Independent
IBM Power
News

PowerWire

Advertisers
Media Pack

The home of independent IBM Power News

Connecting the communities of IBM i, AIX &

No other newsletter goes where ours does!

Independent IBM Power News

PowerWire

WHAT

What is PowerWire?

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 & interviews with industry experts, which our readers value to keep their knowledge up to date.

We have over 600 technical articles available to our readers on our website covering a wide range of technical topics. It is this database that draws readers back time & again.

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

WHY

Why advertise through PowerWire?

Advertising with PowerWire presents a unique opportunity because of its singular & 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 limited Mail Out option. Please contact us for further details.

But the most important factors are that our prices are reasonable & our customer service is excellent.

To advertise, email *sales@powerwire.eu*

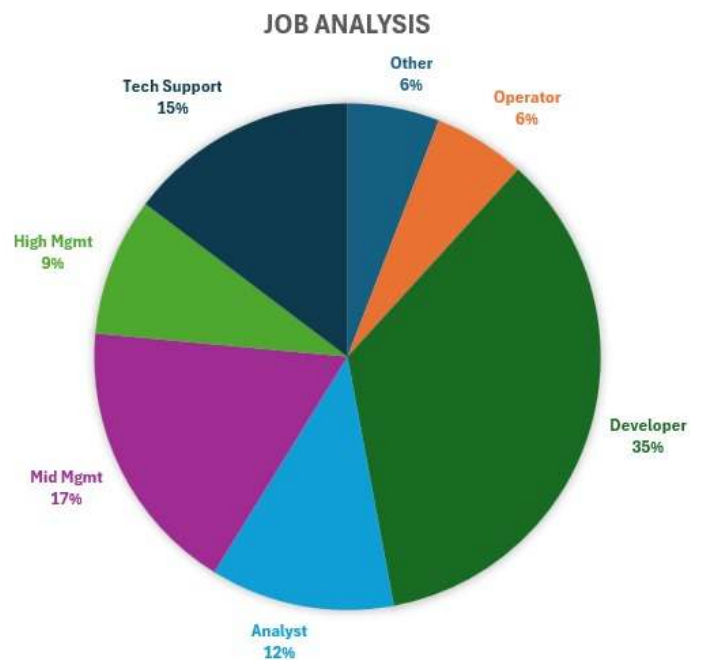If you have an article for us, email *editor@powerwire.eu*

WHO

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

When advertising within the newsletter the reader is seeing the advert without having selected to, so it reaches those that were not actively seeking you product.

Our website is often visited by customers who are looking for solutions within our articles, so it is the idea place to suggest your solution to their problems.

JOB ANALYSIS

Tech Support
15%

Other
6%

Operator
6%

High Mgmt
9%

Developer
35%

Mid Mgmt
17%

Analyst
12%

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Web-site Advertising

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PowerWire

OPPORTUNITIES

PowerWire's website has two major banner positions, as shown.

The Leader Board
This is the prime position at the top of the website page & appears on all pages of the website. So no matter which page the reader opens it is visible. The banner can be linked to an off-site (advertisers web-page) & be GIF format.

The Side Panel
This rectangular position is set halfway down on the right of the website & 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 & 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

Independent IBM Power News

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 & 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.

We are also happy to include 1 free Press Release a year. With subsequent releases being mentioned for free in the Editors Corner on the website.

PRICING

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

Spaces & 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 & 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

Primary

Secondary

Tertiary

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