

Channel sponsorship & channels

ComputerWeekly.com is dedicated to providing IT professionals with the best information, the best knowledge and the best range of solutions that will enable them to succeed in the industry. ComputerWeekly.com allows you a highly targeted and measurable approach to your advertising campaign.

Channel sponsorship gives you total ownership of all the advertising slots for a particular channel containing tailored news, analysis and information. Channel sponsorship is an extremely effective method to communicate marketing messages to specific audiences.

The main channels are:

Channels	Audience	Benefits
Within IT Management: IT Services and Outsourcing; Supplier Relationship Management Staffing and Training; Risk Management; Project Management eBusiness; Legislation and Regulation; SMEs; IT Strategic Planning; Security Alerts; Green IT.	Senior decision-makers	Comment and information on management, technology and business issues.
Within Networks and Communications: Network Infrastructure; Networks Storage; Wireless Technologies Voice and Data Services. Within Software: Desktop Software; Enterprise Software; Supply Chain Management Software; Operating Systems Software; Systems Management Software; Service Oriented Architecture (SOA) and Web Services; Business Intelligence Software; Database Software; Storage Software; Security Software. Within Hardware: Desktop Computing; Mobile Computing; Mobility Solutions for SMEs; Servers; Storage Hardware; Security Devices	Practical decision-makers, architects and influencers	Provides understanding of key and developing technologies.

Bespoke channel

A bespoke solution is the same as channel sponsorship but we create a new channel on your behalf (subject to agreement of channel title. We produce 5 articles per week on behalf of the client which are housed within the channel). We will also undertake advertising, traffic-driving and marketing to promote the new channel.

Type of sponsorship	Rate
Channel sponsorship	From £250 pcm
Bespoke channel	From £8,000 per month

The channel can also include the client's own sales assets

For more information on these opportunities, please contact Christian Drake on +44 (0)20 8652 2087 or at christian.drake@rbi.co.uk

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Artwork specifications

Type of advertising	Dimensions (WxH)	File size
ROS banner	468 x 60pixels	20k max
ROS skyscraper	160 x 600 or 120 x 600 (120 standard)	20k max
ROS pop-up	200 x 200 pixels	20k max
ROS MPU	336 x 280 pixels	20k max
ROS leaderboard	729 x 90 pixels	20k max
Home page button	128 x 60 pixels	5k max

Gif or richmedia: E.g. Flash - Supply .swf files or redirects with clickTAG embedded

All advertising creative should be compatible with IE version 4 and above and Netscape version 4 and above.

Delivery: Please email all artwork to Roser Ortiz at roser.ortiz@rbi.co.uk

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