

Cloud

Works

*ICT
and
innovation*

cloudworks.nu

Specs 2020

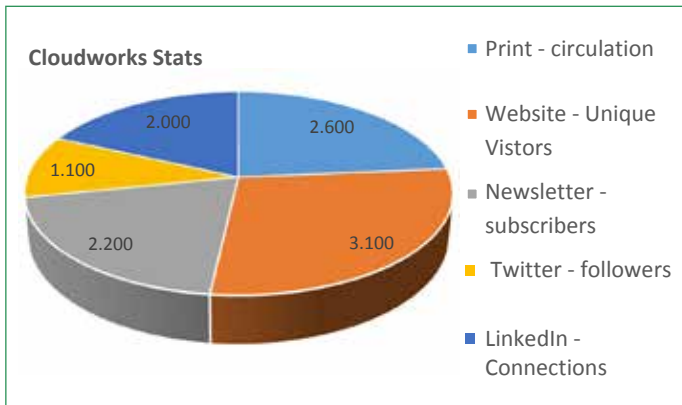
CloudWorks

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.



Calendar 2020 CloudWorks Magazine

Edition	Theme	Deadline upload advert	Publication date
1	Software as a Service	4 February	18 February
2	Connectivity	24 March	7 April
3	Education	11 May	26 May
4	Sustainability	23 June	7 July
5	Hosting	1 September	15 September
6	Security	13 October	27 October
7	Vision & Trends	24 November	8 December

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.

Advertising 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



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All rates and amounts mentioned are in euros, excluding VAT