

IT Manager Daily



Lead Generation

Banner and eNewsletter Advertising

Email List Rental

Fast and effective ways to reach IT decision makers

Contact:

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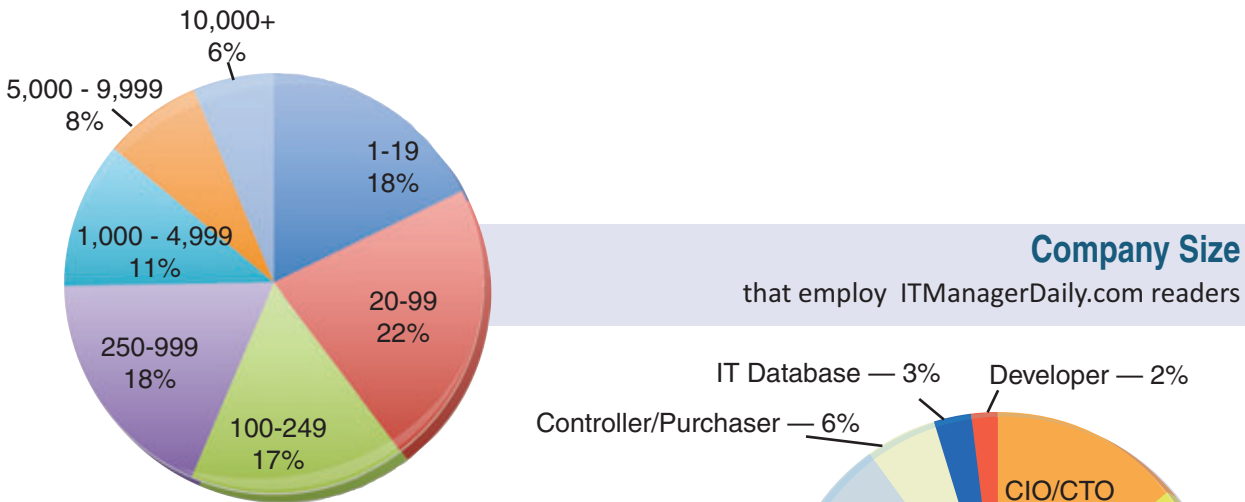
pbpmedia

About ITManagerDaily.com

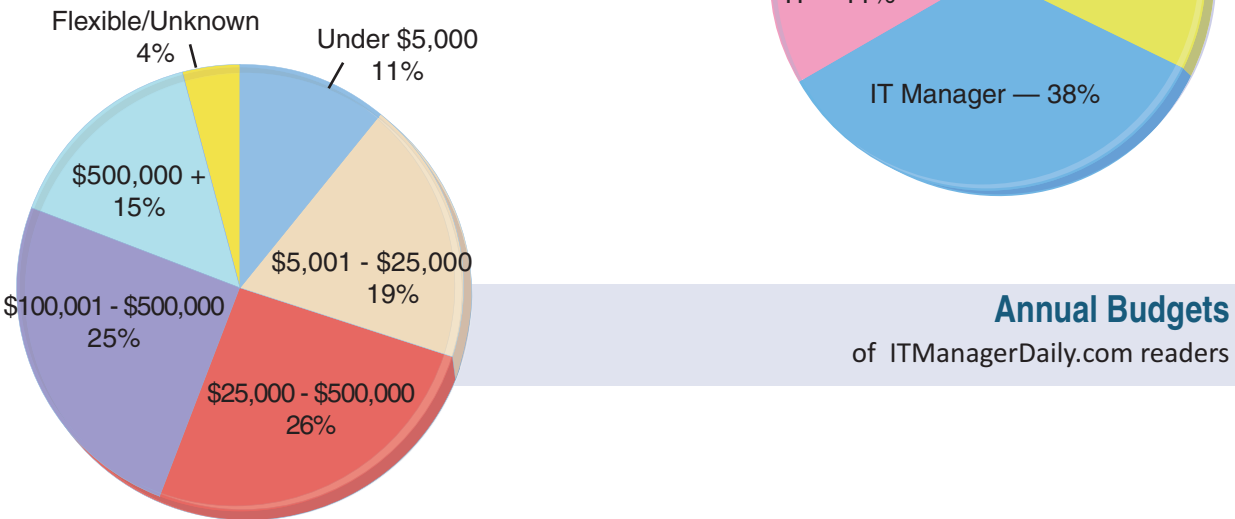
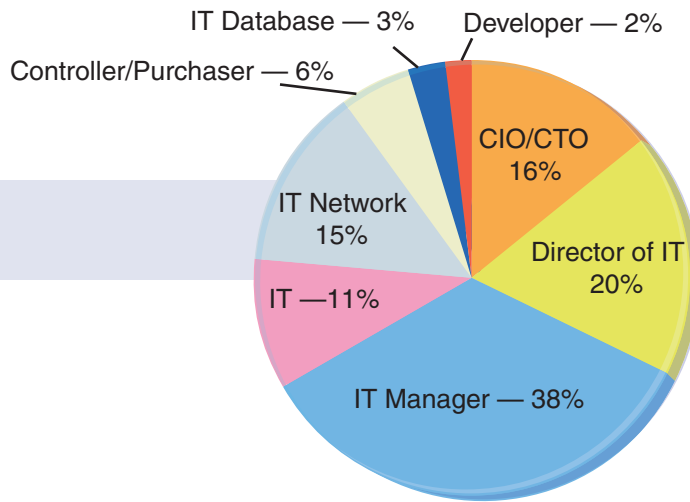
ITManagerDaily.com reaches over 94,000 CIO, CTO, and IT decision makers on a weekly basis. ITManagerDaily.com provides its weekly subscribers useful and job functional multi-channeled content such as quick read editorials, industry relevant whitepapers, vendor supported case studies, and product demos.

Reach Your Target Audience

ITManagerDaily.com subscribers are key decision makers at a variety of firms and institutions.

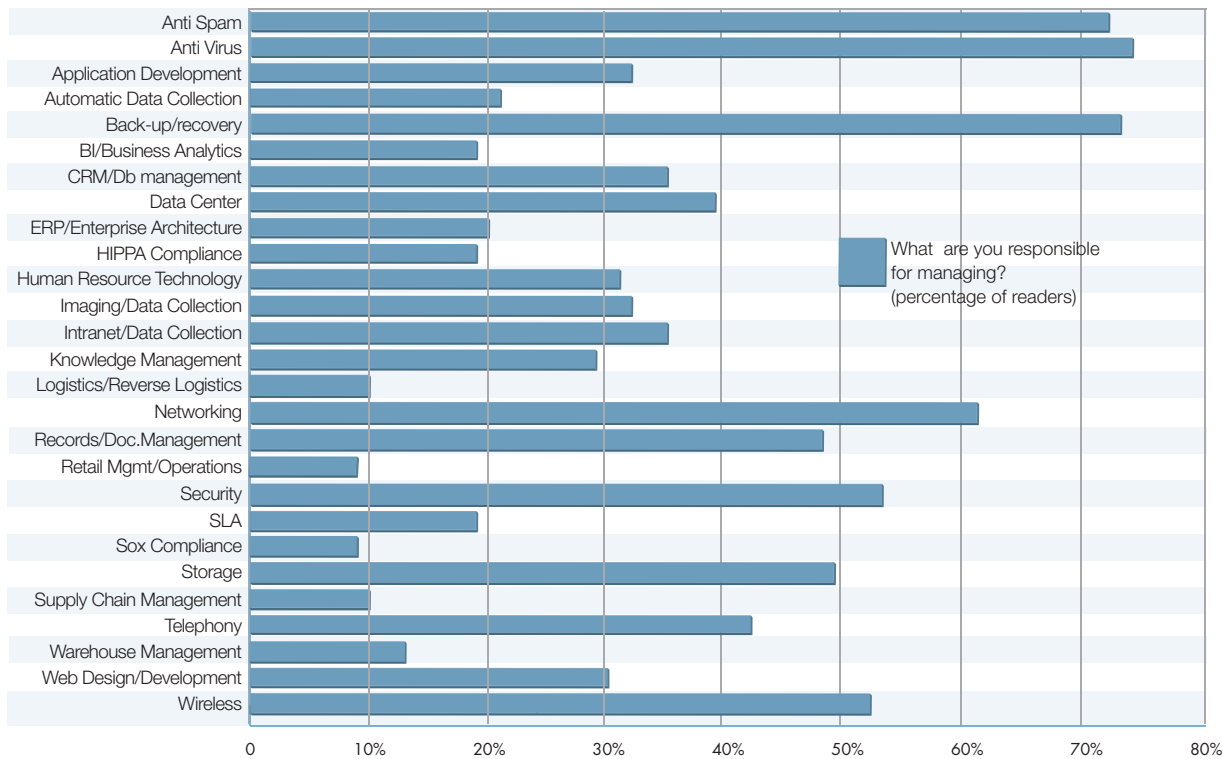


Titles Held by ITManagerDaily.com readers

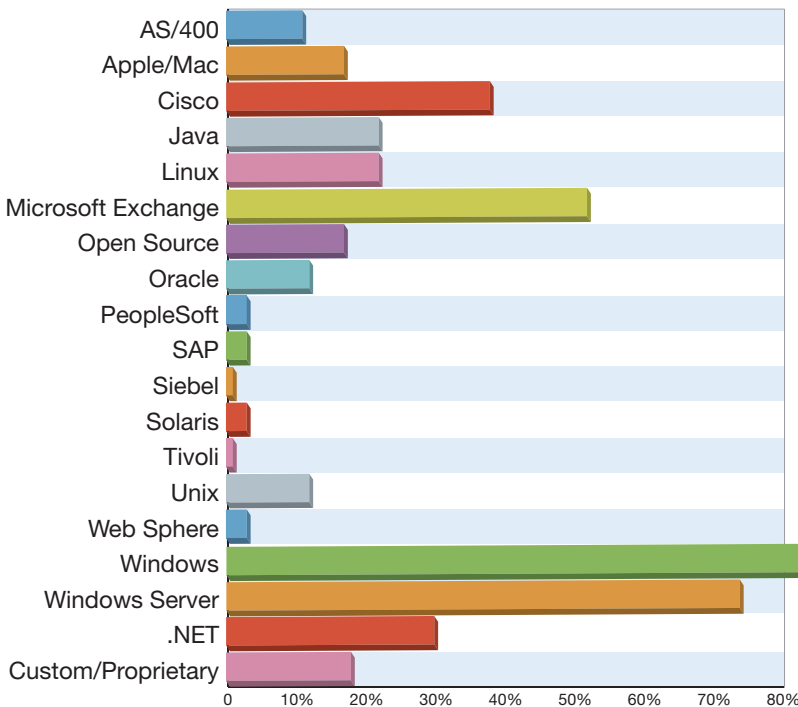


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Technologies Managed by ITManagerDaily.com readers



Platforms Used by ITManagerDaily.com readers



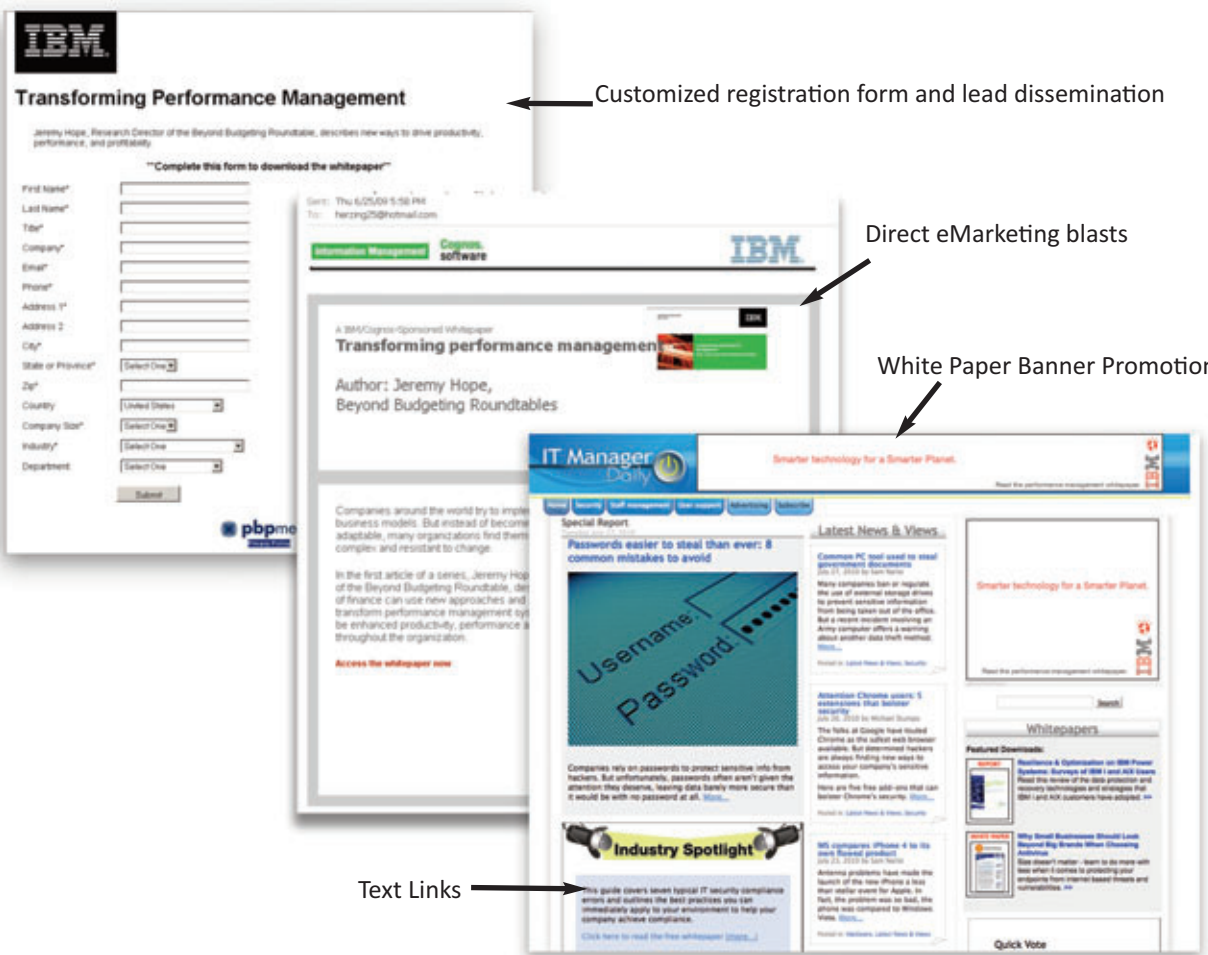
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Lead Generation

ITManagerDaily.com offers 2 types of Lead Generation on a performance-based cost per lead basis.

Web Promotion

With this lead gen program we take your asset (ex. white paper or case study) and PUSH it to a targeted readership through activities such as eBlasts, eNewsletters, Text Ads, Banners, Homepage Features and Daily Round-ups.



Customized registration form and lead dissemination - Points to the registration form on the left.

Direct eMarketing blasts - Points to an email blast in the center.

White Paper Banner Promotion - Points to a banner for a white paper on the right.

Text Links - Points to a link in the 'Industry Spotlight' section at the bottom.

Telesales

We have also added an optional 'Human' element as well. Our call center folks will take the abstract of your offer, call out to prospects within your filters, offer your asset as a related topic of interest, and email the prospect a link to your asset while they are on the phone. Clients have seen success rates of lead conversions as high as 80%. The TeleSales element does NOT raise your CPL, however; there are minimum lead orders to incorporate call center leads. Please ask for details.

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Banner Ads
 Display Units Available
 ● 728x90 Leaderboard
 ● 300x250 Rectangle

Industry Spotlight
 Features:
 ● 1-week homepage feature
 ● 1 eNewsletter sponsorship

eNewsletter
 Sponsorship Available
 ● 728x90 static ad
 ● 300x250 image or contextual ad



Bausch & Lomb

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Bausch & Lomb FogShield XP® Anti-Fog & Lens Cleaning System—now with a money back guarantee!

Choosing the right eye safety equipment is serious business. However, when it comes to reliable anti-fog protection, some products come up short. But not FogShield XP®.

Bausch & Lomb's award-winning anti-fogging formula will help your workers see clearly in the harsh conditions. Because FogShield XP® repels fog and moisture, users can see clearly and are less likely to remove their protective



Direct Email Blast
 Your content to our audience.

2011 Advertising Rates

Web Banner Ads

Ad Unit	Dimension	Rate
LeaderBoard	728x90	\$30
In-story Rectangle	300x250	\$30
Geo-Target Impressions	either IBU	\$35

eNewsletters- Exclusive Sponsorship Include 728X90 AND 300x250

Ad Unit	Dimension	Number Weekly Issues	Rate *
LeaderBoard	728x90	1 issue (exclusive)	\$2495 each
In-story Rectangle	300x250	3 issues (exclusive)	\$2195 each
		6 issues (exclusive)	\$1895 each

eBlasts

Select	Rate *
Entire Database	\$200/CPM
Selects — including title, geo, industry (SIC), and company size	\$250/CPM

*discounts available for multi-week runs

Industry Spotlight Pricing Starts at \$1,000

Showcase your newest IT products and services on our Homepage and eNewsletter.

- 2-Week Homepage Feature
- 1 eNewsletter Sponsorship
- Value-Add Banner Impressions (choose 728x90 or 300x250)

Lead Generation

Customized Program-content syndication. Call for Details.

Delivery and push methods include, but not limited to eBlast, eNewsletter, Banners, Home-page Features, and Run-of-Network reach, with a Customized Lead Form.



Materials Requirement

Web Banner Materials:

- 728x90 Leaderboard, flash, .gif or jpeg, 25k max file size, 4 loops max
- 300x250 Rectangle, flash, .gif or jpeg, 25k max file size, 4 loops max
- 160x600 Skyscraper, flash, .gif or jpeg, 25k max file size, 4 loops max

eNewsletter Materials:

- 728x90 Leaderboard, .gif or jpeg, 25k max file size, static
- Text Ad Spot or Ad Image: 300x250 Rectangle, .gif or jpeg, 25k max file size, static
- approximately 35-50 words of text-depending on font size

Email Blasts:

- Subject line for email
- HTML version of email as a standalone file
- HTML email should use inline style (if using style tags), not style sheets or embedded styles.
- Text version of email as a standalone file (.txt file - should not include any HTML)
- Electronic means of opting out of future communications from partner. (Note: PBP Media's standard partner opt-out will also be included at the end of the email.)
- Seeded Names
- Suppression List

PLEASE NOTE: When creating materials, please do NOT use style sheets! We can not accept them as they tend to get altered, stripped out and/or picked up by email filters.

Content Syndication for EACH asset:

- 300x250 Text Ad Spot (30-50 words). The text should be a teaser leading to the asset.
- 728x90 Leaderboard, .gif or jpeg, 25k max file size, static (for the newsletter placement)
- Text Ad Spot or Ad Image: 300x100 Rectangle, .gif or jpeg, 25k max file size, static -which is about 35-50 words of text-depending on font size

Lead Generation:

- For each asset, you are entitled to all creative submissions listed above. Please provide as much creative as available. PBP Media will provide limited creative support.
- Scalable client-approved logo
- Mandatory Fields for Registration Form
- Lead Dissemination requirements

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Advertising Guidelines & Policies

Animation/Looping Guidelines

No ad loop maximum; total animation time for all lops combined cannot exceed 30 seconds. Ads may not contain persistent rapid or “strobing” animation.

Design Guidelines

ITManagerDaily.com reserves the right to reject any insertion, graphic, text description, or URL. Ads may never have transparent background and may never blend into content screen. ITManagerDaily.com prohibits advertisers from displaying ads or infomercials in such a way so that the reader believes the content as news, rather than advertising. Fonts and text elements may not resemble ITManagerDaily.com content.

eNewsletters

For optimal email viewing, eNewsletter ads must be static jpeg or .gif only

eBlasts

- Materials are due 1 week prior to scheduled flight date
- Recommended maximum HTML width: 600 pixels
- Images included must be static jpg or gif only; no flash
- Send suppression list as .xls or tab-delimited .txt file
- Subject line and text version also needed

Approval Process for Rich Media

Prior approval from ITManagerDaily.com must be given for use of the following rich media types.