



Advertisers Media Pack

The home of independent IBM Power News

Connecting the communities of IBM i, AIX &

No other newsletter goes where ours does!



PowerWire

CONNECTING

Connecting with IBM Power Servers.

Want to get your product or service noticed by IBM Power users, including AIX and Linux, then PowerWire is the medium for you!

Our website and monthly newsletter contains the latest news, updates, releases and interviews with industry experts, which our readers value to keep their knowledge up to date.

Advertising within PowerWire will enhance your message or promotion to active users.

ADVERTISE

Why advertise through PowerWire?

Advertising with PowerWire presents a unique opportunity because of its singular and respected position within the Power Systems community.

The PowerWire website receives on average over 4,000 unique visitors and over 5,600 page views per month.

There are over 2,200 subscribers to the monthly PowerWire newsletter.

We have over 1,900 opt-in contacts for our Mail Out.

WHY?

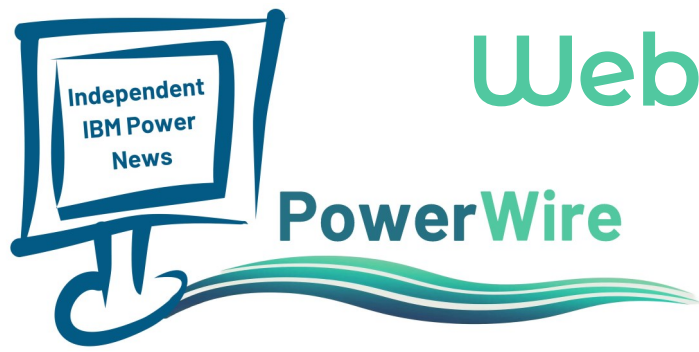
Email newsletters allow you to deliver your message directly to your customers' inboxes, where they are more likely to see it and engage with it. Unlike social media posts, which can get lost in the noise of other content, email newsletters are more personal and relevant to your subscribers.

Email newsletters are low-cost and high-reward marketing tools that can generate a high return on investment. According to a study by Litmus, the average email marketing ROI is 38:1

Email newsletters also have a high conversion rate, as they can drive more traffic to your website and encourage more sales.

To advertise, email sales@powerwire.eu

If you have an article for us, email editor@powerwire.eu



Web-site Advertising

OPPORTUNITIES

PowerWire's website has two major banner positions, as shown below. These are;

The Leaderboard

This is the prime position at the top of the website page and appears on all pages of the website. E.g. when a reader opens an article the leaderboard is still at the top of the page they have opened. The banner can be linked to an off-site (advertiser's web-page) and be GIF format.

The Side Panel

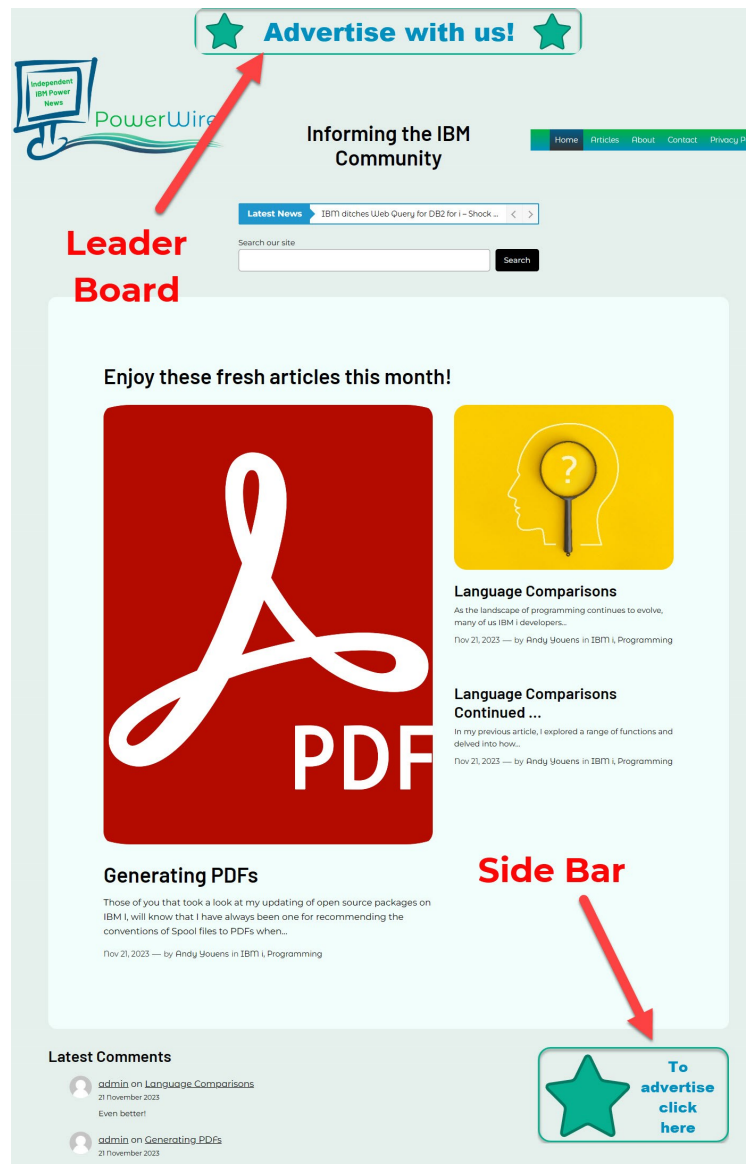
This rectangular position is set halfway down on the right of the website and again appears on further pages when opened.

PRICING

PowerWire's bookings run per calendar month, i.e. if an advert is posted on the PowerWire website from the 5th January, it is taken down on the 5th February.

Images must be either jpg or gif and received by PowerWire at least seven days prior to publication.

Space	Size in pixels	Price per Month
Leaderboard	728*90	£400
Side Panel	360*180	£200



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Newsletter Advertising

PowerWire

OPPORTUNITIES

PowerWire newsletter is mailed out to at least 2,200 subscribers on the first Wednesday of every month. There are three advertising banner positions, **Primary** (top), **Secondary** (middle) and **Tertiary** (third), as shown.

We allow Product Showcase and Case Study articles within the newsletter & website but these are paid for and will be indicated as 'advertising'.

They will however be located in the newsletter / website just like the education / technical articles.

For press releases please visit [press releases on our website](#).

PRICING

Text that is a maximum of 400 characters in length with a 120*60 logo.

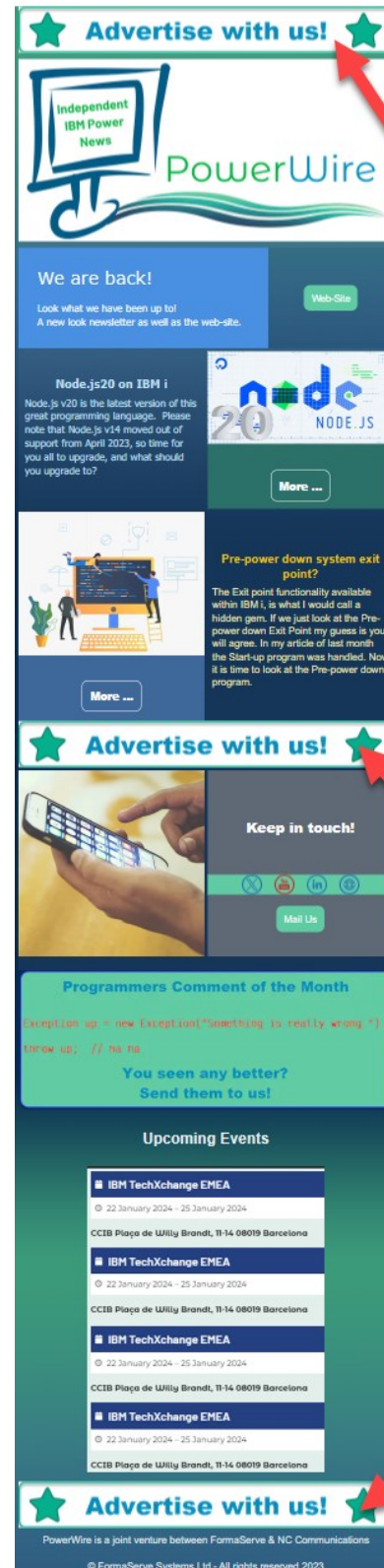
Spaces and punctuation are included in the character count. Multiple links to multiple locations are acceptable. Bold, Italic, ect all OK.

A 728*90 pixels advert is also acceptable in jpg, png or gif format.

Case studies and product show cases have no limit on text, wording or pictures.

Copy deadline is seven days before publication.

Space	Price per Month	Space	Price per Month
Primary	£600	Tertiary	£200
Secondary	£400	Study/Product Cases	£400



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