

ONLINE DATA



COMPUTERWORLD



CIO

THE MAGAZINE FOR INFORMATION EXECUTIVES



CSO

CSOONLINE.COM.AU

 **IDG**
COMMUNICATIONS

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 subscriber's 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:

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ONLINE MEDIA KIT

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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: 3360

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.

CSO Online Data Security Briefing
Frequency: Weekly, Thursday
Circulation: 1020

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: 8750

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: 5600

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: 1370

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: 4200

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: 4250

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 Systems by Computerworld
Frequency: Monday, Wednesday, Friday
Circulation: 2570

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: 5100

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: Daily, Monday - Friday (Security)
Frequency: Weekly, Thursday (Alert)
Circulation: 3480

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.

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Linuxworld News

Frequency: Daily, Monday - Friday

Circulation: 2680

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: 3350

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.

Computerworld Internet Daily

Frequency: Tuesday, Thursday

Circulation: 4130

The *Computerworld Internet Daily* service covers anything and everything related to the Internet economy. Stories covered include: about the state of the domain name business (.com, .biz, .id, .au etc), governing bodies of the Internet (such as ICANN or auDA in Australia), business search engines, examples of the technology used by Web site operators to increase traffic or site efficiencies, studies of popular Web sites, business Internet subscriber numbers, broadband technology and the ways companies are generally using the Internet to replace existing methods of business.

Money & Markets by Computerworld

Frequency: Friday

Circulation: 3300

Delivered each Friday, *Computerworld Money & Markets* is a wrap-up of the week's financial news relating to top IT companies. *Money & Markets* is distinct from other *Computerworld* e-mail offerings in that it is focused on the business of technology and not the technology itself. Stories encompass such topics as financial results, major business contracts/deals, accounting practices and the general state of the IT economy.

eMarketing & eMedia by Computerworld

Frequency: Monday

Circulation: 3520

Computerworld eMarketing & eMedia deals with the impact the new media has had on advertising and marketing, and how companies are adapting to the the latest innovations in marketing technology. Articles focus on how companies can increase their audience or clients through the use of new technologies like video/audio streaming, real-time collaboration and instant messaging. Designed to appeal to all firms keen to have an effective advertising campaign on their Web sites, *eMarketing & eMedia* details the software and methods available to maximise exposure and collate valuable information about site traffic.

Careers by Computerworld

Frequency: Monday

Circulation: 1180

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.com.au

Page Impressions: 120,100
Unique Users: 29,100
FREQUENCY:
Banner: 220,000
Boom Box (Island): 110,000
Button (Tile): 110,000

Banner advertisements \$140 per 1000
Boom Box advertisements \$200 per 1000
Block Tile advertisements \$100 per 1000

cio.com.au

Page Impressions: 14,600
Unique Users: 2960
FREQUENCY:
Banner: 26,000
Boom Box (Island): 12,000
Button (Tile): 18,000

(468 x 60 pixels)
(336 x 280 pixels)
(125 x 125 pixels)

ONLINE ADVERTISING SPECIFICATIONS

Size

Banner ads must be exactly 468 pixels wide by 60 pixels high
Boombox ads must be exactly 336 pixels wide by 280 pixels high
Block Tile ads must be exactly 125 pixels wide by 125 pixels high
Elongated Tile ads must be exactly 120 pixels wide by 240 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 require a longer lead time and should be finalised with your Account Manager.

All finished art work, supplied must be tested and function properly on a PC and on a Macintosh in Netscape 3, Netscape 4 and above, Internet Explorer 3 and Internet Explorer 4 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 optimised 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 result in the sharpest and most efficient ads.

Animation

Banner ads may contain animation (with limited or unlimited looping) or be static.

File size

Banner ads may not exceed 15Kb in size.
Boombox ads may not exceed 15Kb in size
Button ads may not exceed 10Kb in size unless otherwise stated.
Elongated Tile 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. For example, a GIF banner called "my_computer" must be labelled "my_computer.gif".

Hyperlinking

We can link banner ads to a 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 that do 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. Creative supplied without an ALT text will automatically have "Click Here!" inserted. Please note that all submissions need to be read on an IBM compatible PC rather than Apple Macintosh. Disks supplied in Apple Macintosh format will incur an extra fee for conversion.

CONTACT

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

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

RICH MEDIA SPECIFICATIONS FOR IDG

Rich Media Banner Specifications are taken from Doubleclick
<http://richmedia.doubleclick.net/acceptance/specifications.htm>

Notes for all Rich Media Banners

- 15Kb maximum (HTML plus images)
Maximum File Size Upon User Click:
Upon user click, an additional 15Kb can be loaded from DoubleClick servers or an additional 85Kb can be loaded from 3rd-party servers.
- Please verify that all creative ad units are the following sizes:
Banner ads must be exactly 468 pixels wide by 60 pixels high
Boombbox ads must be exactly 336 pixels wide by 280 pixels high
Block Tile ads must be exactly 125 pixels wide by 125 pixels high
Elongated Tile ads must be exactly 120 pixels wide by 240 pixels high
- Banners 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 java script.
- 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 at tribute in all <a href>, <form action> and <area> tags, as well as in clickthroughs 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.)
- Clickthrough URLs are handled via the FSCCommand. Please do not encode the clickthrough URL(s) into the .FLA file.
- If the ad passes form data back to a scripting program, that scripting program must accept an all UPPER CASE query string.
- If you require IDG to track the flash creative in DART to measure clicks we 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, only "clickTAG". PLEASE ensure all creative is set to target= "_top" not "_self".
- 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. MouseOver expands are NOT accepted.
- Please test your creative ad units before submitting them. The list of browsers that DoubleClick tests Rich Media on is located at <http://richmedia.doubleclick.net/acceptance/testing.htm>
- Online ads 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 ahead of 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 Australian Eastern Standard time.
- IDG cannot guarantee an insertion order will begin as scheduled 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 your material being received by IDG. If you do not receive a confirmation e-mail please contact your Account Manager immediately.