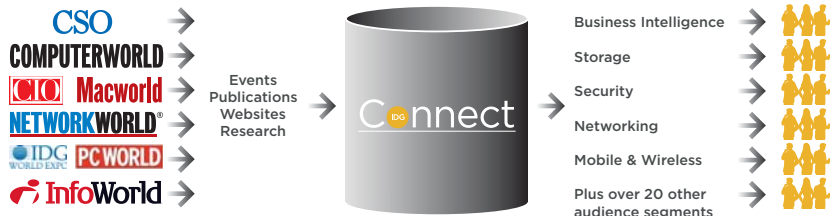


Connect with Your Best Prospects

IDG Connect is a lead generation service that connects you to a comprehensive IDG audience of engaged, high quality technology professionals, influencers and decision makers.

Millions of technology professionals rely on IDG's award winning publications, sites and events for trusted high quality content that helps them perform their jobs better. IDG Connect consolidates that audience and gives you access to more enterprise technology buyers than any other source, and connects you to qualified technology professionals who are interested in your technology.



IDG Brands attract a loyal audience of technology professionals that rely on IDG publications for technology information. This audience is aggregated and regrouped by topic areas of interest. IDG Connect uses email to promote your content to the most appropriate audience - connecting you to your best prospects to capture qualified, actionable leads.

Program Benefits

- Leverage the IDG audience of qualified technology professionals - the largest database of its kind in the industry - to reach more of your best prospects and generate qualified, actionable leads
- Targeted e-mail promotes your content to a topic relevant audience of technology professionals who have indicated an interest in your technology
- One-time registration simplifies the process for readers which translates into more leads generated for you
- Lead management includes seamless capture of registration data, lead filtering, automated source tracking, and reporting made available through IDG's partnership with AccelaWorks

For More Information...

please contact InfoWorld
1-800-227-8365

Targeted online content is key to the IT buying process

" Vendor white papers were the most popular type of technology content read and shared with peers."

Define What's Valued Online Study
by CMO Council September 2005

InfoWorld and IDG White Paper Programs

3 Levels to choose from:

Program 1: Start with InfoWorld

Standard white paper program includes:

- 1 month posting on InfoWorld home page
- Listing in InfoWorld white paper alert email newsletter
- 50 word description targeted to InfoWorld category specific content

\$2,500 net/mo.

Program 2: InfoWorld PLUS IDG Connect

Targeted email promotion to topic relevant audience within IDG Connect Database *PLUS* white paper posting on InfoWorld

- 150 Guaranteed leads¹
- \$50 CPL for additional leads
- 1 month posting on InfoWorld home page
- Listing in InfoWorld white paper alert email newsletter
- 50 word description targeted to InfoWorld category specific content

Programs from \$7,500 net/mo.

Program 3: InfoWorld PLUS IDG Connect PLUS Additional IDG Sites

Sponsor's white paper syndicated across ALL Enterprise IDG white paper libraries:

InfoWorld, CIO, Computerworld and Network World

- 200 Guaranteed leads¹
- \$52.50 CPL for additional leads
- 1 month posting on InfoWorld home page
- Listing in InfoWorld white paper alert email newsletter
- 50 word description targeted to InfoWorld category specific content

Programs from \$10,500 net/mo.