

ONLINE DATA



# COMPUTERWORLD



THE MAGAZINE FOR INFORMATION EXECUTIVES



**IDG's online network** includes 330 Web sites in 80 countries, reaching an unparalleled number of technology buyers with the broadest technology coverage. Supported by more than 2000 journalists globally and augmented by local Australian expertise, our online network provides an immense resource of technology news and information.

By offering information packages tailored to our subscribers' information needs, we are able to hone in on specific areas like storage, telecommunications and security, as well as broader topics like IT news and networking. This allows advertisers to focus in on the demographics most likely to respond to their message and ultimately results in increased sales and branding where it counts.

In Australia, IDG has 12 different online brands including *Computerworld*, *CIO*, *CSO Online*, *LinuxWorld*, *Information Age*, *educateIT*, *ARNnet*, *IDG Contacts*, *Biotechnology News*, *PC World*, *Deal of the Day* and *IDG Corporate*. We have 48 e-mail services and site sections, which deliver over 1,530,000 e-mails to more than 35,000 subscribers every month.

The *CIO*, *CSO* and *Computerworld* brands account for more than half of IDG Australia's traffic, with 22 e-mail newsletters delivering over 800,000 e-mails every month.

Marketing opportunities include text messages on e-mails and site sponsorships, as well as general banner and island advertisements on our sites. Product details, pricing and ad specifications are outlined on the following pages.

For any additional enquiries, please call your account manager or contact Associate Publishers:

**Mark Hobson**, Publisher, Computerworld/CIO online  
Mark\_hobson@idg.com.au  
(02) 9901 0716

# NO ONLINE

## E-MAIL/SITE SECTION NEWSLETTER SPONSORSHIPS

An e-mail/section sponsorship is a powerful online marketing tool that consistently targets your marketing message to IT decision-makers who are specifically seeking to remain informed about certain areas of IT — industry news, security, storage, telecommunications, networking and so forth.

Subscribers who opt to receive our e-mail newsletters have requested to receive this information because they have a genuine business interest in a particular area. As an IT marketer this gives you unparalleled opportunities to focus in on a specific technology area. Generally, subscribers elect to receive several newsletters, highlighting their appreciation of the quality of IDG online content and their trust in our privacy policies.

Each story summary within an e-mail newsletter links back to the full story hosted on an IDG Web site. Each news section has its own e-mail news service. Your sponsorship covers every Web page accessed within that section, together with every e-mail sent to that section's e-mail subscriber database.

Sponsorship offers you “push-pull” marketing using news e-mails (with your marketing text message) “pushed” to a relevant target audience who are “pulled” to the Web site (with your banner marketing message) to read the full story. The exclusivity of sponsorships maximises your effectiveness and perception of market leadership.

### **CIO Executive Briefing**

**Frequency:** Weekly, Monday  
**Circulation:** 5622

*CIO Executive Briefing* is a weekly e-mail news service that addresses the issues vital to the success of IT and business management. Building on the solutions-oriented editorial of parent publication *CIO* magazine, *CIO Executive Briefing* provides comprehensive coverage of the trends and technologies shaping the way IT and business interact to achieve organisational objectives.

### **CIO Government**

**Frequency:** Weekly, Tuesday  
**Circulation:** 2159

*CIO Government Weekly Briefing* — a weekly e-mail service created specifically for CIOs, IT Managers and Departmental Directors in the government arena. Each week, *CIO Government Weekly Briefing* delivers features and interviews devoted to these and other issues facing top IT executives at the federal, state and local levels.

### **CSO Online Data Security Briefing**

**Frequency:** Weekly, Thursday  
**Circulation:** 2705

Organisations across Australia recognise all too well that inadequate security puts people, assets and valuable data at risk. Not surprisingly, data security and risk management is now high on the agenda of Australian boardrooms. A relative newcomer to Australia, the Chief Security Officer (CSO), is charged with offering high-level guidance, best practice and strategic insight to balance the safety and risk management of the enterprise with the pursuit of business opportunity.

*CSO Online Data Security Briefing* is a unique resource for CSOs and other top information security executives. *CSO Online Data Security Briefing* identifies emerging issues and explores key challenges facing CSOs. It also offers an in-depth look at security related technologies and services, presented through a strategic management perspective to help CSOs make informed decisions and wise investments. By exploring and sharing best practices, CSOs can learn from what their peers have done, leverage successful strategies and avoid costly mistakes.

**Computerworld Today AM Edition (daily)**  
**Computerworld Today PM Edition (daily)**  
**Frequency:** Daily, Monday - Friday  
**Circulation:** 10,394

Your first alert to all the breaking news from *Computerworld's* local and global networks. *Computerworld Today* presents the major stories in IT as they unfold, covering the daily technology issues that affect IT departments in Australia and the world.

*Computerworld Today* is wholly dedicated to the enterprise, providing the latest business and technology news for Australia's top IT decision makers. The service, which is sent twice daily — in the morning and afternoon — is packed with the most relevant national and international news stories, interviews, opinions and features on all aspects of the IT sector, from Internet standards to IT management through to servers and storage.

**Networking by Computerworld**  
**Frequency:** Daily Monday - Friday  
**Circulation:** 6854

Businesses have never been so connected. *Networking by Computerworld* keeps readers in touch with all the latest in network strategies, and networking hardware and software. From a subscription standpoint *Networking* is one of the more popular services produced by *Computerworld*, covering subjects as diverse as enterprise network products, services, issues and trends, data communications to voice and video and efforts to integrate all three. As such, there is a strong focus on network infrastructure, (including routers, switches, servers, server operating systems, PABXs, storage networks and all things IP), enterprise applications (including intranets, messaging, e-commerce, network management, directories, security and distributed databases), and services provided by telcos (including private line, frame relay, ATM and Internet).

**Storage by Computerworld**  
**Frequency:** Weekly, Wednesday  
**Circulation:** 2935

*Storage by Computerworld* is a weekly e-mail service that delivers news and feature articles about all things storage, including the latest product information (SAN, NAS, SSPs), storage management tips, case studies, comment from industry experts, interviews with market leaders and more.

**Telecoms by Computerworld**  
**Frequency:** Weekly, Thursday  
**Circulation:** 5626

A weekly e-mail service delivering the latest developments in the telecommunications industry, including the latest breaking news on Australia's telco players, communications network developments, product news and other technology issues affecting this vital sector.

**Wireless by Computerworld**  
**Frequency:** Weekly, Tuesday  
**Circulation:** 5917

Advancements in wireless technology have been moving along at a frenetic pace. Delivered every Tuesday, *Wireless by Computerworld* covers wireless from many perspectives, including wireless standards such as GPRS, wireless LANs and wireless telecommunications.

**Open Source & Linux by Computerworld**  
**Frequency:** Monday, Wednesday, Friday  
**Circulation:** 3824

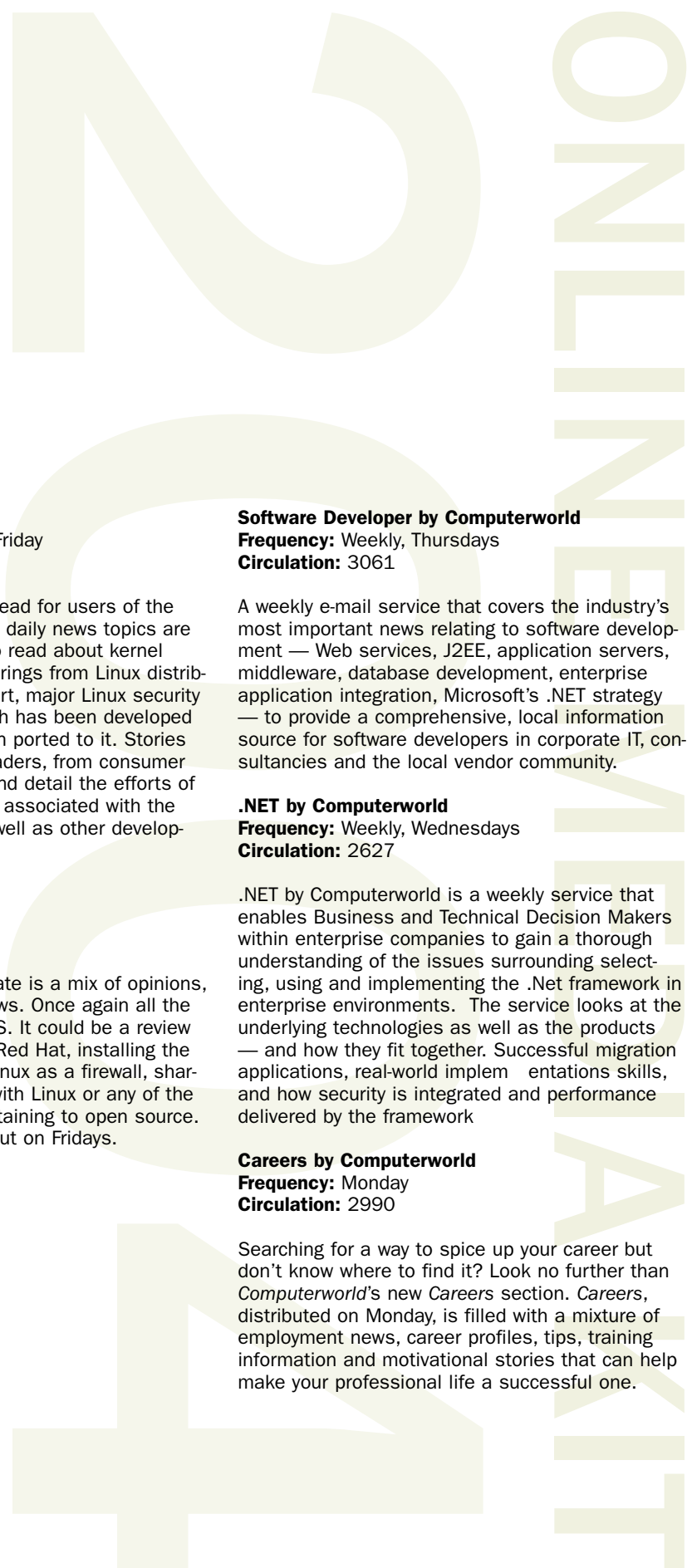
*Open Systems by Computerworld* is a daily e-mail service focused on providing news from a non-proprietary perspective. It has a strong coverage of Linux, providing news covering all major announcements from Linux distributors.

**eBusiness by Computerworld**  
**eBusiness In-Depth by Computerworld**  
**Frequency:** Daily Monday - Friday (eBusiness)  
**Frequency:** Thursday (eBusiness In-Depth)  
**Circulation:** 3895

*eBusiness by Computerworld* delivers the latest e-commerce news via a daily e-mail service, complemented with in-depth features and analysis in the form of the weekly *eBusiness In-Depth* e-mail newsletter. Spanning such topics as CRM, ERP, Web services, business intelligence and more, *eBusiness by Computerworld* keeps you armed with the latest news, issues, and technological advances in this rapidly maturing sector. Additionally, a weekly service, *eBusiness In-Depth*, provides a mix of feature articles and case studies to keep IT decision makers informed on what others in the industry are up to.

**Security by Computerworld**  
**Security Alert by Computerworld**  
**Frequency:** Weekly, Tuesday  
**Frequency:** Min 1 per week (Alert)  
**Circulation:** 5754

Security is arguably the hottest topic in the enterprise today. All companies have a vested interest in protecting their data whether it is with a firewall, antivirus software or a patch to a critical flaw in their operating system. *Security by Computerworld* touches on a wide range of these security bases, ensuring IT managers can be comfortably aware of the major product and service announcements, or virus outbreaks and other attacks. such as the recent Nimda vulnerability. *Security* includes a mix of news, opinions, how-to's, features and commentary. For the most urgent and severe viruses and vulnerabilities, a *Security Alert* e-mail is sent informing readers of the threat at hand and if available, a patch or recommended courses of action.



**Linuxworld News**

**Frequency:** Daily, Monday - Friday

**Circulation:** 3717

*LinuxWorld News* is a must-read for users of the Linux operating system. The daily news topics are varied but you can expect to read about kernel development, the latest offerings from Linux distributors, Linux hardware support, major Linux security breaches and software which has been developed for the Linux OS or has been ported to it. Stories are aimed at a variety of readers, from consumer to technical to enterprise, and detail the efforts of companies and researchers associated with the open source movement as well as other developments in open standards.

**LinuxWorld Tech Weekly**

**Frequency:** Weekly, Friday

**Circulation:** 4553

*LinuxWorld Tech Weekly* update is a mix of opinions, features, tutorials and reviews. Once again all the news relates to the Linux OS. It could be a review of the latest distribution of Red Hat, installing the Apache Web server, using Linux as a firewall, sharing an Internet connection with Linux or any of the wider and varied issues pertaining to open source. The weekly update is sent out on Fridays.

**Software Developer by Computerworld**

**Frequency:** Weekly, Thursdays

**Circulation:** 3061

A weekly e-mail service that covers the industry's most important news relating to software development — Web services, J2EE, application servers, middleware, database development, enterprise application integration, Microsoft's .NET strategy — to provide a comprehensive, local information source for software developers in corporate IT, consultancies and the local vendor community.

**.NET by Computerworld**

**Frequency:** Weekly, Wednesdays

**Circulation:** 2627

.NET by Computerworld is a weekly service that enables Business and Technical Decision Makers within enterprise companies to gain a thorough understanding of the issues surrounding selecting, using and implementing the .Net framework in enterprise environments. The service looks at the underlying technologies as well as the products — and how they fit together. Successful migration applications, real-world implementations skills, and how security is integrated and performance delivered by the framework

**Careers by Computerworld**

**Frequency:** Monday

**Circulation:** 2990

Searching for a way to spice up your career but don't know where to find it? Look no further than *Computerworld's* new *Careers* section. *Careers*, distributed on Monday, is filled with a mixture of employment news, career profiles, tips, training information and motivational stories that can help make your professional life a successful one.

## GENERAL ONLINE ADVERTISING RATES

### Computerworld, CIO, CSO & Information Age

<b>Boom Box advertisements</b>	\$200 per 1000	(300 x 250 pixels)
<b>Leader Boards advertisements</b>	\$180 per 1000	(728 x 90 pixels)
<b>Block Tile advertisements</b>	\$100 per 1000	(125 x 125 pixels)

## ONLINE ADVERTISING SPECIFICATIONS

The following specifications apply to all ads served by IDG Communications or via a third party.

### Size

Boom Box ads must be exactly 300 pixels wide by 250 pixels high

Leader Boards ads must be exactly 728 pixels wide by 90 pixels high

Block Tile ads must be exactly 125 pixels wide by 125 pixels high

### Lead Time

All standard graphics and text submissions should be submitted 3 (three) business days prior to the campaign launch date.

Rich Media campaigns require 5 (five) business days prior to the campaign launch date

All finished art work, supplied must be tested and function properly on a PC and on a Macintosh in Netscape 4, Netscape 6 and above, Internet Explorer 5 and above.

### Format

RGB format, saved in .GIF format (256 Colours)

Graphics may be used on many different coloured backgrounds, so don't create transparent backgrounds.

All images should be bordered so as not to bleed into the background.

Images should be optimized to the lowest-possible bit depth using Adobe Photoshop or similar program. For optimal display, we recommend using the browser-safe colour palette. Fewer colours results in the sharpest and most efficient ads.

### Animation

Banner ads may contain animation or be static.

### Loops

All ads may loop the creative a maximum of 3 times

### File size

Boombox ads may not exceed 15KB in size.

Leader Boards ads may not exceed 20KB in size.

Button ads may not exceed 10KB in size unless otherwise stated.

Final graphics must be supplied with their correct labelling with the appropriate suffix to denote the format; eg a GIF banner called my\_advertisement must be labelled my\_advertisement.gif

### Hyperlinking

We can link banner ads to the client's site. To allow us to link to their sites, clients should specify a URL such as the following: <http://computerworld.idg.com.au>

Please ensure URLs are correct before sending this also includes redirects for third party serving.

All links and redirects should allow for the viewer to click back to the original site.

Any tags found to not adhere to this will not be placed on any IDG Web site.

### ALT Text

Please provide alternate text to be displayed in the image's absence. Alternate text should be a short informative description of the banner, no more than 50 characters or less of alt text.

## CONTACT

Clients can e-mail or forward their banner ad materials and instructions, and direct any enquiries to [Hannah\\_richardson@idg.com.au](mailto:Hannah_richardson@idg.com.au)  
(02) 9902 2715

Submissions should be made via e-mail, on a PC formatted floppy disk, or on a PC formatted Zip disk.

## ENTERPRISE E-MAIL NEWSLETTER SPECIFICATIONS

### **NEWSLETTERS Ad specifications for HTML versions.**

The following specifications apply to all ads served by IDG Communications or via a third party.

#### **Size**

Boombbox ads must be exactly 300 pixels wide by 250 pixels high.

#### **Lead Time**

All standard graphics and text submissions should be submitted 3 (three) business days prior to the campaign launch date.

#### **Format**

**Creative:** No RICH MEDIA

RGB format, saved in .GIF format (256 Colours) Graphics may be used on many different coloured backgrounds, so don't create transparent backgrounds.

Subscribers to IDG newsletters have a range of different e-mail clients, Web browsers, versions, and default settings, which can interfere with the appearance and use of advertising within a HTML e-mail newsletter. As a result, IDG has suppressed the use of cookies being set by Doubleclick on all IDG Newsletters to ensure the total effectiveness of every campaign.

#### **This means your ad campaign will be affected:**

1. If you intend to target a campaign by using frequency capping.
2. If you collect Post-click/impression tracking results. Please note DoubleClick reports will not be affected and you will have access to both Impressions delivered and Clicks obtained during the course of the campaign. DoubleClick (<http://doubleclick.net>) provides the third party ad service for IDG Communications on our sites and e-mail newsletters, hence all creative is subject to their specifications. In the event an advertiser's creative is unable to run on the DoubleClick ad serving system, the IDG Online Network reserves the right to reject or send back this creative for reworking.

#### **Recommendations**

All images should be bordered so as not to bleed into the background.

Images should be optimized to the lowest-possible bit depth using Adobe Photoshop or similar program.

For optimal display, we recommend using the browser-safe colour palette. Fewer colours results in the sharpest and most efficient ads.

#### **Animation**

Banner ads may contain animation or be static.

#### **Loops**

All ads may loop the creative a maximum of 3 times

#### **File size**

Boombbox ads may not exceed 15KB in size.

Final graphics must be supplied with their correct labelling with the appropriate suffix to denote the format eg. a GIF banner called my\_advertisement must be labelled my\_advertisement.gif

#### **Hyperlinking**

We can link banner ads to the client's site. To allow us to link to their sites, clients should specify a URL such as the following: <http://computerworld.idg.com.au>

Please ensure URLs are correct before sending this also includes redirects for third party serving.

All links and redirects should allow for the viewer to click back to the original site.

Any tags found to not adhere to this will not be placed on any IDG Web site.

#### **ALT Text**

Please provide alternate text to be displayed in the image's absence. Alternate text should be a short informative description of the banner, no more than 50 characters or less of alt text.

### **NEWSLETTERS Ad specifications for TEXT versions.**

TEXT Newsletter version: The following specifications apply to all ads served by IDG Communications or via a third party.

#### **Word Limit**

Ads must be at most sixty words in length.

#### **Lead Time**

All text submissions should be submitted 3 (three) business days prior to the campaign launch date.

All text, supplied must be tested and function properly on a PC and on a Macintosh in a text editing application such as Notepad on Windows or either Bbedit or Vi on Mac.

#### **Format**

Text e-mails must be plain text in ASCII 7-bit clean format. No HTML or XML tags can be included. No extended ASCII symbols can be included as these tend not to display correctly across all e-mail clients. Text formats such as different fonts different text sizes/colours bold/italic/underline can't be included in our text e-mails. Justified text will not display correctly in all e-mail clients as some have different column widths – only standard left align text will display. Links to clients' Web sites can be included but it is not guaranteed a user will be able to click the link to open a Web browser window on all e-mail clients over all platforms. Copying text out of a rich text editor such as word is a bad idea – some extended ASCII or formatting information may inadvertently be copied over which will not display correctly. It is always best to test all text in a plain text editor before sending. Sending sponsorship text as a .txt file attachment, rather than pasting into the body of the e-mail, should ensure that there are no problems with the format.

#### **Sponsorship text**

All text sponsorship messages will be preceded with a line either saying:

#### **Sponsored by Client Name Or Advertisement**

The text message will appear on the next line directly below this message. Please submit ALL newsletter ads three business days prior to the ad's run date to: [hannah\\_richardson@idg.com.au](mailto:hannah_richardson@idg.com.au)

The following specifications apply to all ads served by IDG Communications or via a third party.

## RICH MEDIA SPECIFICATIONS FOR IDG

### Notes for all Rich Media Banners

- 15K maximum (HTML plus images) Maximum File Size upon User Click: Upon user click, an additional 15k can be loaded from DoubleClick servers or an additional 85K can be loaded from 3rd-party servers.
- Please verify:
  - Button ads** must be exactly 125 pixels wide by 125 pixels high.
  - Boombbox ads** must be exactly 300 pixels wide by 250 pixels high.
  - Leader Boards ads** must be exactly 728 pixels wide by 90 pixels high (can be up to 20K in file size).
- Creative outside these parameters need consultation with your Account Manager and IDG's in-house technical department.
- All elements should be contained within the ad unit, including all javascript.
- No nested tables within the ad unit.
- More than one form can be used, but forms cannot be nested.
- Do not send code with <html >, <head>, <title> or <body> tags.
- Client must supply animated .gif for non Flash enabled browsers.
- All images must be locally referenced.
- Please include a target =\_top (preferred) or target =\_blank attribute in all <a href>, <form action> and <area> tags, as well as in click throughs embedded into Java or Flash.
- In order to track clicks on forms, method = get must be used. (Forms with method = post are able to run through DART, but we cannot track clicks on them.)
- Click through URLs are handled via the FSCCommand. Please do not encode the click through URL(s) into the .FLA file.
- If you require IDG to track the flash creative in DART for clicks will need the following directive. With the "GetURL" command, and in the command line use the word "clicktag" and mark it as an expression. Please do not insert a URL destination, just the word "clicktag". PLEASE ensure all Creative is set to target = "\_ top" not "\_self". See further DoubleClick Designer instructions (Clicktag\_Designer.pdf) for further clarification.
- If the ad passes form data back to a scripting program, that scripting program must accept an all UPPER CASE query string.
- All function, variable and constant names within the scope of the provided javascript must be individually prefixed with "pp\_" to avoid conflicts with other client side javascript.
- A banner may not produce an audio or video stream until a user clicks on it.
- If the banner expands, it must only do so upon a user click. (Mouse over expands are not accepted, unless agreed to by the Account Manager and Online Network.)
- Please test your creative before submitting them, delays will be experienced if creative does not adhere to the guidelines.
- Banners are run through iFrames on Internet Explorer and through Layers on Netscape.

### Testing

IDG requires 5 (five) business days to accept and test an ad unit.

## TERMS AND CONDITIONS

- All production deadlines will be determined by the type of ad unit and campaign an advertiser runs with IDG.
- IDG will make every effort possible to expedite the testing and staging of ads. If creative is received after the designated production deadline we cannot guarantee that an ad will appear on the intended Web site on time.
- The lead times stated are only an approximation of time involved. Ads may be placed onto the designated Web site before that time if creative is received after deadline.
- Creative to start on any given Monday should reach IDG by the previous Thursday no later than 12 pm. Overseas clients need to take into account the time difference, all campaigns will start according to the Australian Eastern Standard time.
- IDG cannot guarantee an insertion order will begin as scheduled on the insertion order if the above requirements are not adhered to. Please note production deadlines do not account for agency revisions.
- IDG has final approval for all ads with respect to editorial/creative content.
- IDG reserves the right to remove an advertisement from its Web sites at any time for any reason.
- All creative will receive a confirmation e-mail within 24 hours of being sent. If you do not receive an e-mail please contact your Account Manager immediately.

### Cancellations

Cancellations must be received in writing no later than 45 days prior to start date. Please note there will be no exceptions.

### Contact

Clients can e-mail or forward the banner ad materials and instructions and direct any enquiries to the

**TRAFFIC MANAGER, IDG ONLINE NETWORK**

**Hannah RICHARDSON**

**612 9902 2715**

**0407 894 255**

**Hannah\_Richardson@idg.com.au**