

Insertion Order

IT Marketing World takes a slightly different approach to online advertising:

Simpler. We offer advertising on a per-month basis instead of CPM.

Lower Cost. Prices are generally 20%-40% lower than online trade publications.

Highly Targeted. You select pages where your ad appears based on your prospects' job description, technology or directory search parameters.

Results-Oriented. We provide click-through reports, though real results mean your ad delivers new business. We highly recommend you link your online ad to your IT Marketing World directory profile where your clients do the selling for you.

Complete this form to place an online ad on IT Marketing World:

Contact Info

Today's Date: _____

Contact Name: _____ Title: _____

Agency Name (if applicable): _____

Company Name: _____

Street: _____

City, State/Province, Zip/Postal Code: _____

Telephone: _____

Email: _____

Insertion Details

Ad start date: _____ Ad end date: _____

Ad name/description: _____

AD SIZE:

- Banner = IAB Leaderboard 728 x 90 IMU
- Sidebar = IAB Medium Rectangle 300 x 250 IMU
- Both

AD FORMAT (maximum size of 30K):

- HTML
- GIF
- JPEG

**Contact our production department for Flash or other ad animation options*

AD LINK (select one):

- Advertiser's IT Marketing World Directory Profile (*recommended*)
- Other (please specify URL): _____

Ad Placement and Rate

Check appropriate box and circle rate; include category page selections if appropriate:

Monthly Ad Positioning and Rates	Banner	Sidebar	Both
<input type="checkbox"/> Run of Site (all Content and Directory pages)	\$1,495	\$1,295	\$1,995
<input type="checkbox"/> Home Page only	\$995	\$895	\$1,295
<input type="checkbox"/> Directory Search Home Page only	\$795	\$695	\$1,095
<input type="checkbox"/> Any six (6) Content or Directory pages* <i>(select from list)</i>	\$995	\$895	\$1,295
<input type="checkbox"/> Any three (3) Content pages* <i>(select from list)</i>	\$695	\$595	\$895
<input type="checkbox"/> Any three (3) Directory Search Results pages* <i>(select from list)</i>	\$695	\$595	\$895

Please make your category page selections on the following page.

**Excludes Home Page and Directory Search Home Page*

Online Advertising Categories

Content Pages

Job Function:

- CMO/Strategic Marketing
- Advertising
- Channel Marketing
- Demand Generation
- Event Marketing
- Field Marketing
- International Marketing
- Market Research
- Marketing Communications
- Marketing Operations
- Product Marketing
- Sales Enablement
- Services Marketing
- Social Media Marketing
- Strategic Alliances
- Telemarketing
- Training

Technology:

- Cloud Computing
- Green Computing
- Infrastructure Software
- Mobile & Wireless
- Networking
- Security
- Servers
- Storage
- Virtualization

Channel:

- Direct to End Users
- OEM
- VAR/Distributor

Directory Pages

CREATIVE SERVICES

- Copywriting
- Graphic Design
- Newsletters
- Photography
- Printing
- Video & Film

AGENCIES & CONSULTANTS

- Ad Agencies
- Brand Agencies
- Channel Consultants
- Full-Service Agencies
- Market Research Firms
- PR Agencies

WEB SERVICES & SOFTWARE

- Automation Software
- CRM Tools
- Search Marketing (SEO)
- Web Analytics
- Web Development
- Webcasting & Conferencing

DIRECT MARKETING SERVICES

- Call Centers & Telemarketing
- Database Management
- Direct Mail Services
- eMail Marketing Services
- List Brokers
- Sales Leads

TECHNICAL MARKETING SERVICES

- Education & Training
- eLearning Tools
- Independent Test Labs
- Product Fabricators
- Technical Training
- Technical Writing

EVENT SERVICES

- Event Marketing Firms
- Exhibit Design & Construction
- Exhibit Rental & Equipment
- Promotional Products
- Signs & Displays
- Trade Shows & Conferences

INDUSTRY GROUPS

- Executive Recruiters
- Industry Analysts
- Trade Associations
- Trade Publications

Payment & Contract Information

Preferred method of payment upon receipt of electronic invoice:

- Credit Card (Amex, Visa, MasterCard, Discover)
- PayPal (send to purchases@itmarketingworld.com)
- Check

Payment Terms and Contract:

- Ads will appear on the site upon receipt of payment.
- Payment is due upon receipt of the invoice.
- We accept American Express, Visa, MasterCard, Discover, PayPal or check.
- Advertisers assume liability for the content of their advertising and assume responsibility for any claims against the publisher arising from their advertising.
- All advertisements are subject to approval by the publisher.
- The publisher reserves the right to reject any advertising that does not meet the standards of IT Marketing World in terms of relevant content, accuracy and decorum.
- All advertising must be confirmed by a written insertion order.
- Any cancellations will result in the forfeiture of the current month's payment; future month payments are refundable less any multi-month discounts

I agree to these terms and I consent to receiving faxes and/or emails sent by IT Marketing World.

Signature _____ Date _____

Fax or email completed insertion orders to:

Fax: +1 (480) 775-9330

Email: info@itmarketingworld.com