

Display Advertising Opportunities

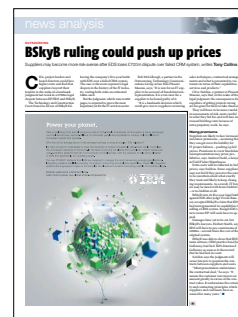
Computer Weekly is the perfect environment to position new products and build brands. Reaching nearly 100,000 IT professionals every week*, each week, Computer Weekly is considered to be the no. 1 most useful publication for UK CIOs.

RUN OF PAPER RATES

Type of ad	Size	x1	x10	x20	x40
Page	H 310mm x W 236mm bleed H 300mm x W 226mm trim H 280mm x W 206mm type	£7,140	£6,785	£5,995	£5,715
Junior page	H 182mm x W 153.5mm	£5,370	£5,100	£4,510	£4,295
Half page horizontal	H 135mm x W 206mm	£5,290	£5,025	£4,445	£4,235
Half page vertical	H 276mm x W 101mm	£5,290	£5,025	£4,445	£4,235
Quarter page	H 135mm x W 101mm	£3,120	£2,965	£2,620	£2,495
10cm horizontal strip	H 100mm x W 206mm	£3,740	£3,555	£3,140	£2,990
5cm horizontal strip	H 50mm x W 206mm	£2,400	£2,280	£2,020	£1,920
Vertical single column	H 276mm x W 49mm	£3,120	£2,965	£2,620	£2,495
Double page spread	H 310mm x W 462mm bleed H 300mm x W 452mm trim H 280mm x W 430mm type	£11,995	£11,395	£10,075	£9,595
Junior double page spread	H 182mm x W 307mm	£9,595	£8,155	£7,210	£6,865
Inside front cover	See page	£8,465	£8,045	£7,110	£6,775
Special position	Minimum order: 4 consecutive weeks				
Guaranteed position	+ 10%				

ALTERNATIVE ADVERTISING RATES

Type of ad	Size	x1	x10	x20	x40
Book end position (one column corners)	H 101mm x W 49mm	£3,120	£2,965	£2,620	£2,495
Skyscraper surround position	H 276mm x W 49mm H 49mm x W 206mm	£5,290	£5,025	£4,445	£4,235
MPU position (centre page ad)	H 84mm x W 101mm	£3,740	£3,555	£3,140	£2,990
Turn leaf triangle	H 92mm x W 142mm x 170mm (5mm bleed around)	£3,120	£2,965	£2,620	£2,495
Goal post position	H 182mm x W 101mm	£4,000	£3,764	£3,326	£3,160



PUBLICATION INFORMATION:

Publication date: Tuesday **Booking deadline:** Tuesday prior to publication date **Copy deadline:** Tuesday prior to publication date

For more information on advertising in news section in Computer Weekly, please call **Christian Drake** on **+44 (0)20 8652 2049**

ComputerWeekly ComputerWeekly.com

* BPA Audited Circulation

All advertisements are subject to RBI standard terms and conditions available at: www.reedbusiness.co.uk/adtermsandconditions

All rates are subject to VAT.

Advertising Opportunities

Inserts		
Loose (per 1000)	Up to 10gms per extra gram	£104 £1.60
Bound (per 1000)	Up to 10gms per extra gram	£115 £1.60
CD cover mount		£250
Outserts		£150
False front cover		£185
6 page gatefold	(Cover site)	£250
8 page gatefold	(Cover site)	£300
Belly band		£250
Attached belly band		£275 + Space cost
Barn door		£602
TIP ON (mechanical feed)		£100 + Space cost
TIP ON (hand fixed)		£POA

Please note, these are the media costs and do not include production costs.
Separate quotes for production are available on request

CUSTOMISED SPLITS – inserts can be run for a specified area of our BPA audited circulation

Examples: Company Size split
Job Title split
Main business activity split
Geographical split

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* BPA Report Dec 2008
** Harvey Nash CIO Survey 2005

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