# Cloud
## Works

*ICT and innovation*
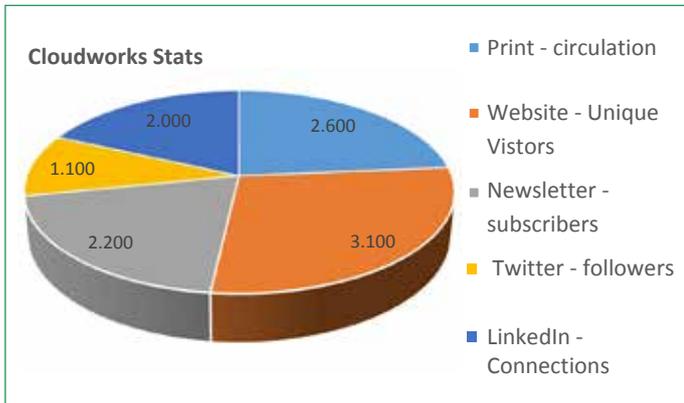
**cloudworks.nu**

## Specs 2021

## CloudWorks

In CloudWorks **innovation** is the central topic. With traditional IT environments, it is becoming increasingly difficult to support the business. Well Innovative solutions in areas such as cloud computing, mobility, big data, software defined data centers and open source, however, can help to modernize the IT environment radically and ready for the future. In an independent and journalistic manner CloudWorks informs its readers about products, suppliers and techniques.

CloudWorks is partner of: ISP Connect, DHPA, Green IT, BTG and FHI IT Infra

## Multimedia campaign

CloudWorks offers various options for online and to advertise offline. For example advertisement, branded content, online bannering or online advertorials. This one media card offers you an overview of the standard opportunities. Customization is of course also possible. Our Media Advisor is happy to help you determine one appropriate (multimedia) campaign to your achieve marketing objectives.

**Cloudworks Stats**

- Print - circulation
- Website - Unique Vistors
- Newsletter - subscribers
- Twitter - followers
- LinkedIn - Connections

2.000
2.600
1.100
2.200
3.100

## Calendar 2021 CloudWorks Magazine

| Edition | Theme | Deadline upload advert | Publication date |
|---------|-------|------------------------|------------------|
| 1 | Sustainability | 16-02 | 12-03 |
| 2 | Connectivity | 04-05 | 28-05 |
| 3 | Security | 27-09 | 21-10 |
| 4 | SD-WAN | 16-11 | 10-12 |

## Advertising Print

| Size | Specifications w x h (mm) | Rates € |
|---|---|---|
| 2/1 page | 420 x 297 | 4,600 |
| 1/1 page | 210 x 297 | 2,625 |
| 1/2 page portrait | 93 x 275 | 1,575 |
| 1/2 page landscape | 190 x 135 | 1,575 |
| 1/4 page portrait | 93 x 135 | 925 |
| 1/4 page landscape | 190 x 65 | 925 |
| Surcharge branded content* | | + 750 per page |
| Leaflet enclosed | | please ask your Media Advisor |

* Including editing

## Cloudworks.nu and email newsletter

Maximize your exposure: use our website and the digital newsletter.

## Advertsing e-mail newsletter

| Format | Specs | Rate € |
|---|---|---|
| Banner | 468 x 60 | 100 |
| Branded Content | text 200 characters + visual 100 x 100 pixels | 150 |

## Advertising website

| Size | Position | Specs (pixels) | Rate € (monthly) |
|---|---|---|---|
| Branded Content (online) | | | 100 |
| Leaderboard* | Header / Regular | 728 x 90 and 468 x 60 and 320 x 50 | 500 |
| Logolink | | 150 x 150 | 250 |
| Large Rectangle* | Top / Middle / Bottom | 336 x 280 and 300 x 250 | 400 |
| Video - publication | | | 600 |
| Video - production | | | 1,350 |

* in the case of a Leaderboard or Large Rectangle, you must provide a so-called banner set for a correct view on the various devices

● **Bannering**
Your banner is displayed on the homepage and / or underlying pages. Your banner can be displayed in a carousel of up to 3 banners.

● **Branded Content**
Branded Content is a short message about your company or product that is commissioned by you are written and placed after approval. Maximum 200 characters. The content is placed between editorial messages.

## Specifications banners

| | News letter | Website |
|---|---|---|
| Type | jpg | animated gif, jpg, gif, html5, png |
| Color | RGB | RGB |
| Resolution | 72 dpi | 72 dpi |
| Maximal size | 99 kB | 99 kB |
| Landings page | URL | URL |

## Where to send your advert

Please use Ad | Portal to send your advertising material for print. You will receive a request from
Ad | Portal to do so. Please be aware of emails going to the spam folder.
Please send advertising material for online purposes (website and newsletters) to
traffic@archermedia.nl. You will receive a request to do so from the Traffic department.

**Our graphic studio is happy to take care of advertising design for you. Feel free to contact your media advisor for further details**