

Accele Communications is now



Audience Development Services

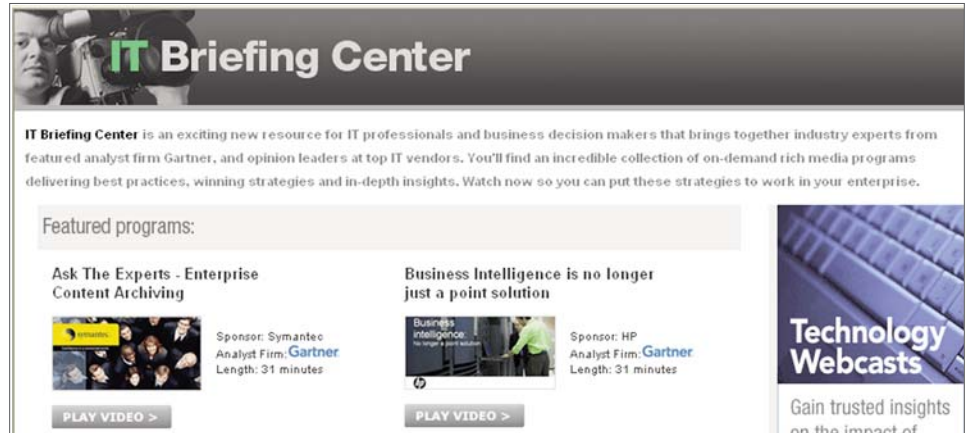
Promoting Your Gartner Media Programs

IT Briefing Center

IT Briefing Center is a multi-media resource for IT professionals and business decision makers that brings together technology experts from featured analyst firm Gartner, and key opinion leaders at top IT vendors. You'll find an incredible collection of on-demand rich media programs delivering best practices, winning strategies and in-depth insights.

When you place your on-demand rich media program here, you reach an extremely focused group of IT professionals that are regularly engaged with multimedia content presentations throughout the site, demonstrating their desire to investigate technology information topics. Visitors watch programs so they can learn from experts and then put the strategies being discussed immediately to work in their enterprise.

To learn more, visit - www.itbriefingcenter.com

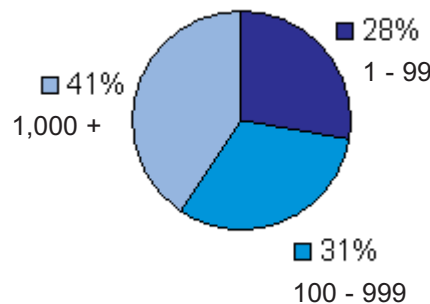


Our Expertise Combined with the Reach of the AcceleCast Media Network Delivers You Guaranteed Registrations

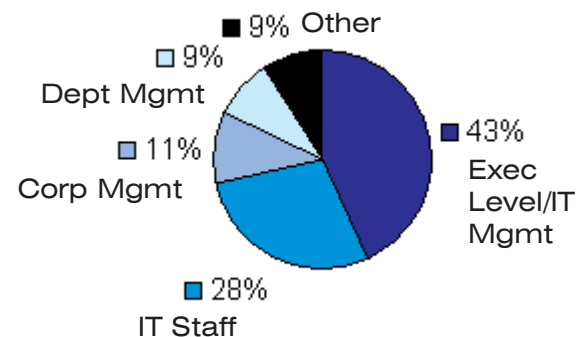
KIT digital will conduct a fully-managed promotion campaign on your behalf, delivering a guaranteed number of registrations to support your sales activity. This campaign consists of a combination of targeted emails to opt-in lists, newsletter promotions, and search engine marketing designed to drive viewers to your program within the IT Briefing Center. Each campaign is uniquely designed to tap the appropriate sectors and demographics of the network.

Standard Audience Demographics

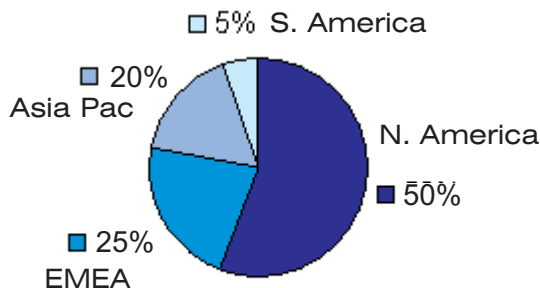
Company Size



Job Function



Geography



Featured analyst firm



Targeted Audience Reach

KIT digital works with leading IT web sites to access their audiences through a variety of media vehicles such as outbound email, newsletters, and site listings, that are directed to the IT Briefing Center. Through these partnerships, we have access to millions of IT Business Influencers to promote your programs.

Audience Development Expertise

KIT digital applies a unique and proven 8-step process developed through fine-tuning and front line experience as a pioneer in the field of on-demand rich media marketing. The entire process culminates in an optimization process that is repeated numerous times to ensure that the expected target audience and registrant number is achieved.

- **Research:** Develop a thorough understanding of program content, key marketing messages and desired audience target.
- **Planning:** Set goals and objectives, create a multi-tiered promotion plan to allow for testing and optimization, implement incentives.
- **Material Development:** Develop promotions from content provided including title, copy, HTML, e-newsletter ads, as needed.
- **Test:** Utilize our proprietary source tracking process to set up source tracking for creative testing.
- **Set Up:** Establish tracking URLs, finalize registration and survey questions, and traffic materials.
- **Review:** Double check all materials and drop dates.
- **Execute:** Coordinate all media drops, press releases and web links, as required.
- **Optimize:** Analyze results, review audience demos, maximize vehicles, adjust creative and set up the next wave. Repeat as needed.

Guaranteed Registration Packages

- Registrations are guaranteed within 4 months with the option to purchase additional registrations.
- The demographic composition of the Standard Promotion Program will be consistent with the IT audience represented and are from a worldwide geography -- approximately 50% N. America, 25% EMEA, 20% APAC, 5% S. America.
- More specific targeting is available at a price premium, quoted separately.
- No specific sites or media vehicles are guaranteed.

Accela Communications is now



www.accelacommunications.com
www.kit-digital.com

ACCELACAST MEDIA NETWORK

Our extensive publishing and media partnerships allows us to draw from the combined resources of:

- **Computerworld**
- **CXO Media**
- **Fierce Markets**
- **Geeknet**
- **IDG Connect**
- **InfoWorld**
- **IT Business Edge**
- **IT Toolbox**
- **ITworld.com**
- **MedTech Publishing**
- **Network World**
- **TechTarget**
- **SearchCIO**
- **SearchSecurity**
- **SearchNetworking**
- **SearchStorage**

And More...

* Additional sites are being added on a regular basis.

We look forward to
working with you.

For more information, please
contact your **Gartner
Account Executive.**

Or send an email to
**mediaproducts@
gartner.com**

The Gartner logo consists of the word "Gartner" in a bold, blue, sans-serif font.