



VirtualizationAdmin.com is a leading site within the Virtualization field. The site focuses mainly on Microsoft, VMware, and Citrix virtualization technologies discussing all aspects of virtualization. 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.

## Monthly Site Statistics

- Unique Visitors: 140,000 - 150,000 per month
- Visits: 180,000 - 190,000 per month
- Pageviews: Over 250,000 per month
- Newsletter Subscribers: 57,000 opt-in subscribers (distributed across 3 newsletter lists)
- Message Board Members: 16,000+

## 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.

**55%** of visitors are directly involved in the purchase of IT goods/services for their company.

**58%** of visitors consult VirtualizationAdmin.com to find specific products to fulfill their technical requirements.

**72%** of visitors are Systems Administrators or Senior Level IT Professionals.

*\*Based on 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 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.

### Lead Generation Webinars

Each webinar will include a 10 to 15 minute presentation by a TechGenix subject expert to be followed by a 10 to 15 minute presentation by the Sponsor's subject expert which ties into the main presentation topic and related Sponsor products. The main presentation topic is selected by TechGenix, based on collaborative input from the Webinar Sponsor and TechGenix subject experts.

### List Rental Services

Share your message directly with thousands of our newsletter subscribers. Your customized creative and subject line will be sent to our opt-in subscribers within our newsletter template guaranteeing a high quality return.

### 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 spots are available per site.

- ~220,000 impressions per month

### Category Sponsorship

Your 728x90 leaderboard banner will be placed exclusively at the top of the page, your 300x600 half page banner will be placed exclusively at the right-hand side of the page, and your product will 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 VirtualizationAdmin.com homepage, in the right-hand sidebar, just below the fold.

- ~10,000 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.

### Featured Product Banner (125x125)

Your product featured on every page of the site (including the homepage), 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.

- ~225,000 impressions per month

**Run of Site Rectangle Banner (300x250)**

Your 300x250 banner will appear 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.

**Run of Site Leaderboard Banner (728x90)**

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

**Article Update Newsletter Sponsorship**

Sponsors of our article update newsletters may place up to 500 characters of their promotional text and a 190x100 graphic directly below the Just Published section of each newsletter that is released. Each newsletter has its own opt-in newsletter subscriber base.

- Real-Time Article Update Newsletter: 20K opt-in subscribers
- Monthly Article Update Newsletter: 19K opt-in subscribers

**Monthly Website Newsletter Sponsorship**

Sponsors of our monthly site newsletter would have up to 500 characters of their promotional text and company logo (not exceeding 190x100) 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: 18K opt-in subscribers

**White Paper Category Sponsorship**

Sponsoring a White Paper category insures your white papers will be read by a targeted high-tech audience. Your 728x90 leaderboard banner will be placed exclusively at the top of that section and your white paper will head the list of white papers in that section as the 'Editor's Pick'. Attention is further drawn to your white paper by use of the 'Editor's Pick Logo' that appears alongside your white paper title.

**Contact Us**

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## Advertising Availability

VirtualizationAdmin.com		
<b>Category Sponsorship</b>		<b>Text Links</b>
<b>Cost varies</b>	<b>\$400/month</b>	
Over 10 different categories are available for sponsorship.	Up to five links are available per month. Around 160K impressions per month.	
<b>Product Review</b>		<b>White Paper Category Sponsorship</b>
<b>Starting at \$1,900</b>	<b>Cost varies</b>	
Product Reviews are available on request. This is subject to author availability.	Over 10 different categories are available for sponsorship.	
BANNERS		
<b>Run of Site (Leaderboard, Rectangle, and/or Half Page)</b>		<b>Featured Product</b>
<b>Cost varies</b>	<b>\$450/month</b>	
Run of Site Banners spots are available on request.	One exclusive banner spot available per month. Around 225K impressions per month.	
<b>Homepage Rectangle</b>		<b>Article &amp; Tutorial Rectangle</b>
<b>\$300/month</b>	<b>Cost varies</b>	
One exclusive banner spot available per month. Around 10K impressions per month.	Article and Tutorial banners are available on request.	
NEWSLETTER SPONSORSHIP		
<b>Website Newsletter</b>	<b>Monthly Article Update Newsletter</b>	<b>Real-Time Article Update Newsletter</b>
<b>\$200/drop</b>	<b>\$100/drop</b>	<b>\$150/drop</b>
One newsletter published on last Wednesday of each month. 16K opt-in subscribers.	One newsletter published on the first business day of every month. 19K opt-in subscribers.	Newsletter published each time an article is added to the site, 5 - 10 newsletters available per month. 20K opt-in subscribers.