



Society for
Information Management

THE SIM CONNECT PROVIDES
NEWS AND INFORMATION TO
OVER 4,200 SENIOR-LEVEL IT
PROFESSIONALS.

TOP TEN REASONS TO ADVERTISE IN THE **SIM CONNECT**:

1

CREDIBLE SOURCE

For years, our members have turned to SIM as the informational authority of the profession. Advertising in the **SIM Connect** solidifies your place among information provided to SIM members.

2

TARGETED DISTRIBUTION

Advertising in the **SIM Connect** allows your company to reach decision-makers. Your message will be in front of pre-qualified buyers who are looking for what you sell.

3

OPT-IN SUBSCRIBER LIST

Subscribers to the **SIM Connect** have asked to receive the information. Your ad will no longer be mixed with junk mail and spam. Our enhanced technology ensures that your ad will make it through spam filters.

4

RELEVANT CONTENT

Our editorial philosophy is driven by current events and relevant issues and trends that affect our subscribers the most.

5

FREQUENCY

Frequency builds awareness. The **SIM Connect** ensures your ad will be seen weekly by our 4,200 subscribers.

6

AFFORDABLE

Advertising in the **SIM Connect** is much cheaper than many other Internet advertising options, and much more affordable than television and radio promotion. Have you priced pay-per-click campaigns lately?

7

YOUR AD WILL GET THE ATTENTION IT DESERVES

Each issue of the **SIM Connect** has a limited number of ad spaces, allowing your ad to get maximum exposure. A limited number of ads equals higher visibility.

8

IMMEDIATE RESPONSE TO YOUR AD

The electronic format makes it more convenient for a reader to respond to your ad. Your product is just a click away!

9

EXCEPTIONAL CREATIVE SERVICES

Our talented design team is continually raising the bar by creating sophisticated Web ads for our clients. These services are offered at no charge to advertisers in the **SIM Connect**.

10

TRACK CAMPAIGN EFFECTIVENESS

As an advertiser, you'll have the ability to track reader response to your campaign, immediately quantifying your ROI.

MANY WAYS TO DELIVER YOUR MESSAGE TO THIS MARKET

ADVERTISING OPTIONS

A LEADERBOARD

This premier position in the **SIM Connect** provides your company with top exposure and quality traffic.

B SKYSCRAPER

A skyscraper is a large format ad with premium real estate to sell your company's products or services to industry decision-makers.

C/1 TOP/BOTTOM BANNER

Banner ads allow your company to combine text, colors and graphics into an eye-catching sales message for committed buyers that read the **SIM Connect**.

D PRODUCT SHOWCASE

Showcase your latest product with this unique placement in the **SIM Connect** and include a photo, 50-word description and a direct link to your site.

E FEATURED COMPANY AD

Integrated into the feel of the **SIM Connect**, a featured company ad targets your buying audience with an image and 25-word description.

F TRADITIONAL TEXT AD

Leverage the power of words with a 15-word text ad in the **SIM Connect** to drive traffic to your website.

The screenshot shows the SIM Connect website interface. At the top, there's a navigation bar with links like Home, About SIM, Membership, Chapters, Career Center, and Contact Us. Below this, there's a main content area with various articles and advertisements. Advertisements are labeled with letters A through F. A is a leaderboard at the top. B is a skyscraper ad on the right. C/1 is a top/bottom banner. D is a product showcase for IBM pureScale. E is a featured company ad for Weyerhaeuser. F is a traditional text ad at the bottom. The website also features a sidebar with 'PRODUCT SHOWCASES' and 'MARKETING & STRATEGY PROFESSIONALS'.

Sample provided is representative of ad specifications only and does not necessarily depict placement within the brief.

SIM

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THESE OPPORTUNITIES AND MORE ARE
AVAILABLE TODAY. START GETTING IN FRONT
OF SENIOR-LEVEL IT PROFESSIONALS NOW!

CONTACT US AT
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