



# TechDirect - Connecting buyers and sellers.

Ziff Davis Enterprise's TechDirect is the world's first online B2B directory marketplace for the technology industry. Combining robust directory listings, targeted interactive marketing programs, and a full service support model, TechDirect provides the most impact for your marketing dollar.

## Audience

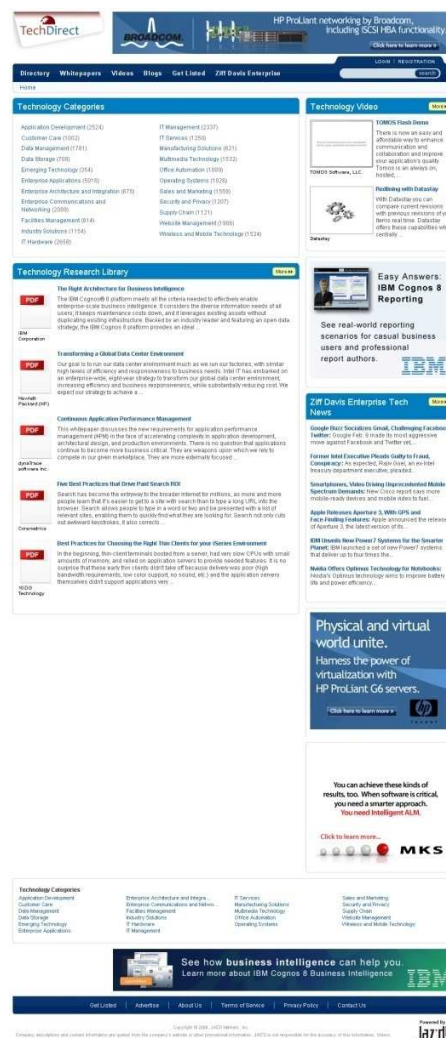
TechDirect leverages the worldwide reach and industry-leading strength of Ziff Davis Enterprise, reaching over 5.4 million members across 13 brands, including eWeek, Baseline, CIO Insight, Channel Insider and Dev Shed. Through aggressive SEO campaigns and highly-targeted outbound marketing, TechDirect makes sure the right buyers find your products.

## Benefits

TechDirect, built on the JAZZ Marketplace Platform, provides far more than a traditional directory listing. A basic listing in TechDirect is always free, and includes your company profile, product guides and contact information. Premium category sponsorship combines the value of a JAZZ Microsite listing with hosted content, exclusive advertising opportunities, newsletter sponsorships, targeted lead generation, and world-class service, to ensure you are always getting the maximum value from your marketing program.

## World-Class Service

JAZZ powers TechDirect with an innovative directory platform, providing real-time updates, an easy-to-use online interface and results reporting. In addition to the intuitive user experience, JAZZ provides each client with a dedicated Service Representative to ensure that you are constantly delighted by our team. JAZZ Creative Ad Services and Data Concierge are always available to help deliver marketing programs specifically tailored to meet your needs with professional quality results.



Get Started Now! Contact Sales at (978) 474-6679 or email [techdirect@jazd.net](mailto:techdirect@jazd.net)

[www.jazdtech.com/techdirect/suppliers](http://www.jazdtech.com/techdirect/suppliers)

Updated March 2010 | 1



## TechDirect Rate Card

JAZD Microsite Features: (Included in all packages)

Company Profile	Unlimited Product Pages	Reporting Portal	JAZD SEO Boost	Unlimited Impressions	Unlimited Content	Unlimited Leads	Display Ads
✓	✓	✓	✓	✓	✓	✓	✓

## Premium Category Packages

Secure first page placement with one out of five slots. Gold in 1<sup>st</sup>, Silver in 2<sup>nd</sup> and Bronze rotates 3<sup>rd</sup>, 4<sup>th</sup> and 5<sup>th</sup> slots.

Premium Packages	Pricing	Category Leadership	JAZD Microsite	Creative of 2 Display Ads	Data Concierge	JAZD Insights Newsletter
Elite Package JAZD Best Value	\$7,200/yr \$5,000/6 mos	3 Gold slots <i>plus</i> Unlimited Bronze slots	✓	✓	✓	6/year
Gold Package	\$6,000/yr	3 Gold slots <i>plus</i> 5 Bronze slots	✓	✓	✓	6/year
Silver Package	\$4,800/yr	3 Silver slots <i>plus</i> 5 Bronze slots	✓	✓	✓	4/year
Bronze Package	\$2,400/yr	5 Bronze slots	✓			2/year
Directory Package - Limit 2 Sponsors -	\$22,500/yr \$12,500/6 mos \$7,500/3 mos	Elite Package <i>plus</i> Exclusive Display Ads & Content Placements	✓	✓	✓	6/year

Single Category Packages	Add-On Only	Plus JAZD Microsite
1 Gold Slot	\$1,500/yr	\$1,895/yr
1 Silver Slot	\$900/yr	\$1,295/yr
1 Bronze Slot	\$500/yr	\$895/yr

### Additional JAZD Services

Creative Ad Services	\$750/ad set	Creative of 2 IAB standard display ads (728x90 and 300x250)
Data Concierge	\$500	One-time product upload of all products and services
JAZD Insights Newsletters	\$500	Content and products featured in 2 newsletters

All JAZD marketing packages are available for invoicing, or can be charged to a credit card.

Get Started Now! Contact Sales at (978) 474-6679 or email [techdirect@jazd.net](mailto:techdirect@jazd.net)