



Enterprise Search center



Online Media Kit

Overview

Enterprise Search Center is a portal of interest to buyers of search and related content handling technologies for their enterprise. It provides a venue for sellers of information handling technologies to the enterprise market. The Web site includes:

- News gathered by ITI editors and fed daily to the site.
- In-depth articles, case studies, and interviews organized into topic centers
- Product demonstration space for search and related companies
- User-generated content space
- Weekly e-newsletter blast (*Enterprise Search Xtra*)

Contact us to discuss your Enterprise Search marketing program:

WEST/MOUNTAIN REGION

David Panara

Advertising Sales Manager
(609)654-6266 ext.146
(609)714-2159 fax
dpanara@infotoday.com

EAST COAST/MIDWEST REGION

Kathryn Rogals

Account Executive
(561) 483-5190
(208) 460-2057 fax
kathy_rogals@kmworld.com

Ad Positions Available

DESCRIPTION	AD SIZE (PIXELS)	MAX FILE SIZE	LOCATION ON PAGE	MINIMUM IMPRESSIONS	NET COST
Top Position	468x60	30k	Top	10k	\$60 CPM
Leaderboard	728x90	30k	Top	10k	\$75 CPM
Skyscraper	120x600	30k	Right	10k	\$75 CPM
Tile	125x125	30k	Left	10k	\$60 CPM
Text Ad		30 words	Inside article	10k	\$75 CPM
Sponsored link		69 characters	Bottom of page		\$300 per month

AD SPECIFICATIONS:

All files must be either JPG or GIF format. Animation must be approved by ITI's staff.

E-Newsletter Sponsorships

ENTERPRISE SEARCH XTRA

Reach 2,000+ subscribers to this weekly e-mail newsletter focused on news and content in the Enterprise Search industry. Reach the desktops of technology buyers and decision makers in this market with a hard-hitting sponsorship message.

Your sponsorship message will be featured in a prominent position inside the newsletter (top position). This includes a logo or banner (sized 468x60 pixels), 50 words of text, and a linking URL. Generate online leads with quality offers to our readers!

- AVAILABLE EVERY WEDNESDAY.....PRICING: \$750

ENTERPRISE SEARCH BULLETIN

Reach our subscribers with a *stand-alone, HTML e-mail campaign*. The Enterprise Search Bulletin contains over 2,000 qualified enterprise search professionals who have opted to receive relevant offers from vendors like you.

- AVAILABLE EVERY MONDAY.....PRICING: \$950

Newsletter and HTML offers are subject to the approval of our staff. Please send all materials at least 3 business days before your chosen mail date.