

# 2009 Recruitment Rates



## InformationWeek

### Hiring IT Professionals?

#### Reach Them Through TechWeb

Looking to hire IT Professionals? TechWeb is the place to reach IT decision makers working in some of today's most prominent companies. More than 13.3 million business technology professionals actively engage with TechWeb's brands, content, and services.

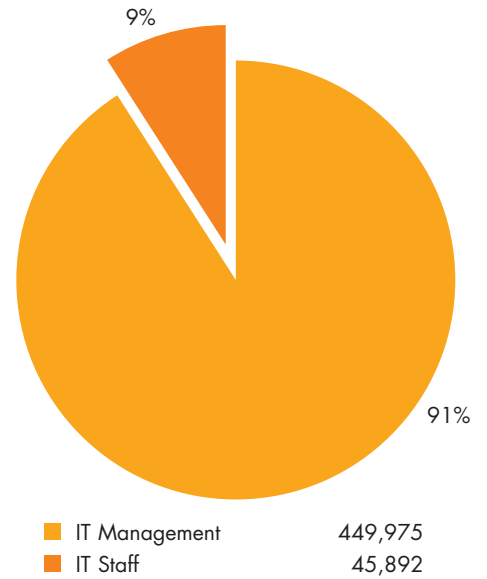
#### TechWeb's Flagship Brand - InformationWeek

InformationWeek Magazine, a weekly publication, is delivered to more than 440,000 IT professionals and InformationWeek.com is visited by 2,000,000 unique visitors a month. InformationWeek's mission is to help Business Technology professionals drive business innovation.

#### Our Audience

- IT Managers
- Systems Architects
- Chief Information Officers
- Network Engineers
- Project Managers
- Data Center Managers
- Network Architects
- Business Analysts
- Applications Architects

#### Our Technical Audience



### Your Recruitment Message (Reach Active & Passive Candidates)



#### Newsletter Sponsorships & Email List Rentals

6.3 million registered subscribers.



#### Print Ads

Qualified circulation of 440,000.  
Pass-along reach an additional 862,400.



#### Online Placements

2.6 million unique visitors each month.



### PRINT RATES - INFORMATIONWEEK

*InformationWeek Circulation: Weekly Publication - 440,000 Total Qualified Circulation 1.96 Pass-Along Rate*

#### Run of Press

##### Four Color Rates

	1X	7X	13X	26X	52X
<b>Full Page</b>	\$10,650	\$9,763	\$8,875	\$7,988	\$7,100
<b>2/3 Page</b>	\$8,550	\$7,838	\$7,125	\$6,413	\$5,700
<b>1/2 Page</b>	\$6,750	\$6,188	\$5,625	\$5,063	\$4,500
<b>1/3 Page</b>	\$5,100	\$4,675	\$4,250	\$3,825	\$3,400

##### Sizes

<b>Full Page</b>	7.875" x 9.75"
<b>1/2 Page Horizontal</b>	7.875" x 4.75"
<b>1/2 Page Vertical</b>	3.25" x 9.75"
<b>2/3 Horizontal</b>	7.875" x 6.375"
<b>2/3 Vertical</b>	4.3125" x 9.75"
<b>1/3 Horizontal</b>	7.875" x 3.25"
<b>1/3 Square</b>	4.25" x 4.75"
<b>1/3 Vertical</b>	2" x 9.75"

#### Career Opportunities Section

##### Rates

	1X	7X	13X	26X
<b>Full Page</b>	\$6,143	\$5,670	\$5,198	\$4,725
<b>1/2 Page</b>	\$3,835	\$3,540	\$3,245	\$2,950
<b>1/4 Page</b>	\$2,275	\$2,100	\$1,925	\$1,750

##### Sizes

<b>Full Page</b>	7.875" x 9.75"
<b>1/2 Page Horizontal</b>	6.75" x 4.5"
<b>1/2 Page Vertical</b>	3.25" x 9.25"
<b>1/4 Page</b>	3.25" x 4.5"

### ONLINE RATES & TRAFFIC

#### Traffic (Monthly)

<b>InformationWeek</b>	Uniques: 2,000,000	Page Views: 4,400,000
<b>Network Computing</b>	Uniques: 235,000	Page Views: 546,000
<b>TechWeb</b>	Uniques: 342,000	Page Views: 812,000
<b>Dark Reading</b>	Uniques: 106,000	Page Views: 267,000

#### Run of Network Rates

<b>IMU (BoomBox):</b> .....	\$85 CPM
<b>Skyscraper:</b> .....	\$80 CPM
<b>Top Leaderboard Banner:</b> .....	\$65 CPM
<b>Tile:</b> .....	\$50 CPM
<b>Bottom Leaderboard Banner:</b> .....	\$25 CPM
<b>Dogear Peelback:</b> .....	Call for Rates
<b>Job Postings/Resume Database Access</b> .....	Call for Rates

For ad specifications, please visit: <http://www.ubmtechnology.com/adinfo>

### ADDITIONAL PRODUCTS

#### Job Postings on TechCareers and the Beyond Network

Post your open positions on the only job board that delivers both active and passive technology candidates. TechCareers puts your postings in front of top talent through partnerships with targeted websites, print publications and events. Additionally, your positions will be broadcast to all relevant sites within the Beyond.com Network, a network composed of thousands of niche career communities.

#### Resume Database Access

Our database consists of over 1.1 million technology candidates. Source candidates based on your specific requirements.

#### Featured Job Listing Bundles

Enhance your ability to reach passive candidates. We take your job and blast it through our network of newsletters, reaching hundreds or thousands of engineering, IT and software professionals each and every day, depending on the job's target. In addition, we feature that same job on relevant partner websites.

#### Email List Rentals

With a database of millions of opt-in registered users of all levels of experience, geographic areas and industry niches, we can help you reach hundreds of thousands of targeted candidates.

#### Newsletter Sponsorship

Daily and weekly sponsorship options are available.

#### Career Center Sponsorship

Prominent online display advertising options for sponsorship of TechWeb's career center as well as TechCareers.com.

#### Recruiting Events

Connect directly with top professionals who meet your most difficult staffing requirements. We host career pavilions at many of the top rated technology events in the United States.

### TERMS & CONDITIONS

1. New accounts must prepay and file a credit application prior to first insertion. Accounts with approved credit must pay within 30 days of invoice date.
2. Changes and/or corrections must be presented in writing by space closing date to the advertising department. A charge may be made for any alterations required in advertising material.

#### Rate Card Provisions

1. All orders are subject to acceptance by TechWeb at its headquarters in Manhasset, NY.
2. No conditions other than those set forth in this rate card shall be binding upon TechWeb unless specifically agreed to by TechWeb in writing.
3. Positioning of advertisements is at the sole discretion of TechWeb except where a specific position has been agreed to by TechWeb in writing.
4. Cancellations or changes to advertising by the advertiser or its agency may not be made after the closing date for the publication or product. TechWeb is under no obligation to revise advertising materials not received by the TechWeb production department by the closing date and such advertisements may not be subject to approval by the advertiser or its agency.
5. TechWeb assumes no liability for any errors or omissions in key numbers appearing in advertisements.
6. TechWeb is not liable for any delays in the production or delivery of the publication or product due to any conditions beyond TechWeb's control.
7. In consideration of TechWeb's publishing advertising (or distributing another product) for the advertiser, the advertiser and its agency agree to indemnify and defend TechWeb against any and all claims, losses, liabilities, damages and expenses (including attorney's fees) arising out of TechWeb's printing, publishing, or distributing, such advertising (or another product) and/or arising from third parties access to advertiser's site and use of advertiser's products and services.
8. In no event shall TechWeb be liable for any consequential, incidental or special damages, nor shall its liability for any act, error or omission, whether or not due to its negligence, exceed the price paid to TechWeb for the publication or distribution of such materials.
9. TechWeb reserves the right to hold the advertiser and its agency jointly and severally liable for all monies that are due and payable to TechWeb.
10. Advertising in TechWeb's online products and services is subject to the terms of the applicable online insertion order.
11. All payments are due within thirty (30) days of the invoice date. Non-commissionable charges, such as production charges, are not subject to an advertising agency commission. Agency commissions are not payable on invoices which are not paid within ninety (90) days of the date of the invoice. Advertiser shall pay a late charge of 1% per month (12% per year) on all invoices not paid within thirty (30) days of the date of such invoices.