

Co-Branded E-mail Campaigns

Leverage the Network World brand to get your organization's name, brand and solutions noticed...and read!

Program Benefits

Build brand awareness. Capture the mindshare of demographically selected Network and IT buyers with your own content, alongside the recognized and trusted Network World name.

Drive interest. Use this opportunity to drive interest in your product, white paper, event or other special offer.

Target your best prospects. Choose up to two criteria to deliver your message to those who best meet your sales objectives. Selections include: Job Title, Industry, Country, Company size and Content interest.

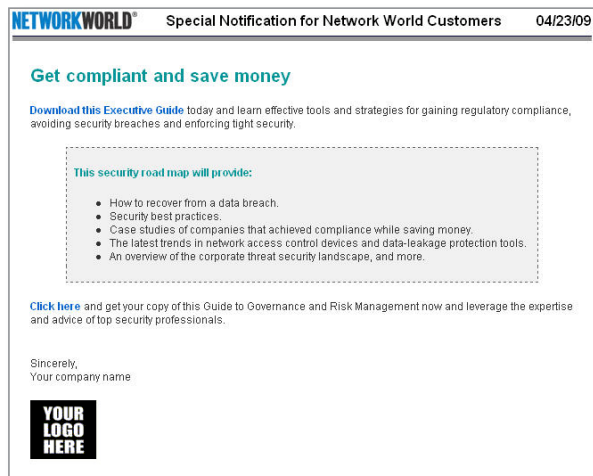
Program Details

- Client provides basic content
 - Company logo in .eps format
 - Company name as it should appear
 - Email subject line (up to 50 characters maximum, including spaces)
 - Email body copy
 - Destination URL (Please consider including a headline and a "call to action" within the co-branded email that will both link to the same destination URL)
- Network World will provide "Best Practices" to optimize results (as seen below)

COST: \$700 CPM

Best Practices Highlights

- Always use a **strong subject line**; this often determines if the e-mail gets opened.
- Content should be **easy to scan**. Readers scan for points of interest; use chunks of content with whitespace between.
- **Do not use red, white or gray text**. It decreases deliverability and reputation because most ISPs use it to identify SPAM.
- **Keep html to a minimum**. Many users block images resulting in your e-mail not being viewed properly.
- **Make call-to-action text**. If a user blocks images, a "Register" or "Subscribe" button cannot be seen to register or subscribe.



Content Interests Include

- Applications
- Business Intelligence (SAS, any other reporting/mining)
- Business Process Management
- Cloud Computing
- Compliance
- Data Center
- Data Management
- Disaster Recovery
- Email Security
- Enterprise Business (1000+ employees)
- Hardware – Large Systems (mainframes, minis, servers, blades)
- Infrastructure
- IT Management
- Medium-sized business (101-1000 employees)
- Networking
- Open Source (Linux/Unix/Solaris, related topics)
- Outsourcing
- Security
- Servers
- Software infrastructure (operating systems, mgmt. tools)
- Storage
- Virtualization
- Web Services/SOA
- Wireless/Mobile

Get noticed with a Co-Branded E-mail today.

For more information contact your Network World sales executive (www.networkworld.com/media/salesContacts.html) or Online Sales at 201-634-2313.