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# **MEDIA KIT 2009**

Topics • Dates • Sponsoring • Prices

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The new online-platform of: **itmanagement** **itsecurity**

## MEDIA KIT 2009

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## Characteristic

itdaily offers daily news as well as additional articles to the printed issues of **itmanagement** and **itsecurity** as well as to **itresearch** and **itfokus**. As special service we provide eJournals on a continuous level to diverse topics out of the IT area. The eJournals can be viewed on an extra channel page as interactive Flash- plus PDF-format. The use of the offer of information is free to all users. Therewith the platform covers the area of strategic as well as technical data processing in companies. Reports, Bulletins, White Papers and ROI-Calculators offer more important support in cases of investment decisions.

## Frequency

itdaily will be released daily from Monday to Friday in German and is available around the world 24 hours.





## **Benefits for Producers**

Advantages for producers are obvious: No other medium is able to deliver news as quick, as cost effective and without wastage from A to B to the accordant target group.

With the new arrangement user will find target-group specific (1<sup>st</sup> or 2<sup>nd</sup> management level) as well as topic specific articles (search function) more easily, no matter what article, analysis, opinion, interview or case study they are looking for. Marketing-Tools allow the lead generation via ROI-Calculators, Newsletter, Online Surveys, eJournals, White Papers, Voting Functions, Studies and Bulletins.

[itdaily](#) combines the advantages of content sponsoring and lead generation in an unique way. Through an amount of co-operations with seminar- and congress providers the branding of [itdaily](#) will be extended. The platform is linked with a multitude of partners and elevates the traffic in methodic ways. The platform is attractive for the user since the high grade content is available for free. Moreover, interesting bundlings with our print magazines like Booklets, Specials or other special advertisement options can be offered.

## Advertising Options

### Website

	Format	Price in €
Fullsize Banner	468 x 60	60,- TKP
Leaderboard/Super-Banner	728 x 90	80,- TKP
Rectangle/MPU/Content Ad	336 x 280	80,- TKP
Text Ad	400 signs Text incl. Logo und Link	70,- TKP
Skyscraper	up to 160 x 800	60,- TKP
Pop Up	up to 200 x 300	80,- TKP
Hockeystick	728 x 90 plus 160 x 800	150,- TKP
Wallpaper	The same as Hockeystick plus background colour	200,- TKP
Textlink/Featured Link	100 signs incl. Link	50,- TKP

## Newsletter

### Newsletter-Sponsoring

- itmanagement** circulation approx. 36.000 each with the 1<sup>st</sup> Tuesday of a month  
**itfokus** circulation approx. 35.000 each with the 2<sup>nd</sup> Tuesday of a month  
**itsecurity** circulation approx. 14.000 each with the 3<sup>rd</sup> Tuesday of a month

Estate: October 2008

	Format	Price in €
TextAd	400 Signs incl. Link	70,- TKP
Fullsize Banner	468 x 60	60,- TKP
Sponsored Link	100 Signs incl. Link	50,- TKP

### Customized Newsletter (HTML)

Price inclusive graphic design and consignment € 2.500,- fix plus € 70,- TKP  
Least contract price € 3.500,-

**Scale of discount/Discounts** (relating to the specific client in cases of abatement within 12 months year):

- From € 20.000,- 5%
- From € 40.000,- 10%
- From € 60.000,- 15%
- From € 100.000,- 20%
- From € 200.000,- 25%

### Advertising Data to:

mediaunterlagen@it-daily.net

### Special Advertising Forms:

On request!

Our General Terms and Conditions need to be applied.

## **Lead generation**

### **Online Survey**

Max. 15 questions, Duration 4 weeks, cost per survey inclusive reporting and interpretation.  
PDF for the Website of the client. Price: €4.900,-.

### **ROI-Calculator**

Max. 15 parameters, interactive software (Macromedia Dreamweaver) for the online-calculation of investment plans.  
Price: €4.900,- (in cases of more than 15 parameters: €7.500,- incl. eMailing and Reporting.)

### **Voting-Function**

Short-term trend-barometer to current events.  
Price: €1.000,-, Duration: 4 weeks on the front page.

### **Job opportunity**

(Logo in the footer with a linking to the employment offer of the respective company)  
Price: €1.000,-, Duration: 4 weeks on the front page.

### **Downloadcenter**

Download of full-, demo-, time- or function limited versions (link to your Website) and White Paper.  
Price per Link: €500,- (Duration 4 weeks)

## Topic-specific **itmanagement** eJournals – twice annual

<b>Business Process Management</b>	(January – July)
<b>All About S@P</b>	(January – July)
<b>Business Intelligence and Performance Management</b>	(February – August)
<b>Software Development</b>	(February – August)
<b>DMS – ECM – Portals</b>	(March – September)
<b>Application Lifecycle Management</b>	(March – September)
<b>Business Service Management</b>	(April – October)
<b>Mobile Solutions</b>	(April – October)
<b>Customer Relationship</b>	(May – November)
<b>Project Management</b>	(May – November)
<b>System &amp; Infrastructure Management</b>	(June – December)
<b>eBusiness Success</b>	(June – December)

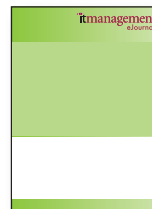
For more Details please check the separate media kit it management eJournals!



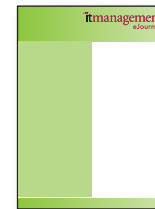
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Flash or other  
interactive  
components  
600 x 450 pixel  
€ 3900,-



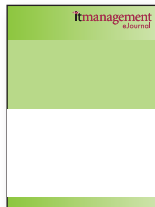
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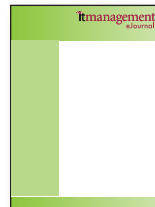
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300 x 450 pixel  
€ 1750,-



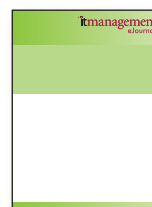
1/2 page  
vertical  
470 x 225 pixel  
€ 1750,-



1/3 page  
horizontal  
200 x 450 pixel  
€ 1200,-



1/3 page  
vertical  
470 x 150 pixel  
€ 1200,-



1/4 page  
horizontal  
150 x 450 pixel  
€ 900,-

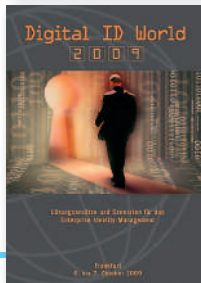
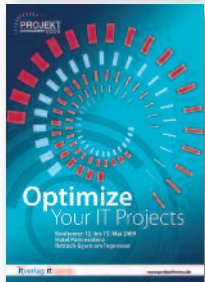


1/4 page  
vertical  
470 x 113 pixel  
€ 900,-



For more Details please check the separate media kit  
it management eJournals!

**Discounts:**  
3 adverts -5%  
6 adverts -15%



## It events

<b>Business Mashups</b>	February 17 <sup>th</sup> – 18 <sup>th</sup>	Munich
<b>it security</b>	April 22 <sup>nd</sup> – 23 <sup>rd</sup>	Munich
<b>Project Management 2009</b>	May 12 <sup>nd</sup> – 13 <sup>th</sup>	Munich
<b>Application Lifecycle Management</b>	May 19 <sup>th</sup> – 20 <sup>th</sup>	Munich
<b>Data Center 2009</b>	June 16 <sup>th</sup> – 17 <sup>th</sup>	Frankfurt
<b>Digital ID World 2009</b>	October 6 <sup>th</sup> – 7 <sup>th</sup>	Frankfurt
<b>Enterprise Intelligence</b>	November 11 <sup>st</sup> – 12 <sup>nd</sup>	Munich
<b>CIO Award &amp; Congress 2009 powered by itmanagement</b>	November 24 <sup>th</sup>	Frankfurt
<b>eBusiness Success</b>	December 2 <sup>nd</sup> – 3 <sup>rd</sup>	München

Changes are subject to request!

1. The publishing house reserves itself the right to reject or accept orders for advertisements or enclosed inserts because of the content, the origin or technical form. Orders for supplements shall only be binding for the publishing house after a sample of this supplement has been submitted and it has been approved. Supplements that arouse the impression of being a part of the periodical with the reader as a result of their format or make-up or that contain third party advertisements shall not be accepted. The client shall be notified of an order being rejected without delay. The publishing house shall make advertisements that cannot be recognized as such because of their editorial layout clearly recognizable as advertisements with the word "advertisement".
2. The client shall be responsible for delivering the text of the advertisement in due time and the printing documents or supplements being in proper order. The publishing house will request a replacement for printing documents that are recognizably unsuited or damaged. The publishing house shall guarantee the printing quality normal for the attached titles in the framework of the possibilities given by the printing documents. Costs for any abstract, fair drafting, etc. are not included in the prices for advertisements. For failures caused by telephonic transmission as well as for the accuracy of translations the publishing house does assume no liability.
3. Activation of advertisements will be carried out continuous from the next accessible magazine, if no agreement to the contrary has been done. The publishing house reserves the right to delay the publication date due to technical or other causes. The exclusion of competitors is not possible.
4. Advertisements shall be called within one year after concluding a contract. The publishing of the advertisement will be evenly distributed. The abatements performed in the announcement price-list are granted only within one year for published advertisements of the client. The term starts with the appearance of the first advertisement, if not another beginning has been agreed by conclusion of the contract in written form. In case of frequency discount the abatements depends on the amount. In cases of bigger formats conditions differ. If less advertisements have been abate within one year than agreed in the first place, the publishing house has the right to charge the different amount between the guaranteed and the actual abatement.
5. The publishing house takes no responsibility for force majeure, operating malfunctions, strike, etc. According to those cases the acceptance time for advertisements will be extended. To ask for damages will be excluded.
6. The advertising mediators and advertising agencies shall maintain the price list of the publishing house in their quotations, contracts and accounts with the advertisers. The mediating remuneration granted by the publishing house may not be passed onto the client either wholly or partially.
7. The payment needs to be paid within the conditions of the price list. If there is a delay or a respite in payment, interest shall be charged in accordance with our price list and collection costs. The publishing house may set back the further implementation of the current order until payment is made and it may demand advance payment for the remaining advertisements. With bankruptcy the full amount for not yet published advertisements has to be paid immediately in case of §17 Abs.1 KO. The allowed abatement is lost in cases of bankruptcy, compulsory settlement or legal action.
8. The place of performance shall be the principle place of business of the publishing house. The venue shall be the publishing's house principal place of business with civil action in business transactions with merchants, legal entities of public law or with special funds of public law. To the extent that the publishing house's claims cannot be asserted through court proceedings for order to pay debts, the venue shall be determined with non-merchants according to their place of residence. If the client's place of residence or habitual abode, even with non-merchants, is unknown at the point in time when the action is filed or if the client has moved his place of residence or habitual abode from the area of application of the law after concluding the contract, the principal place of business of the publishing house shall be agreed upon as the venue.
9. Following additional agreements are valid:
  - a.) The client shall be responsible for exempting the publishing house from the claims of third parties that arise against it from offenses against statutory provisions, especially against the competition law and the copyright.
  - b.) The publishing house shall not furnish a guarantee if individual supplements are lost on channels of distributions.
  - c.) The publishing house shall only be liable for any errors from telephone communication with intent or gross negligence.
  - d.) Positioning regulations shall only be valid if the publishing house has confirmed them writing.
  - e.) Advertisement and supplement orders have to be cancelled by the advertising deadline. The publishing house may charge the client the setting and production costs incurred.
10. In case that one appointment of this terms and conditions will be or is invalid, the contract and the appointments of this terms and conditions remain valid incidentally.

**Print**  
Classic Advertisements, advertorials

itmanagement  
itsecurity  
itfokus online



**Special Advertisement Forms**

- Booklet on Cover
- Specials



itevents  
**Events**  
Modular packages with different levels of sponsoring



**Strategic & Technical  
IT-Know-How**  
itverlag

**Direct Marketing**  
Address-Leasing on Demand



itresearch  
**Reports**

- methods, criteria for evaluation, product comparison

**Strategic Bulletins**

- market analysis with case studies and short profile



**Generation of leads**

- ROI Calculator
- Online Surveys
- Newsletter
- eJournals

itdaily

**Online information portal**  
[www.it-daily.net](http://www.it-daily.net)

- Website-Advertising
- Newsletter-Sponsoring



- Business Process Management
- All about S@P
- Business Intelligence & Performance Management
- Software Development



**eJournals**

- DMS-ECM-Portale
- Application Lifecycle
- Business Service Management
- Mobile Solutions

- Customer Relationship
- System- & Infrastructure Management
- Project Management
- eBusiness Success