

# Tech Debate Sponsorship

Link your company with one of Network World's newest editorial features – both online and in print. Experts face off on the hottest topics, the community weighs in, conversation continues, then the two original arguments appear in print along with the "cream" of the community input. Your branding and messaging run alongside the online story and the first printed piece.

## Tech Debate Overview

A moderator sets forth a question and invites two experts to submit their thoughts, one pro, one con. The pieces are published online first and the community is invited to:

- Vote on who they side with/who got it most right.
- Add their own thoughts.

The experts are encouraged to address questions and add rebuttal/closing remarks. We skim the cream of the community input and include that with the original two arguments in print.

## Program Details

The sponsorship starts online at the beginning of the month. The printed ad runs in the second issue of the month, alongside the article and polling results.

- All IMU and Leaderboard impressions on all Tech Debate pages for one month.
- "Sponsored by" listing on all Tech Debate page.
- One million ROS Text Links for one month.
- 50,000 ROS Leaderboard impressions.
- One full page printed ad.

## Schedule

See second page.

## Cost

\$17,500 net



## Contact us!

For more information contact your Network World sales executive ([www.networkworld.com/media/salesContacts.html](http://www.networkworld.com/media/salesContacts.html)) or Andrea D'Amato at [adamato@nww.com](mailto:adamato@nww.com) or 508-766-5455.

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## Issue and Close Dates with Potential Topics

January 18 (January 8)	Blackberry vs. iPhone
February 22 (February 12)	Credit Card Data Security: Who's responsible?
March 22 (March 12)	Google Gmail vs. Microsoft Exchange
April 19 (April 9)	Cloud: Ready or not?
May 24 (May 14)	Outsourcing IT management. Is the time right?
June 21 (June 11)	Open source on the desktop: Cost saver or pipe dream?
July 26 (July 16)	Information security: The ultimate protection, or just one more required layer?
August 23 (August 13)	VMware vs. Microsoft's Hyper-V
September 27 (September 17)	Virtual Desktop: Worth the migration?
October 25 (October 15)	Video conferencing: Game changer, or simply a "nice to have"?
November 22 (November 12)	Smartphones or laptops for mobile workers?
December 20 (December 10)	VoIP: Microsoft OCS vs. Cisco's UC

## Other Potential Topics

With at least one month lead time, any of the above topics can be moved or swapped with one of the following:

Data Center (virtualization, cloud, storage)

- Cloud: Private vs. Public

Security

- The need for encryption: Encrypt everything, or only core assets?
- Data leak prevention: A security feature or a security product?

Software

- Google Apps vs. Microsoft Office

Infrastructure & Mgmt (with WAN Opt)

- Outsourcing IT management. Some newcomers are offering IT management via SaaS and all the big players seem to be following suit. But what of the security and response issues? Is the time right?

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