

Web Advertising  
E-Newsletters  
Direct E-Mail  
Lead Generation  
Appointment Setting

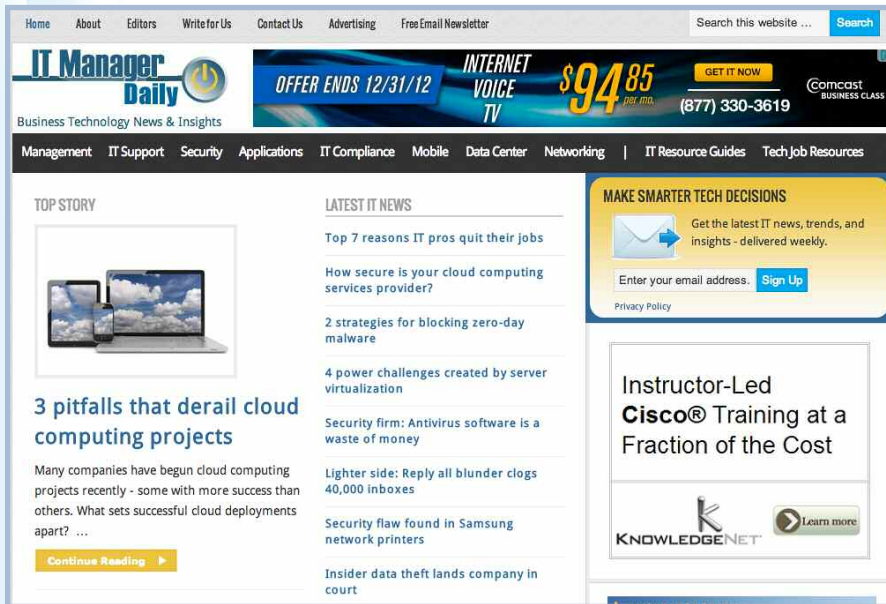
# IT Manager Daily

Fast and effective ways to reach  
IT managers and decision makers

## MEDIA KIT

**IT Manager Daily** An authoritative resource for the latest news and analysis in the ever changing world of information technology.

IT Manager Daily delivers actionable, quick-read information to help IT managers and directors do their jobs better.



Every Thursday the IT Manager Daily e-newsletter is sent to a **database of 61,000 opt-in subscribers**

### Our readers are interested in the following products/services:

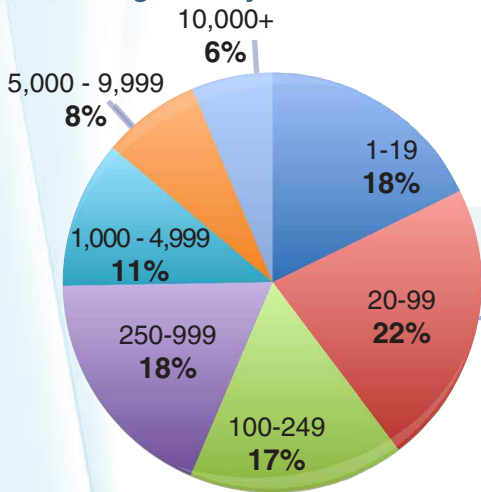
- Management
- Security
- Applications
- Hardware
- Mobile
- Networking
- IT Support
- IT Compliance
- Operating Systems
- Data Center
- Enterprise 2.0
- Cloud Computing
- Virtualization
- SharePoint
- Storage
- Back-Up and Recovery
- Anti-Virus
- Data Center Solutions

### TOP TITLES of subscribers to IT Manager Daily

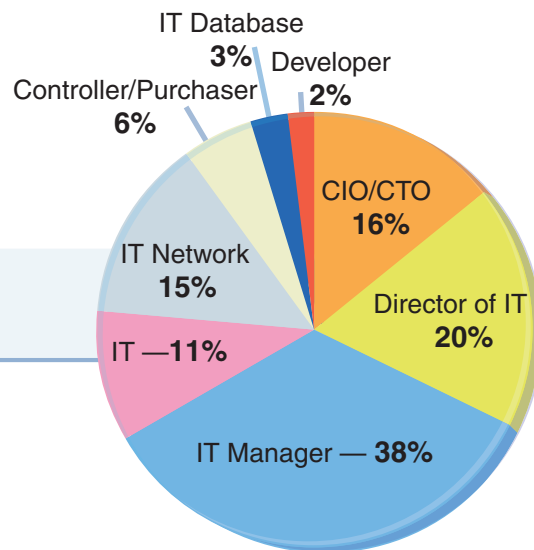
- Readers include:
- CTOs
  - CIOs
  - Directors of IT
  - IT Managers
  - IT Administrator

## Reach Your Target Audience

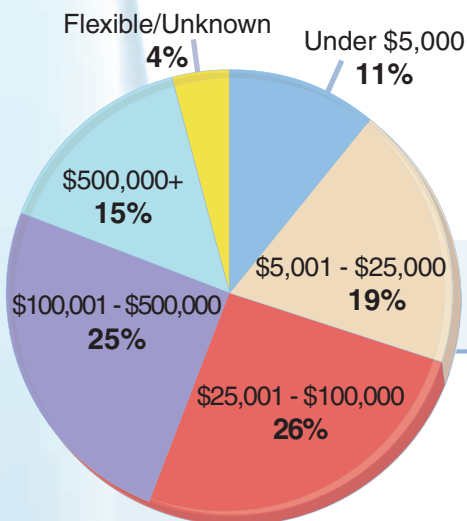
IT Manager Daily subscribers are key decision makers at a variety of firms and institutions.



**Company Size**  
that employ IT Manager Daily readers

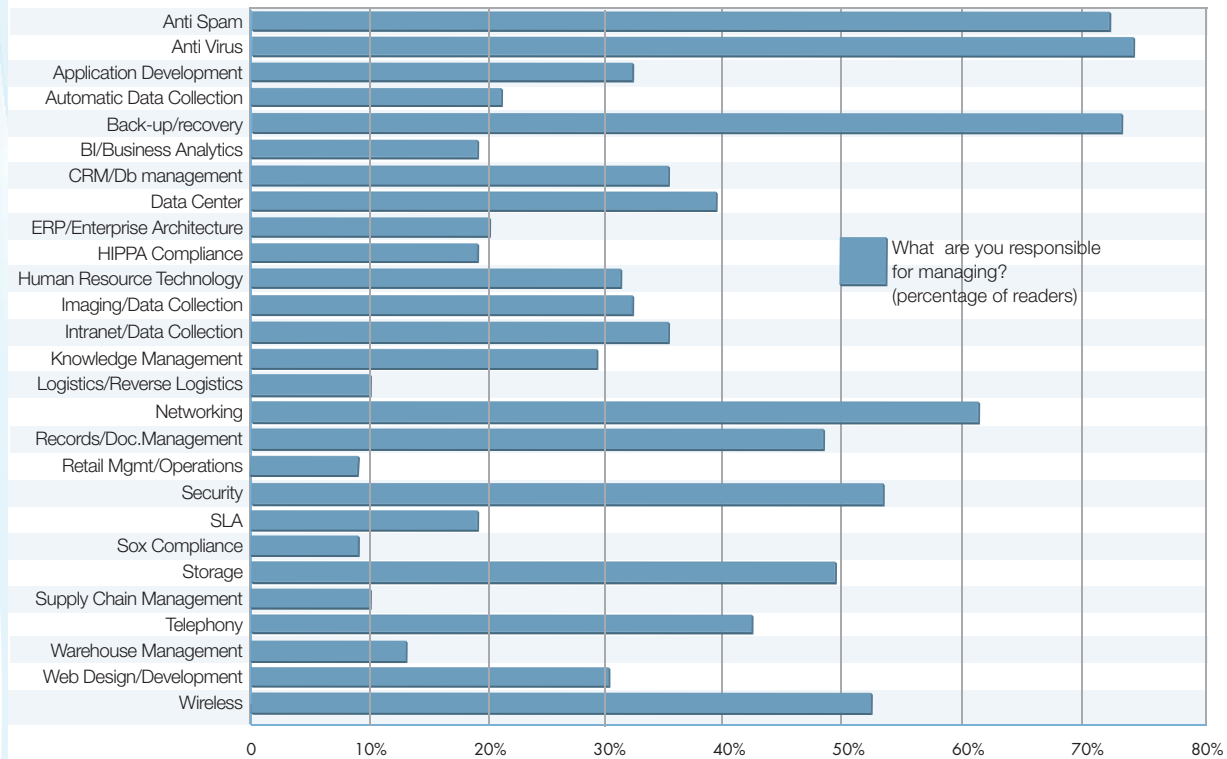


**Titles Held**  
by IT Manager Daily readers

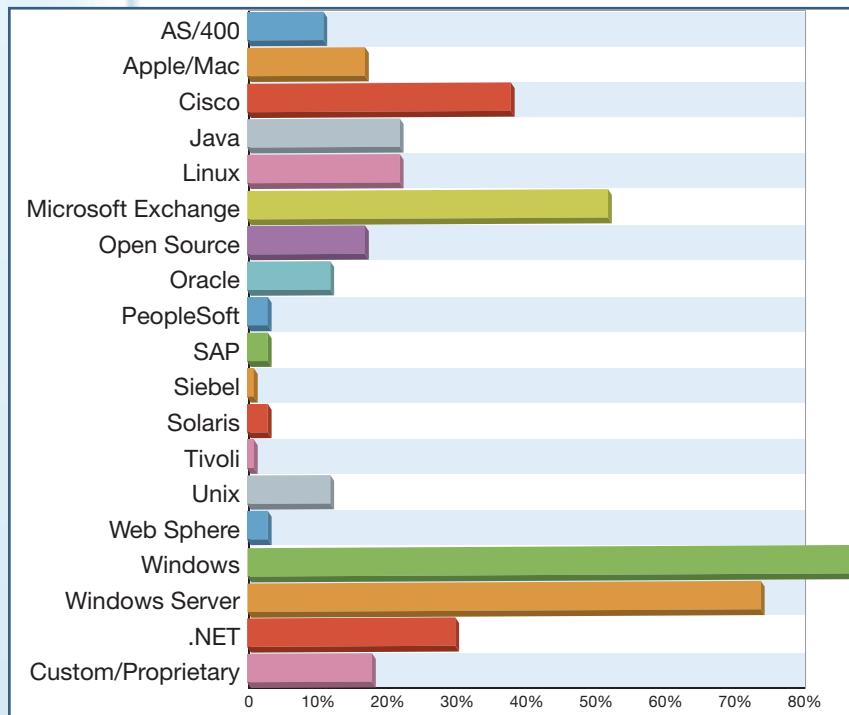


**Annual Budgets**  
of IT Manager Daily readers

## Technologies Managed by IT Manager Daily readers



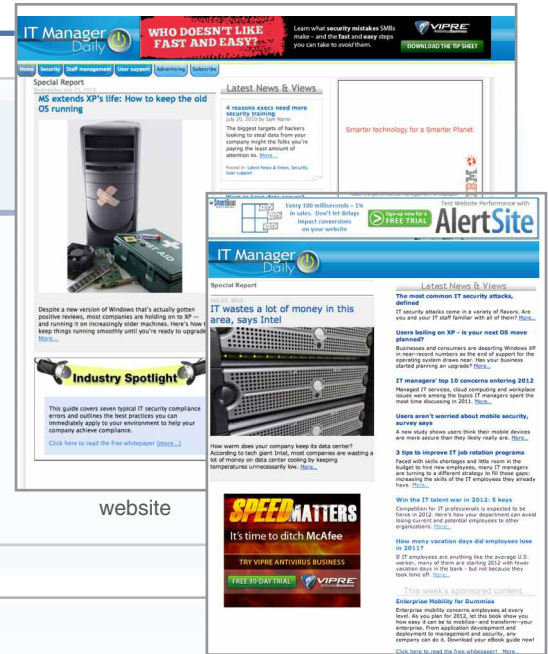
## Platforms Used by IT Manager Daily readers



## Advertising Opportunities

### Display Advertising

- E-newsletter sponsorship and Website banner ad placements available
- Increase brand exposure
- Drive clicks and traffic to your site
- Reach targeted audience of industry decision makers
- Instant feedback, measurable results
- Associate your brand with a trusted industry authority

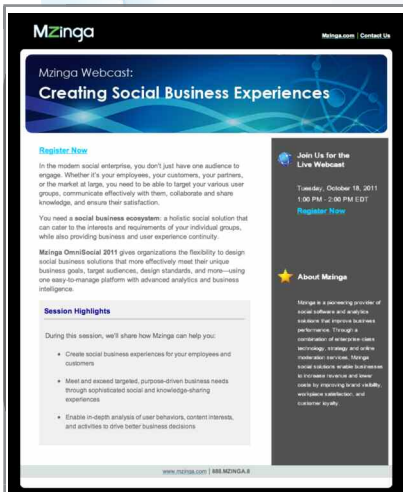


website

e-newsletter

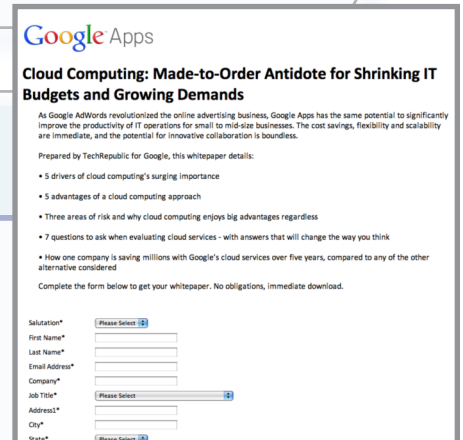
### E-Mail Blasts

- Market to a targeted audience – filter by title, industry, company size, etc.
- Fully customizable message to increase effectiveness
- Drive clicks and traffic to your site
- Instant feedback, measurable results



### Lead Generation

- Promote your whitepaper or marketing collateral through our e-newsletter or trained call center team.
- Increase conversion rates – target ideal customer profile: title, industry, company size, etc.
- Generate qualified leads – those who download the whitepaper and match your profile are delivered to your sales team for follow up
- Shorten sales cycle - eliminate wasted efforts perusing unqualified leads
- Reduced risk - only pay for leads matching your target profile
- Manual quality check - each lead generated is individually scrubbed for quality purposes



## Industry Spotlight

**Industry Spotlights** are custom content marketing campaigns designed to educate your target audience, increase brand awareness, develop thought leadership in your market and generate traffic and leads.

- **Turnkey Production** – you select the topic, provide your custom thought leadership content and determine what you want on the page. We'll build your Industry Spotlight landing page on HRMorning.com, set up lead capture forms and promote it to our large HR audiences
- **Thought Leadership** – demonstrate your expertise for an engaged audience.
- **Branding** – build aware for your business, products and services by having your message consistently in front of a targeted audience of HR professionals.
- **SEO** – targeted content with links pointing to your website is the key to increasing organic traffic and search rankings.
- **Traffic** – With links to your website, blog and social profiles you'll get relevant traffic funneled to your key properties.
- **Qualified Leads** – A lead generation program can be paired with the industry spotlight by capturing potential buyers using your existing whitepapers, case studies, webinar recordings or any other assets you have at your disposal.



## Appointment Setting

Take your lead generation efforts to the next level with our appointment setting services

- Increase conversion rates - target ideal customer profile: title, industry, company size, etc.
- **Generate opportunities, not leads** - prospects are carefully prescreened by our trained call center team.
- **Sales-ready** - those who agree to an appointment are delivered to your sales team for follow up
- **Shorten sales cycle** - eliminate wasted efforts perusing unqualified leads
- **Get past the gatekeeper** - appointments are only set with decision makers
- **Reduced risk** - only pay for appointments matching your target profile
- **Manual quality check** - each appointment generated is individually scrubbed for quality purposes

**Lead Generation** — Starts at \$40 CPL. Call for details.

**Industry Spotlight Package** — Call for details.

**Appointment Setting** — Call for Details.

## Web Banner Ads

Ad Type		CPM
<b>Leaderboard</b>	728x90 1 per page view prioritized location	\$30/CPM
<b>Rectangle</b>	300x250 per page view sidebar location	\$30/CPM
<b>In-Story-Banner</b>	468x60 1 per page view in story location	\$25/CPM
<b>High-Impact</b>	Interstials peel offs, extendables pop-unders, prioritized location/data rich	call for details

## E-Newsletters

Ad Type		Rate
<b>Leaderboard</b>	728x90	\$1,500 per week
<b>Rectangle</b>	300x250	\$1,500 per week
<b>Combo package</b>	leaderboard & rectangle	\$2,495 per week
<b>Multi-week package</b>	pricing reflects 2 weeks; Call for details on extended runs	Discounts available for extended advertising: Call for Details
<b>Text offer</b>	30-50 word promotion in sponsored content section of e-newsletter	\$500 per week

## E-Mail Blasts

Selects	Rate
<b>Open Database</b>	\$200/CPM
<b>Select targeting</b> (geo, industry, title, company size)	\$250/CPM
a/b testing	\$150 per split

## Material Requirements & Guidelines

Ad specification	Leaderboard Web	rectangle web	banner web	leaderboard newsletter	rectangle newsletter
initial dimensions	728x90	300 x250	468x60	728x90	300x250
initial file size	50kb polit, 100kb			40kb	
file types	gif,jpg, flv, html5, VAST		gif, jpg, flv, html5	jpg, or gif	
expandable	yes, on hotspot rollover		no	no	
expandable dimension	728x270	600x250	n/a	n/a	
expandable direction	down	left	n/a	n/a	
animation	yes			gif only	
max loop	3x			3x	
max animation length	15 sec			15 sec	
frame rate	24fps			24fps max	
video	yes, streaming preferred		no	no	
video length	15 seconds/ 1 minute upon user intitation		n/a	n/a	
audio initiation	user initiated, default muted, controls clearly labled		no	n/a	
hot spot	max 1/4 ad size, clearly lableed- 1 second delay			n/a	
max video file size	5mb		n/a	n/a	
3rd party serving	yes			tracking pixel only	

### E-Mail Blasts:

- Subject line for email
- HTML email file (html markup should not use external style sheets)
- 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

### 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

### Industry Spotlight:

- Links to all of your white papers, case studies, videos, webinars, etc for lead gen
- Logo, 300-500 words of content
- Custom sidebar text (testimonial, about us, etc.)
- RSS feed to your blog
- Social media icons to your profiles

### Design Guidelines:

HR Morning 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. HR Morning 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 HR Morning content.