



ADVERTISING RATE CARD (CPM)

The NetMediaEurope Network

	<u>Consumer</u> ⁺	<u>RON</u>	<u>B2B</u> [*]	<u>IT Pro</u> ^{**}	<u>Channel</u> ^{***}
Leaderboard 728x90	15 €	20 €	45 €	95 €	109 €
MPU up to 336x280	20 €	25 €	58 €	95 €	109 €
Skyscraper 120x600 / 160x600	15 €	20 €	45 €	80 €	95 €
Superstitial max. 550x480 --> sky	25 €	32 €	65 €	109 €	20 €
Superstitial	20 €	25 €	58 €	95 €	109 €
Half-page 300x600	25 €	32 €	75 €	115 €	125 €
Other formats	Prior consultation				

⁺: AnaitGames, Descargas, Eurogamer, Gizmodo, MuyComputer.

^{*}: The INQ, ITespresso.es, eWEEK Europe, Silicon News, MuyComputer PRO, MuyPymes, Revista de Internet

^{**}: ITespresso.es, eWEEK Europe, Silicon News, MuyComputer PRO

^{***}: Channel Insider.

SURCHARGE FOR SEGMENTATION CRITERIA, PER CRITERIA

Frequency + IP / country / language	+10 %
Day / hour	+10 %
Keywords (selected by client)	+10 %
Browser / operating system	+10 %
Specific pages / sites within IT Pro, Channel, RON, Consumer or The INQ packages	+10 %
Multimedia formats (audio, video) and expandable creatives, elaborated to IAB standards	+20 %

NEWSLETTER AND EMAILING RATES (CPM)

	<u>Consumer</u>	<u>IT Pro</u>	<u>Channel</u>
Sponsored article (50 words maximum + static image / logo)	20 €	80 €	95 €
Emailing (opt-in lists, segmentation available)	360 €	360 €	360 €

MKT-COM INITIATIVES

	<u>Rate</u>
Promotion of software / white paper downloads in Download area. From	250 €
Advertorial package (custom article). Price per web for two-week presence.	2.500 €
Advertorial package in blog (custom post). Price per blog for one-week presence.	1.250 €
Microsite package (custom web zone). Price per web for monthly presence. From	5.000 €
Fixed sponsorship button 160x90 in Channel Insider, eWEEK or Casa Interactiva (price per day)	Consult
Customized lead-generation packages. Diverse options available.	Consult
Homepage roadblock sponsorship using wallpaper or other formats not listed above.	Consult

MULTIMEDIA INITIATIVES

	<u>Rate</u>
Customized podcast with product demos / analysis	2.500 €
Webseminar: live or recorded. Includes 1-year presence, promotion and lead generation.	Consult
Whiteboard: live or recorded. Includes promotion and lead generation.	Consult
Sponsorship of made-to-measure creation of editorial Guides in PDF format with lead-generation	Consult