

# Linux SECURITY.COM

Online Media Kit

*Serving the most influential IT people on the web*

# About LinuxSecurity.com

LinuxSecurity.com was first launched in 1996 by a handful of open source enthusiasts and security experts who recognized a void in the availability of accurate and insightful news relating to open source security issues.

Led by Dave Wreski, who currently serves as chief executive officer of Guardian Digital, LinuxSecurity.com encompasses a global network of collaborators who devote their time to gathering and publicizing the latest security news, advisories, and reports relevant to the Linux community.

Headquartered in Guardian Digital's offices in Allendale, New Jersey, LinuxSecurity.com's editorial and web development staff

also creates feature articles, commentaries, and surveys designed to keep readers informed of the latest Linux advancements and to promote the general growth of the Linux world.

Reaching millions of enterprise IT decision-makers, LinuxSecurity.com delivers timely and authoritative news, advice, product reviews and feature stories, and attracts the entire range of technical buyers from the home user to the corporate IT professional running multiple versions of Linux. As the most authoritative resource for security professionals and administrators, LinuxSecurity.com focuses on security issues that

impact the Linux and open source communities, but also include general industry news including trends, server security, security techniques, e-commerce, and more.

It is our mission to serve as the central voice of Linux and open source security news with content driven by the security needs expressed by our community of readers. LinuxSecurity.com strives to provide objective and helpful information about security as it relates to the fast-growing, revolutionary open source product that is Linux.



ADVERTISING ON LINUXSECURITY.COM LEADS TO NEW BUSINESS EVERY DAY



**M**aking the most of online marketing budgets is the key to success of any online marketing promotion. LinuxSecurity.com will help advertisers reach new prospects, strengthen brand images and improve communications with customers. It is the best and most targeted way to get your message in front of interested customers using the only web site on the Internet devoted to Open Source security issues.

Garnering the attention of IT executives, administrators, key online news publications, and major decision makers from organizations including NASA, DOJ, Axent, CA, IBM and many others on a daily basis, LinuxSecurity.com helps advertisers effectively deliver messages to the millions of security minded end-users and professional users that rely on LinuxSecurity.com as the focal point for all their security issues.

### ■ **Worldwide Editorial Support**

LinuxSecurity.com's editorial team is comprised of Linux and network security experts and field veterans. Providing original features, expert analysis, technical tips, as well as industry-related news, the goal of our editorial staff is to provide IT professionals with information they need to make business-related decisions, advance their careers, and enhance their knowledge of this dynamic industry.

### ■ **Revolutionary Reader Connection Channels**

LinuxSecurity.com provides readers with informative industry information both online and through printed publications. Whether it be directly from its website, through the use of newsletters, live chats, whitepaper publications, LinuxSecurity.com provides readers with the information presented the way they want it and allowing organizations to target and campaign to specified audiences, potentially increasing the effectiveness of the advertisement.

### ■ **Focusing on Client Success**

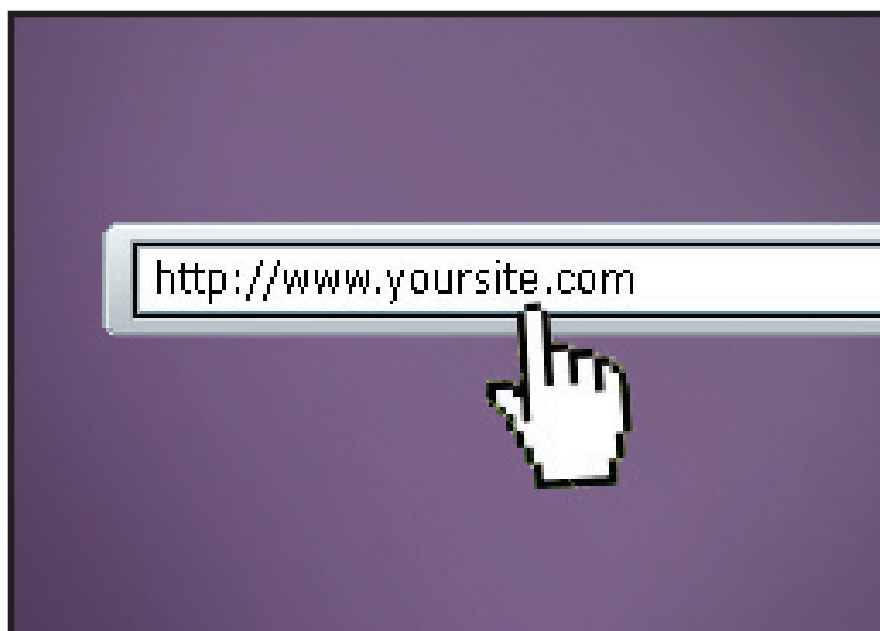
LinuxSecurity.com is dedicated to providing advertisers with all the tools and information necessary to making their ad campaigns a success. Our consulting team works very close with clients to provide them the individualized support required to maximize the effectiveness of their online and print marketing strategies.

# LinuxSecurity.com Advertising Options

LinuxSecurity.com offers various advertising options to suit individual organizations wishing to reach a multitude of potential customers.

## Banner & Link Advertising

Every month, LinuxSecurity.com is visited by nearly 810,000 viewers and results in 2.5 million impressions. By advertising within the website, organizations can capitalize on that traffic allowing their ad to reach thousands of viewers every day. We can easily integrate your approved banner or link ad into our site structure to provide you access to a targeted audience of IT and security enthusiasts and professionals.



## Banner & Link Advertising Options

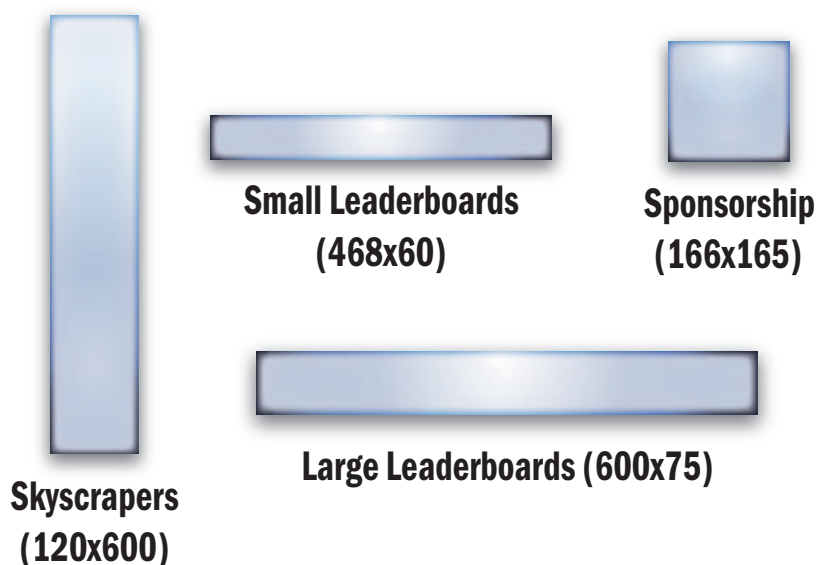
- **Run of Site** - Approved advertisement appears on all pages of LinuxSecurity.com
- **Run of Category** - This option enables approved ad to appear on only those pages within a specified category allowing advertisers to slim down ad exposures to a targeted audience and place advertisements on pages more relevant to the solution or service they are offering.
- **Elite Sponsorship** - Maximize advertising exposures with exclusive sponsorship of one or more ads across the site.

## Banner Ad Sizes and Specifications

Maximum file size is 15K per banner. All banners are required to be in GIF (standard or animated), JPG, or PNG graphic formats. Animated GIFs can loop indefinitely.

Banner advertisements are placed on a random rotation basis, so that single and multiple-visit users have the same chance of seeing your ad.

## Standard Banner Ad Units\*\*



\*\* Image dimensions in pixels at 72 dpi. Custom sizes are also welcome. Please contact a LinuxSecurity.com advertising sales representative for details and availability.

## Additional LinuxSecurity.com Advertising Options

### Sponsorship Advertising

Our Sponsors section is one of the most popular locations for advertisers on LinuxSecurity.com because of its prominent placement throughout the site. Advertisers have the option of placing a small graphic ad, a text ad of approximately 40 words or a combination of both in this section.

### Newsletter Advertising

LinuxSecurity.com's two weekly newsletters, Linux Advisory Watch and Linux Security Week help IT professionals and Linux enthusiasts stay current with weekly reporting on security vulnerabilities, and relevant headlines. Offering exposure to more than 16,000 subscribers, these newsletters are an effective vehicle to promote your message to a targeted group of IT decision-makers and experts.

Sponsoring a LinuxSecurity.com newsletter is easy and includes email distribution of a maximum of five lines of content to recipients of one or both of the email newsletters.

### Newsletter Site Linking

Sponsoring a LinuxSecurity.com newsletter gives the advertiser the option of linking their displayed newsletter ad to all editorial-content links within the sponsored newsletter. Ads receive additional exposure to readers who click on articles, advisories, or editorials inside the newsletter.

### Whitepaper Sponsorships

LinuxSecurity.com is proud to sponsor qualified whitepapers and promote them through the various user connection channels. Through this program, approved whitepapers from interested parties will receive a highlighted feature on LinuxSecurity.com, newsletter announcements, lead generation, and much more! Whitepapers featured on LinuxSecurity.com will require a short registration for download resulting in qualified information for organizations to pursue potential leads.

### Event Sponsorship

LinuxSecurity.com sponsors many industry-related events including live chats with industry experts, on-site conferences and many more. Co-sponsoring events with LinuxSecurity.com is a great way to gain exposure, provide organizational insight and strengthen your company's affiliation with a highly respected source for industry news and information.

### Mailing Lists and Forum Sponsorships

Keep your corporate message in front of IT professionals by advertising on one or many of our message boards, email discussion lists and online forums.

### Products and Services Guide Listings

LinuxSecurity.com is proud to support vendors and distributors of Linux-based security products. Our Vendors and Products section allows you to introduce your new products and services to a targeted audience interested in exactly your type of product.

# LinuxSecurity.com Media Kit Rate Card

The following are LinuxSecurity.com published rates for offered advertisement options. These rates are subject to change without notice. Interested parties should contact a LinuxSecurity.com advertising sales representative for the latest options and current pricing.

## Newsletter Advertising

Newsletter Advertising Net Rates		
Newsletter	Types of Advertising Measures	Cost
Linux Advisory Watch	Impressions	\$30 (CPM)
Linux Security Week	Impressions	\$30 (CPM)

*\*\*For newsletter site linking options add 15% to the net rate\*\**

## Website Advertising

Standard Banner & Link Advertisement Net Rates		
Types of Advertising Measures	Cost	If Served by Third-Party
Impressions of 50K - 100K	\$30 (CPM)	\$35 (CPM)
Impressions of 100K - 249K	\$25 (CPM)	\$30 (CPM)
Impressions of 250K - 500K	\$20 (CPM)	\$23 (CPM)
Lead Generations	\$10 (per lead)	\$15 (per lead)

*(Only available on skyscraper and leaderboard banner advertisements)*

## Whitepaper Sponsorship

Whitepaper Sponsorship Net Rates			
Types of Advertising Measures	Listing Time	Net Rates	Add-on Options
Lead Generation	1 Month	call for pricing	Email Newsletter Inclusion
Lead Generation	3 Months	call for pricing	Dedicated Email

*\*\*Discounts available for multiple whitepaper inclusion\*\**

Custom Banner & Link Advertisement Net Rates		
Types of Advertising Measures	Cost	If Served by Third-Party
Impressions of 50K - 100K	call for pricing	call for pricing
Impressions of 100K - 249K	call for pricing	call for pricing
Impressions of 250K - 500K	call for pricing	call for pricing
Pay-Per-Click	call for pricing	call for pricing
Lead Generations	call for pricing	call for pricing

*(Only available on skyscraper and leaderboard banner advertisements)*

### Volume Discounts and Frequent Advertisers Program

LinuxSecurity.com offers discounts to advertisers that pay ahead of airtime or advertise on a long-term or ongoing basis. Speak to one of our sales associates for further information.

### Inclusion in Product & Services Guide Listing

There is no charge for this service.

## Event Sponsorships

Event Sponsorship Net Rates	
Event	Net Rates
Expert Live Chat	call for pricing
Vendor Live Chat	call for pricing
On-Site Conferences	call for pricing
Off-Site Conferences	call for pricing

## Mailing List & Forum Sponsorships

Mailing List & Forum Sponsorship Net Rates	
Sponsorship Type	Net Rates
Discussion Lists	call for pricing
Message Boards	call for pricing
Online Forums	call for pricing

*\*\*Minimum purchases for impression advertising is 50K. Minimum purchases for lead generation advertising is 100 leads. \*\**



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