management, which includes creative design, registration page, and project manager working with the client and the presenters.

How many leads can I expect?

Anywhere between 500 and 2,000. Penton virtual events have a high amount of engagement with attendees: the average time spent in the event is more than 2 hours.

What analytical information is provided?

The number of registrations, the number of attendees, demographics, answers to 3-5 custom questions, whether they answered a polling question and how long they stayed.

Live Events



IT/Dev Connections empowers IT and development professionals by providing the **technical training** and third-party **vendor engagement** opportunities they need to advance their careers and make informed buying decisions to upgrade their technology environments. **Don't miss this opportunity** to connect with these decision-makers as they're considering purchasing and implementing new technology. Our attendees were very vocal at IT/Dev Connections in regard to the engagement they want to have with third-party product vendors:



The IT/Dev Connections 2015 sponsorship packages include a range of engagement, lead, and branding opportunities to you interact one on one with conference attendees and speakers, expand your brand and wholly leverage the buying power of our influential attendees. For additional information and custom sponsorship opportunities, please contact **Kimberly.Daniels@penton.com**.

View sponsorship opportunities at devconnections.com/sponsorship-packages

Strategic Insight Study: Building a Marketing & Engagement Roadmap **KNOW WHERE, WHEN AND HOW TO REACH YOUR AUDIENCE**

Overview

The Strategic Insights Study is a custom-designed service that creates an actionable marketing plan out of audience-centered research. A team of seasoned analysts use business intelligence as a means to drive confident marketing programs that align messaging, content and media channels.

This unique immersion process into a business provides insights unlike other traditional research methods. Not only does it include real time social data but it also incorporates proprietary research from industry experts representing 17 vertical markets to help ensure maximum potential success for a brand. A Strategic Insights Study uses current trends to forecast evolving opportunities and designs marketing programs that allows a brand to impact the “white space” in their market.

Timeline: 6-8 weeks from the initial kickoff call.

By knowing where, when and how to reach your audience you

- Dramatically reduce wasted spending
- Define where to invest time and resources
- Drive marketing programs that consistently perform
- Build trust with your audience
- Establish thought leadership.

Key insights will answer questions such as

- How your audience perceives your brand, your products or your services
- Who your competitors are targeting, and how they are going after your audience
- Where your audience is engaging online, and what influences their buying and behavioral decisions
- Current marketing and messaging opportunities that will impact your audience
- The right media to reach your target audience
- Selecting the right content that resonates with your audience and delivers in the channels where they engage

myITforum will be the IT Professional's first stop each morning and the first place they will consider any time of the day when you need information to get your job done.

Make sure you put your brand in front of the right target audience and influence – CONSTANTLY!

All MITF Sponsorships include

Advertising

Platinum & Gold - 728x90 & 300x250

Silver - 728x90 & 300x100

Bronze - 300x100

Use of "myITforum Partner" logo

Partner Guide Listing

Company listing with link to your website.

Monthly Enewsletter

125x125 newsletter ad

Community Blog

1x per month

Vendor Forum

Promoting your Solutions

myITforum's new features include

- Infinite scrolling that allows for more seamless content consumption
- A better commenting experience
- Integrated news, how-to content and expert insights from Windows IT Pro, Dev Pro, SuperSite for Windows, Data Center Knowledge, The WHIR
- Lively and provocative conversations, advice and tips
- Access to a wider array of specialized forum communities for database, web hosting and affiliate marketing professionals via dbforums, ABestWeb and Web Hosting Talk
- Enhanced social sharing

Benefit	Platinum	Gold	Silver	Bronze
Leaderboard banner	●	●	●	
Banner ad	●	●	●	●
Partner guide listing with website link	●	●	●	●
Use of myITforum Partner logo	●	●	●	●
Newsletter ad space	●	●	●	
Community blog	●	●	●	
Banner ad impressions	125K	50K	25K	10K
Vendor forum	●	●	●	

Sponsorships are sold on a Quarterly or Annual basis. Please contact your sales representative for more details and rates.