



2010 Online Advertising Opportunities

Online Ad Units	Sizes	File Size Maximum
LEADERBOARD 	728 pixels x 90 pixels	35K - ad material hosted by Computerworld 95K - ad material served through a third party
INTERACTIVE MESSAGING UNIT (IMU) 	336 pixels x 280 pixels	35K - ad material hosted by Computerworld 95K - ad material served through a third party

Targeted Knowledge Centers and home page banners add 30% premium to pricing above.
Geo-targeting to U.S.-only or international-only also adds a 30% premium.

Banner Specs

- Enhanced Creative: Audio must be user-initiated by a click
- Maximum Loops: 3
- Maximum number of cells rotating at one time: 5 (in one banner position)
- ALT text: 60

Email Newsletters

Daily Newsletters: Computerworld First-Look and Wrap Up

Daily Shark: industry tips and gossip written by IT professionals

Weekly Newsletters:

CareerMail, Emerging Technologies, Finance, QuickStudies, ROI and Weekly Top10 and over 20 weekly newsletter and updates for specific technologies

Newsletter Specs

55 words of text plus a URL

Additional Sponsorship Options:

- Knowledge Centers
- E-mail Newsletters
- Solution Centers
- Text Links
- Webcasts
- Whitepaper Postings
- Targeted Selects
- Other Custom Lead Generation and other Branding Programs

*Campaigns that involve specific targeting (by geo-region, content areas, or the home page), bring with them a 30% premium on the above rates.

2010 Print Rates & Specs

Print Rates

Black & White Rates		2-color process \$4,595 per color, per page		2-color matched \$5,370 per color, per page	
FREQUENCY	1x	6x	12x	18x	24x
Full page	\$31,910	\$30,950	\$29,990	\$29,036	\$28,076
1/2 page	\$20,742	\$20,117	\$19,493	\$18,873	\$18,249

4-Color Rates

*Premium positions such as first spread and cover 2, 3 or 4 carry a 25%+ premium over normal rates

FREQUENCY	1x	6x	12x	18x	24x
Full page	\$42,974	\$42,014	\$41,054	\$40,100	\$39,140
1/2 page	\$27,933	\$27,309	\$26,685	\$26,065	\$25,441

Ad Size Requirements

Full page



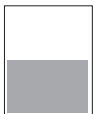
6-3/4" x 9-5/16" live
8-1/8" x 10-3/4" bleed
7-7/8" x 10-1/2" trim

2-page spread



14-3/4" x 9-5/16" live
16" x 10-3/4" bleed
15-3/4" x 10-1/2" trim

1/2 page (horizontal)



6-3/4" x 4-1/2"

1/2 page (vertical)



3-3/8" x 9-5/16"

1/2 page horizontal spread



14-3/4" x 4-1/2"
gutter bleed only

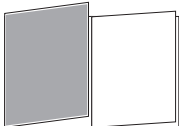
AUDIENCE SNAPSHOT

165,000 Circulation¹
1,059,000 Average Issue Audience²

Sources: 1) Publisher's own data
2) IntelliQuest CIMS Spring 2009 Business Study

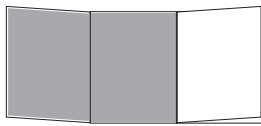
NOTE: Computerworld requires a four-week ad close for fractional ads

3-page Gatefold cover



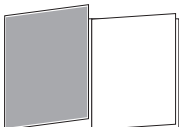
6-5/8" x 9-5/16" live
7-1/2" x 10-3/4" bleed
7-3/8" x 10-1/2" trim

3-page Gatefold inside 2-page spread



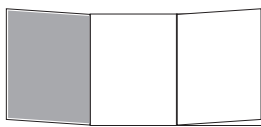
14-1/4" x 9-5/16" live
15-1/4" x 10-3/4" bleed
15" x 10-1/2" trim

4-page Gatefold cover



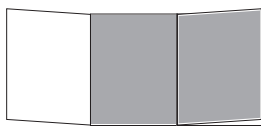
6-5/8" x 9-5/16" live
7-1/2" x 10-3/4" bleed
7-3/8" x 10-1/2" trim

4-page Gatefold inside cover



6-5/8" x 9-5/16" live
7-1/2" x 10-3/4" bleed
7-3/8" x 10-1/2" trim

4-page Gatefold inside 2-page spread



14-3/4" x 9-5/16" live
15-3/4" x 10-3/4" bleed
15-1/2" x 10-1/2" trim

Print Specifications

Digital Requirements

Computerworld prefers digital files. Please call the production department at (508) 879-0700 with any questions regarding file preparation or film submission requirements.

4-Color Advertisements

- 120-line screen recommended (133 line maximum).
- 4-color total dot density: 280-300%.

Black & White and 2-Color Advertisements

- 120-line screen recommended (133 line maximum).
- 2-color total dot density: 170% maximum with one color being solid.
- Black & white total dot density: 85% maximum.
- Screen areas should not exceed 85%.
- Gain: 20-25% total dot gain in midtone areas.

Supported Software

Pdf X1a or high resolution pdfs preferred.
Please call if you need to request other supported software.

File Formats

EPS, DCS, TIFF. Include all EPS, DCS or TIFF files placed, imported, or embedded in your ad. Avoid applying special effects to TIFF files within page layout applications, as they may not transfer when placed on a live page. Do not nest EPS files in other EPS files. Pantone colors must be saved as process color. All image/scans must be saved in CMYK mode.

Scans & Graphics

Scan images at a resolution of at least 240 ppi. Import all images at 100%, zero degrees rotation.

PDF Files

Must use Adobe Acrobat Distiller, 3.02 or later version. Embed all fonts without subsetting. All colors must be CMYK process.

Fonts

Postscript Type1 fonts are required. Please provide all printer and screen fonts that are used in your ad and graphics.

Solids/Tints

For optimum color depth we suggest including 30% cyan in large solid black areas. Screen tints should not exceed 30% where type overprints.

Proofs

For best color match, provide proofs generated from an electronic halftone dot proofing system using the SWOP profile, such as the following when available: DDCP (Kodak Approval, Screen True Rite, Optronics. Intelliproof, etc.); Ink jet (Scitex IRIS, Dupont Waterproof, etc.); dye sublimation (Imation Rainbow, Textronix Phaser 480X, Kodak 9000, etc.). Print all proofs at 100% of ad size. When transmitting files electronically, include a PDF file of your ad or fax a copy of your proof to (508) 879-0446.

Note: Color control bars are required on all color proofing materials. Removable Media, CDs. Please label all media so we can return them to you promptly.

Electronic Transmission

Using FTP software, transmit your files to our FTP site at ftp1.computerworld.com. To request an FTP user name and password, contact the production department.

Media Labeling Requirements

Issue Date, Agency Name, Phone Number, Vendor Contact, Advertiser, Vendor Name, File Name/Number, Key Code, List of Contents, Contact Person, Ad Number/Name.

General Shipping Instructions

All advertising materials (except furnished inserts) should be shipped prepaid to:

Computerworld Advertising/Production Dept.

492 Old Connecticut Path

Framingham, MA 01701

(508) 879-0700 Phone

(508) 879-0446 Fax

Specify Display or Special Issue.

Shipment by air freight priority recommended. Digital and film media should be securely packed to prevent any possible scratches, punctures or folds. Color proofs should accompany all materials. Publication proofs should not be folded across illustrations. Contents and issue date should be labeled on outside of package.

Storage

Advertisement materials are stored for 12 months and then routinely discarded unless advertiser makes time-specific written arrangements to the contrary. Computerworld is not liable for loss or damage of same.

Terms and Conditions

1. Recognized agencies paid 15% commission on space charges including premiums for position and color. No commissions paid on invoices 90 days in arrears.
2. Frequency accumulates during any twelve-month period delimited by 24 regular Computerworld consecutive issues. Frequency discounts are based on prevailing rate card at start of advertiser's chosen twelve-month frequency accumulation period. Rates and rate base are subject to change upon notice from the publisher.
3. Publisher reserves the right to adjust advertiser's billed page rate to reflect earned frequency discounts.
4. In the event of non-payment, publisher reserves the right to hold the advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to the publisher. Computerworld does not accept sequential liability.
5. All advertising copy is subject to publisher's approval. All advertisements are accepted and published by the publisher upon representation that the agency and advertiser are authorized to publish the entire contents and subject matter thereof. In consideration of the publisher's acceptance of such advertisements for publication, the agency and advertiser will indemnify and save the publisher harmless from and against any loss or expense arising from claims or suits for libel, violation of rights of privacy, plagiarism and copyright infringement.
6. Publisher is not liable for delays in delivery and/or non-delivery in the event of Act of God, action by any governmental entity, fire, flood, insurrection, riot, explosion, embargo, strikes whether legal or illegal, labor or material shortage, transportation interruption of any kind, work slowdown or any condition beyond the control of the publisher affecting production or delivery in any manner.
7. Additional regulations available upon request or may be found in Standard Rate & Data Service for Business Publications, under "Contract and Copy Regulations." See paragraphs 1, 2, 4, 7, 8, 9, 11, 12, 14, 15, 17, 18, 19, 20, 21, 22, 23, 24, 25, 28, 29, 30, 31, 32, 34, 35, and 36.
8. No conditions, printed or otherwise, appearing on the space order, billing instructions or copy instructions which conflict with these policies will be binding on the publisher.
9. Publisher reserves the right to make policy changes (i.e., regulations, sizes, formats, etc.) at any time.