

Video, Podcast or Software Download

The Network World community embraces new media for delivery of the relevant content they need to get their jobs done. Use the latest innovations in media to reach this engaged community of Network and IT buyers and specifiers on NetworkWorld.com where:

- Podcast downloads have increased by 47% from September 2007 to September 2008.
- Video consumption has more than doubled in the same period.
- Recent research shows that our community values instant access to helpful vendor-contributed material.*

Program Details

- Your listing includes a title, description and link to your asset (hosted on your site).
- Listing and links appear in the Download Resource Library.
- "Downloads" option off any home page directs the reader to the Download area of the Resource Library.

The top screenshot shows the NetworkWorld.com homepage with a navigation menu. A yellow circle with the number '1' highlights the 'Downloads' option in the menu. The bottom screenshot shows the 'Resource Library' page with a search bar and a list of resources. A yellow circle with the number '2' highlights a 'Download' link for 'AnalyzeAir Wi-Fi Spectrum Analyzer Free Trial Software'.

1. "Downloads" option is available off "More" button on all pages of NetworkWorld.com.
2. Your listing appears in the Download Resource Library.

Act now! Don't miss out on this new opportunity to reach your best customers.

For more information contact sales@nww.com, Corporate Sales at 800-622-1108 or West Coast Sales at 415-267-4511.

*Visitor Profile, 7/07

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