

Insertion Order

Complete this form to place an online ad on IT Marketing World content site or the IT Marketing Services Directory.

Contact Info

Today's Date: _____

Contact Name: _____ Title: _____

Agency Name (if applicable): _____

Company Name: _____

Street: _____

City, State/Province, Zip/Postal Code: _____

Telephone: _____

Email: _____

Insertion Details

Ad start date: _____ Ad end date: _____

Ad name/description: _____

AD SIZE:

- Banner = IAB Leaderboard 728 x 90 IMU
- Sidebar = IAB Medium Rectangle 300 x 250 IMU
- Both

AD FORMAT (maximum size of 30K):

- HTML
- GIF
- JPEG

**Contact our production department for Flash or other ad animation options*

AD LINK (select one):

- Advertiser's IT Marketing World Directory Profile
- Other (please specify): _____

Ad Placement and Rate

(check appropriate box and circle rate; include page or sub-category lists if appropriate):

Monthly Ad Positioning and Rates	Banner	Sidebar	Both
<input type="checkbox"/> Run of Site (all Content and Directory pages)	\$1,495	\$1,295	\$1,995
CONTENT SECTION:			
<input type="checkbox"/> Home Page only	\$995	\$895	\$1,295
<input type="checkbox"/> All "Job Function" Content Pages	\$695	\$595	\$895
<input type="checkbox"/> All "Technology" Content Pages	\$695	\$595	\$895
<input type="checkbox"/> Select five(5) "Job Function" pages (see List A)	\$495	\$395	\$695
<input type="checkbox"/> Select five(5) "Technology" pages (see List B)	\$495	\$395	\$695
DIRECTORY SECTION:			
<input type="checkbox"/> Directory Search Main Page only	\$995	\$895	\$1,295
<input type="checkbox"/> Select One(1) Major Search Category (see List C)	\$695	\$595	\$895
<input type="checkbox"/> Select Any five(5) Sub-Categories (see List D)	\$495	\$395	\$695
CONTENT & DIRECTORY BUNDLE:			
<input type="checkbox"/> Select five(5) pages or sub-categories from "Job Function," "Technology" and one(1) Directory Category (5 each from Lists A, B and D)	\$895	\$795	\$1,095

Please make your category selections on the following page

Online Advertising Categories

List A: Job Function Pages

Select five(5) Content "Job Function" pages

- CMO
- Advertising
- Business Development
- Channel Marketing
- Demand Generation
- Event Marketing
- Field Marketing
- International Marketing
- Internet Marketing
- Market Research
- Marketing Communications
- Marketing Operations
- Product Marketing
- Public/Analyst Relations
- Sales
- Sales Enablement
- Services Marketing
- Social Media Marketing
- Strategic Alliances
- Technical Marketing
- Telemarketing
- Training

List B: Technology Pages

Select five(5) Content "Technology" pages

- Cloud Computing
- Green Computing
- High Performance Computing
- Infrastructure Software
- Mobile & Wireless
- Networking
- Operating Systems
- Security
- Servers
- Services
- Storage
- Virtualization

List C: Search Category

Select One(1) Major Directory Search Category:

- Creative Services
- Agencies & Consultants
- Web Services & Software
- Direct Marketing Services
- Technical Marketing Services
- Event Services
- Industry Groups

List D: Sub-Categories

Select Any five(5) Directory Sub-Categories:

CREATIVE SERVICES

- Copywriting
- Graphic Design
- Newsletters
- Photography
- Printing
- Video & Film

AGENCIES & CONSULTANTS

- Ad Agencies
- Brand Agencies
- Channel Consultants
- Full-Service Agencies
- Market Research Firms
- PR Agencies

WEB SERVICES & SOFTWARE

- Automation Software
- CRM Tools
- Search Marketing (SEO)
- Web Analytics
- Web Development
- Webcasting & Conferencing

DIRECT MARKETING SERVICES

- Call Centers & Telemarketing
- Database Management
- Direct Mail Services
- eMail Marketing Services
- List Brokers
- Sales Leads

TECHNICAL MARKETING SERVICES

- Education & Training
- eLearning Tools
- Independent Test Labs
- Product Fabricators
- Technical Training
- Technical Writing

EVENT SERVICES

- Event Marketing Firms
- Exhibit Design & Construction
- Exhibit Rental & Equipment
- Promotional Products
- Signs & Displays
- Trade Shows & Conferences

INDUSTRY GROUPS

- Executive Recruiters
- Industry Analysts
- Trade Associations
- Trade Publications

Payment & Contract Information

Preferred method of payment upon receipt of electronic invoice:

- Credit Card (Amex, Visa, MasterCard, Discover)
- PayPal
- Check

Payment Terms and Contract:

- Ads will appear on the site after receipt of payment.
- Payment is due upon receipt of the invoice.
- We accept American Express, Visa, MasterCard, Discover, PayPal or check.
- Advertisers assume liability for the content of their advertising and assume responsibility for any claims against the publisher arising from their advertising.
- All advertisements are subject to approval by the publisher.
- The publisher reserves the right to reject any advertising that does not meet the standards of IT Marketing World in terms of relevant content, accuracy and decorum.
- All advertising must be confirmed by a written insertion order.
- Any cancellations will result in the forfeiture of the current month's payment; future month payments are refundable less any multi-month discounts

I agree to these terms and I consent to receiving faxes and/or emails sent by IT Marketing World.

Signature _____ Date _____

Fax or email completed insertion orders to:

Fax: +1 (480) 775-9330

Email: info@itmarketingworld.com