



Widely regarded as the web's best independent resource for Microsoft's Forefront TMG / UAG and ISA Server, with news, downloads, articles, 3rd party products, tutorials, newsletters, FAQs, message boards and much more. The site ranks 1st on most relevant keyword searches performed on most of the major search engines.

Monthly Site Statistics

- Unique Visitors: 90,000 – 120,000 per month
- Visits: 110,000 – 140,000 per month
- Page Views: Over 150,000 per month
- Newsletter Subscribers: 119,000 opt-in subscribers (distributed across 3 newsletter lists)
- Message Board Members: 56,000+

Audience Demography*

Every day IT professionals and executive decision makers with direct influence over the purchasing process turn to us for in-depth product analysis, peer to peer recommendations and product comparisons while offering their own opinions on the latest products hitting the shelves.

44% of visitors say that ISAserver.org has a major or very high influence in forming their opinion on related products and services.

64% of visitors are directly involved in the purchase of IT goods/services for their company.

51% of visitors consult ISAserver.org to find specific products to fulfill their technical requirements.

75% of visitors are Systems Administrators or Senior Level IT Professionals.

**Based on June 2012 Site Surveys*

Advertising Options

Product Review

Your product will be reviewed by one of our own Microsoft MVP authors. The review will appear on the homepage and remain there for approximately 2 weeks until it eventually gets bumped off the page by newly added content. The review will remain permanently available to our visitors from within our Product Review section. Your product will receive a Bronze, Silver or Gold award depending on how our author rates your product.

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. Your company logo will appear beside the text. 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.

- ~150K impressions per month

Category Sponsorship

By sponsoring product categories, your 728x90 leaderboard banner will be placed exclusively at the top of that section, your 300x600 half page banner will be placed exclusively at the right-hand side of the page, and your product would head the list of products in that section as the 'Featured Product'. Attention is further drawn to your product by use of the 'Featured Product Logo' that appears alongside your product title. On average, the Featured Product enjoys 2-3 times as many clicks as normal product listings do. This opportunity allows you to reach the most highly targeted audience possible.

Homepage Rectangle Banner (300x250)

Your 300x250 banner will appear on the highly coveted ISAserver.org homepage, in the right-hand sidebar, just below the fold.

- ~9K impressions per month

Run of Site Half Page Banner (300x600)

The half page banner (300x600) provides maximum impact and maximum space to get your message across. This banner will be in rotation throughout the site (except the forum) on the right hand side of our pages.

Forum Half Page Banner (300x600)

Your half page banner (300x600) will be placed in rotation throughout the forum on the right hand side of our pages. Only static banners will be placed in this zone to enhance forum usability.

Featured Product Banner (125x125)

Your product featured on every page of the site (including the homepage), appearing as a highly visible 125x125 banner above the fold in the right-hand sidebar, offered exclusively to one advertiser. 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.

- ~150K impressions per month

Run of Site Rectangle Banner (300x250)

Your 300x250 banner will appear in rotation throughout our site (except the forums). This is a popular spot that appears prominently on the right-hand side towards the top of the page.

Article and Tutorial Rectangle Banner (336x280)

Your 336x280 banner will appear in rotation within our articles & tutorials. This inline banner appears near the end of an article.

Forum Rectangle Banner (300x250)

Your 300x250 banner will appear in rotation within our forums, thereby allowing you to reach our most loyal and engaged audience members. Only static banners will be placed in this zone to enhance forum usability.

Run of Site Leaderboard Banner (728x90)

Top banner (728x90) placed in rotation throughout the site.

Article Update Newsletter Sponsorship

Sponsors of our update newsletters may place up to 180 characters of their promotional text and a 190x100 graphic at the top right of each newsletter that is released. Each newsletter has its own opt-in newsletter subscriber base.

- Real-time Article Update Newsletter: 39K opt-in subscribers
- Monthly Article Update Newsletter: 34K opt-in subscribers

Monthly Website Newsletter Sponsorship

Sponsors of our monthly site newsletter would have up to 600 characters of their promotional text and company logo (not exceeding 130x70) appearing multiple times within the newsletter, including at the top and the bottom. Only one sponsor per newsletter is permitted to ensure that the advertisement is prominently displayed thereby maximizing the value of this spot.

- Website Newsletter: 46K opt-in subscribers

Contact Us

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Advertising Availability

ISAserver.org		
Category Sponsorship	Product Review	Text Links
<p>Cost varies</p> <p>Over 11 different categories are available for sponsorship.</p>	<p>Starting at \$2,000</p> <p>Product Reviews are available on request. This is subject to author availability.</p>	<p>\$500/month</p> <p>Up to five links are available per month. Around 150K impressions per month.</p>
BANNERS		
Run of Site (Leaderboard, Rectangle, and/or Half Page)	Featured Product	Forum (Rectangle and/or Half Page)
<p>Cost varies</p> <p>Run of Site Banner spots are available on request.</p>	<p>\$250/month</p> <p>One exclusive banner spot available per month. 150K impressions per month.</p>	<p>Cost varies</p> <p>Forum Banner spots are available on request.</p>
Homepage Rectangle	Article & Tutorial Rectangle	
<p>\$150/month</p> <p>One exclusive banner spot available per month. Around 9K impressions per month.</p>	<p>Cost varies</p> <p>Article and Tutorial Rectangle banners are available on request.</p>	
NEWSLETTER SPONSORSHIP		
Website Newsletter	Monthly Article Update Newsletter	Real-time Article Update Newsletter
<p>\$250/drop</p> <p>One newsletter published on last Wednesday of each month. 46K opt-in subscribers.</p>	<p>\$120/drop</p> <p>One newsletter published on the first business day of every month. 34K opt-in subscribers.</p>	<p>\$200/drop</p> <p>Newsletter published each time an article is added to the site, 4-5 newsletters available per month. 39K opt-in subscribers.</p>