

# TechGenix Ltd. Advertising Media Kit

## The Company:

With thousands of network administrators and IT professionals visiting our sites daily, many of whom are seeking solutions such as your own, our network is THE place to promote your products: The TechGenix network guarantees exposure to a highly targeted audience of network administrators with buying power and expertise in the area you cater for.

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## The Web Sites:

### **ISAserver.org :**

Widely regarded as the web's best independent resource for Microsoft's ISA Server, with news, downloads, articles, 3rd party products, tutorials, newsletters, FAQs, message boards and much more. Also has various FAQs and articles on Windows 2000 security related issues. It is also worth mentioning that the site ranks 1<sup>st</sup> on most relevant keyword searches performed on most of the major search engines.

**Site Statistics:** 220 - 240K Unique Visitors per month  
90% of whom are administrators with ISA Server installations  
Over 500K page views per month

### **MSEExchange.org :**

Contains an extensive listing of all the latest Microsoft Exchange software, hardware & services, numerous Exchange related articles and tutorials, plus news and information regarding anti-virus, antispam, email and fax software for Outlook and Microsoft Exchange servers. The site started off as an Exchange resource in 1996 and has grown from strength to strength since, now placed as one of the premier resources for information on Exchange with contributions from leading experts in the field. MSEExchange.org also ranks 1<sup>st</sup> on most Exchange related keyword searches performed on most of the major search engines.

**Site Statistics:** 550 - 570K Unique Visitors per month  
95% of whom are administrators with Microsoft Exchange installations.  
Over 1,200K page views per month

### **VirtualizationAdmin.com**

As the most recent site within the TechGenix network, VirtualizationAdmin.com is rapidly growing and establishing itself as a leading site within the Virtualization field. The site focuses mainly on Microsoft, VMware, and Citrix virtualization technologies discussing all aspects of virtualization from desktop virtualization (VDI), hypervisors, storage virtualization, and application virtualization. The site includes valuable white papers, video tutorials, an exclusive and comprehensive Virtualization FAQ, an extensive tip section containing a multitude of hints and advice, Message Boards, and blogs containing the latest news. The site also hosts a collection of exclusive articles and tutorials provided by a team of leading Virtualization professionals and experts on a wide range of topics.

**Site Statistics:** 80K - 90K Unique Visitors per month  
90% of whom are network administrators.  
Over 160K page views per month

### **WindowSecurity.com :**

Provides Windows security news, articles, tutorials, software listings and reviews for information security professionals covering topics such as firewalls, viruses, intrusion detection and other security topics. WindowSecurity.com also includes a vast repository of security white papers within its security library. First rate content is contributed to the site by some of the leading Windows security experts.

**Site Statistics:** 420 - 440K Unique Visitors per month  
Over 650K page views per month

## **WindowsNetworking.com :**

WindowsNetworking.com is the reincarnation of the immensely popular 'World of Windows Networking' resource that has been around since the early days of the web. Founded by former owner Johannes Helmig to serve the need for reliable information on how to setup, maintain and troubleshoot Windows networks of any size. Years of hard work and dedication has resulted in a resource that truly lives up to its name and has been deservedly praised as the best independent resource for networking. Frequently updated with articles, tutorials and tips by a team of leading authors from around the world, WindowsNetworking.com remains a firm favorite within the networking community.

**Site Statistics:** 650 - 680K Unique Visitors per month  
Over 1,100K page views per month

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## **Advertising Options:**

### **Newsletter Sponsorship**

Sponsors of our newsletters may place up to 600 characters of their promotional text and a 120x30 graphic at the top of each newsletter that is released. This opportunity is available on ISAserver.org, MSExchange.org, MSTerminalServices.org, WindowSecurity.com and WindowsNetworking.com with each site having its own opt-in newsletter subscriber base. Only one sponsor per newsletter is permitted to ensure that the advertisement is prominently displayed thereby maximizing the value of this spot.

### **Category Sponsorship**

By sponsoring software categories, your 728x90 leaderboard banner would be placed exclusively at the top of that section and your product would head the list of software in that section as the 'Featured Product'. Attention is further drawn to the 'Featured Product' by use of the 'Featured Product Logo' that appears alongside your product title. On average, the Featured Product enjoys 3-4 times as many clicks as normal product listings do. This opportunity allows you to reach the most highly targeted audience possible.

### **Run of Site Leaderboard Banner**

Top banner (728 x 90) placed in rotation throughout the site.

### **Run of Site Skyscraper Banner**

Skyscraper banner (160 x 600) placed in rotation throughout the site on the right hand side of our pages.

### **Featured Product Banner**

Your product featured on every page of the site, appearing as a highly visible 125 x 125 banner in the left hand sidebar, offered exclusively to one advertiser. Up to 40 characters of promotional text can be displayed below the banner. This is available for a fixed monthly fee, perfect for a sustained campaign that provides value and simultaneously enjoying the highest volume of impressions possible. Two Featured Product banner spots are available per site.

### **Sponsored Text Links**

Your text link displayed below the primary page content throughout the site. Sponsors may place up to 220 characters per text link. As a highly visible ad with maximum impressions, this option is perfect for attracting a heavy volume of potential clients to your site. Only five of these spots are available per site.

### **Solution Center**

In essence, a microsite which is completely focused on your solutions. Sponsors would have the freedom to publish all of their company and product information within their Solution Center and would be provided with access to a Content Management System for quick and easy publishing. Your 728x90 leaderboard banner and 160x600 skyscraper banner would appear within your Solution Center at all times.

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## Advertising Availability:

	ISAserver.org	MSExchange.org	VirtualizationAdmin.com	WindowSecurity.com	WindowsNetworking.com
<b>Category Sponsorship</b>	Price varies according to category – please contact us.	Price varies according to category – please contact us.	Price varies according to category – please contact us.	Price varies according to category – please contact us.	Price varies according to category – please contact us.
<b>Solution Center</b>	Up to three (3) Solution Centers are available.	Up to three (3) Solution Centers are available.	Up to three (3) Solution Centers are available.	Up to three (3) Solution Centers are available.	Up to three (3) Solution Centers are available.
<b>Text Links</b>	Up to five (5) links are available per month.	Up to five (5) links are available per month.	Up to five (5) links are available per month.	Up to five (5) links are available per month.	Up to five (5) links are available per month.
<b>BANNERS</b>					
<b>Run of Site (Leaderboard and/or Skyscraper)</b>	Contact Us for Pricing and Availability	Contact Us for Pricing and Availability	Contact Us for Pricing and Availability	Contact Us for Pricing and Availability	Contact Us for Pricing and Availability
<b>Featured Product (Upper)</b>	One exclusive banner spot available per month.	One exclusive banner spot available per month.	One exclusive banner spot available per month.	One exclusive banner spot available per month.	One exclusive banner spot available per month.
<b>Featured Product (Lower)</b>	One exclusive banner spot available per month.	One exclusive banner spot available per month.	One exclusive banner spot available per month.	One exclusive banner spot available per month.	One exclusive banner spot available per month.
<b>NEWSLETTER SPONSORSHIP</b>					
<b>Website Newsletter</b>	One newsletter published per month.	One newsletter published per month.	One newsletter published per month.	N/A	N/A
<b>Monthly Article Update Newsletter</b>	One newsletter published on the first business day of every month.	One newsletter published on the first business day of every month.	One newsletter published on the first business day of every month.	One newsletter published on the first business day of every month.	One newsletter published on the first business day of every month.
<b>Real-Time Article Update Newsletter</b>	Newsletter published each time an article is added to the site, 5-10 newsletters available per month.	Newsletter published each time an article is added to the site, 5-10 newsletters available per month.	Newsletter published each time an article is added to the site, 5-10 newsletters available per month.	Newsletter published each time an article is added to the site, 5-10 newsletters available per month.	Newsletter published each time an article is added to the site, 5-10 newsletters available per month.

For more information on advertising options, pricing and availability you can email us on [advertising@techgenix.com](mailto:advertising@techgenix.com).