



KEY INFORMATION ON 01net.com

- Established in 2000, 01 net.com is the leading French IT portal for technology-savvy individuals.
- Targets: Professionals, General Public (Portal allows for navigation to appropriate sectors)
- 1st information site dedicated to IT and the new technologies
- 15th-biggest (highest viewed) site overall in France
- 140 million page views monthly, 5 million unique visitors (*Source: Mediametrie*)
- 270,000 IT decision makers visit the site frequently (*Source: Ipsos IT 2006*) (83% ahead of next competitor)

2007 ADVERTISING RATES

Advertising Unit	Size	Gross CPM
Banner	468 x 60	\$107 for B2B target
Various banners		\$31 to \$66 for B2C target
Skyscraper, Expand Banner, or Leaderboard	148 x 800 728x180 728 x 90	\$159
Newsletters sponsorship – see below for more detail	Text ad or 468 x 60 banner	\$107
MPU, L-Format, Corner, Flash or Pop-up	300 x 250 TBA TBA TBA 250x250	\$215
White Paper	Check for details	\$8,100 to \$21,000 – packages available
Webcasts	Check for details	\$24,000 to \$48,000 depends on various factors
Email (opt-in, more than 1,000,000 contacts)	-	\$405

NEWSLETTERS

Newsletter	Frequency	Number of Subscribers	Target
Actualite (Daily newsletter)	Daily	47,000	CEO, CIO, and IT Managers strongly interested in IT, IS and economy of IT sector.
Enterprise	Weekly (Thursday)	31,000	CIO, IT Managers and C-level strongly interested in IT/IS.

- **Format:** Newsletters are only sent in html format so the subscribers are able to read it properly.
- **Positioning:** There are up to two ads allowed per newsletter. One ad is positioned at the top and is a 468 x 60 banner. The other ad is positioned in the early part of the newsletter and is in text format. Choice of positioning is based on the advertiser dependent upon availability at time of booking.
- **Specifications:** The format for text ad is 4 lines plus the URL address (70 characters per line). For the 468 x 60 banner ad is 12k max size.
- **Deadline:** Material is due 4 working days before run date.

OPT-IN EMAIL

The Groupe Tests rental list contains a full opt-in database of over 440,000 email addresses. The main part of the database is qualified by center of interest (multiple answers given). You have the option to rent only part of the database by the center of interest to fit your budget. All of the addresses come exclusively from people visiting 01net or reading the newsletters.

CENTER OF INTEREST:	#of opt-in email addresses
1. e-Business	11,303
2. Managing company's IT (IT for business)	28,038
3. Games & Video games	115,735
4. Personal high-tech equipment	72,842
5. Management	27,553
6. Programming & Development	32,228
7. Professional high-tech equipment (IT Hardware)	36,227
8. Employment & Training	48,030
9. Automobiles & Motorcycles	92,325
10. Gastronomy & Wine	43,657
11. Stock market & Finance	28,454
12. Health & Beauty	50,972
13. Travel & Tourism	90,194
14. Books & Music & Video	126,694
15. Home improvement & Gardening & Decoration	56,928
16. Cinema/Theater/Cultural events	84,520
17. Telecom (equipment & services)	25,330
18. Security	21,516
19. Marketing & Communication	21,161
20. Business management	19,606
21. Supply Chain Management & Logistics	3,069
22. Client relations management	5,015

- Costs involved:** To rent and send the email file is a gross \$405 per 1,000 addresses.
 \$280 charge to host the image of the email file (optional)
 \$140 charge to track the link in the email file (optional)
 Minimum invoice amount is \$2,250.
- Specifications:** Size of the file = 500 pixel x 800 pixel
 HTML or Flash formats welcomed.