

ABOUT LINUXWORLD.COM

LinuxWorld.com is the open source technology destination site for enterprise business decision-makers and implementers. It explores the many and varied roles Linux and other open source products play in enterprise IT shops.

Site staples include:

- Meaningful resources to aid technology adoption
- Expert opinion from key industry names
- Product news and analysis
- Helpful how-to pieces
- Primers on emerging techs
- Community exchange of ideas, experiences, best practices

Research Centers let site visitors dive deeper into:

- Applications
- Desktop & Productivity Software
- Development & Management Tools
- Hardware
- Kernel & System Software
- Networking
- Open Source Business
- Security

LinuxWorld.com joins NetworkWorld.com and JavaWorld.com under the umbrella of Network World, Inc. LinuxWorld.com is produced in conjunction with IDG LinuxWorld Conference & Expo and is run by Network World Inc.'s executive team.

Don Marti, a well-known veteran Linux journalist, is the new LinuxWorld.com Site Editor. Don is using his knowledge and experience to actively create new projects, partnerships and features for the site. Contact Don at 510-814-0932 or dmarti@nww.com.

MARKETING PROGRAMS & RATES

2006 Rate Card – Effective June 1, 2006

Online Display Ads	Gross Rate	Charter Rate (Net)*
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Leaderboard (728 x 90)	\$150 CPM	\$55 CPM
IMU (336 x 280)	\$180 CPM	\$70 CPM
Prestitial	\$3,000 per day	\$1,800 per day
Content Integration Unit (entire site)		\$4,200

Podcast	Net Rate
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LinuxCast sponsorship	\$10,000 per month
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Linux and open source software are revolutionizing the way software is done. In LinuxCast, the latest news from Network World and LinuxWorld.com is covered to help listeners stay up-to-date on the revolution.

White Papers	Charter Rate (Net)*
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Posting	\$500 per month
Posting with 50 lead guarantee	\$3,500

For more information about Online or Custom Online Programs, contact your local sales representative or Susan Cardoza, Associate Publisher, Online, at 800-622-1108, ext. 6473, or scardoza@nww.com.

* Charter rates effective through December 31, 2006

MATERIALS and SPECIFICATIONS

Online Display Advertising – Banners

Sizes Accepted	728x90	336x280	160x600
Max. File Size	20k	20k	20k
HTML in Banner	✓	✓	✓
JavaScript	✓	✓	✓
Enliven	✓	✓	✓
Enl. Expand	✓	✓	✓
Flash	✓	✓	✓
Bluestreak	✓	✓	✓
Animated	✓	✓	✓
IPIX	✓	✓	✓
Interstitials	No	No	No
Unicast	No	No	No
Looping Limit	3	3	3
Method=	GET	GET	GET
Video	User-initiated	User-initiated	User-initiated
Audio	User-initiated	User-initiated	User-initiated

MATERIALS and SPECIFICATIONS *Cont'd.*

Podcast Sponsorship

Pre-roll length: 15 sec. (approximately 75 – 150 characters, based on five character average per word)

- For .wav file

File transfer: FTP

Site: ftp.nww.com — Password: lime;rock

Username: avads — Directory: /podcasts

- For copy:

75 – 150 characters (based on five character average per word)

TEXT (.txt) file format (*Materials due 10 business days before the scheduled posting date*).

White Paper Library

- Provide white paper (5-8 pages) in PDF or HTML format
- Provide title of white paper up to 95 characters including spaces, text only
- Provide a brief description of the white paper up to 550 characters, including spaces, text only no special formatting such as bullets
- Submit URL for any white papers hosted outside of LinuxWorld.com

Copy due at least 5 business days before posting. E-mail creative for all programs to adops@nww.com. Include NWW in the e-mail subject line.

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