

Channel sponsorship & bespoke solutions

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 64% of users at manager level or above* and 67% with responsibility for purchase/leasing products/services*, 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: Outsourcing; Project management; Security; Politics & law; Managed services; HR & skills; E-business; Forrester Research; Lifestyle; ERP/Supply chain management; Supplier relationship management; Future of the IT organisation; Managed services.	Senior decision-makers	Comment and information on management, technology and business issues.
Within Technology: Mobile computing; Desktop computing; Storage; Security products; Enterprise mobility; Systems software; Servers; EAI tools; Enterprise software; Networking telecoms; Business intelligence technology; Mobile IT.	Practical decision-makers, architects and influencers	Provides understanding of key and developing technologies.

Bespoke solutions

A bespoke solution is the same as channel sponsorship but we create a new channel (including the content) on your behalf (subject to editorial approval). We will also undertake advertising, traffic-driving and marketing to promote the new channel.

For more information on these opportunities, please contact **Christopher Martin** on **+44 (0)20 8652 2087** or at **chris.martin@rbi.co.uk**

Type of sponsorship	Rate
Channel sponsorship	From £2,500 per month
Bespoke solution	From £8,000 per month

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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* RBI Digital Media Research 2006 – Base All Respondents

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