

Run of site advertising

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. With the majority of our users at manager level and with responsibility for purchase/leasing products/services, ComputerWeekly.com allows you a highly targeted and measurable approach to your advertising campaign.

ComputerWeekly.com has an unrivalled portfolio of creative options available to help you place your products, services or brand in front of IT professionals.

For more information on online advertising opportunities, please contact Christian Drake on +44 (0)20 8652 2049 or email christian.drake@rbi.co.uk

Type of ad	Dimensions (WxH)	File size	Rate
ROS banner	468 x 60pixels	20k max.	£55 CPM
ROS skyscraper	160 x 600 or 120 x 600 (120 standard)	20k max.	£80.00 CPM
ROS MPU	336 x 280 pixels	20k max	£100.00 CPM
ROS leaderboard	729 x 90 pixels	20k max	£80.00 CPM
Interstitial/Prestitial	5 seconds maximum duration	20k max.	POA
Home page button	128 x 60 pixels	5k max.	£20.00 CPM
Home page text link	4 lines of 19 characters max		£25.00 CPM
Overlay (DHTML)	5 seconds maximum duration	By agreement	POA
Rich Media	As per chosen creative	20k max.	20% extra on rate of chosen creative
Other	Call +44 (0)20 8652 2087 for more information.		

Channel targeting +!0%

Geographical IP targeting +10%

Expandable omts +15%

Copy deadline: 5 days prior to live date

ARTWORK SPECIFICATIONS

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.

Overlay / Interstitial

No cookies to be written to local machine without prior agreement

3 days lead time required for testing

Delivery

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

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ComputerWeekly **ComputerWeekly.com**

CPM = cost per thousand page impressions

POA = price on application

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