

# Premium Technology Channel

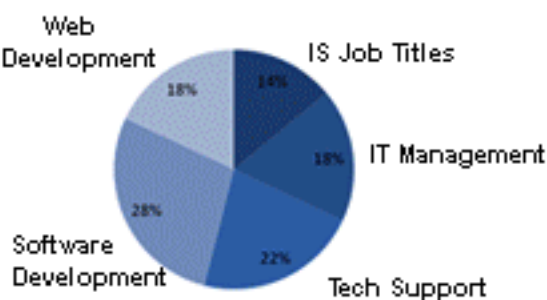
"India's Largest Quality Tech Audience"



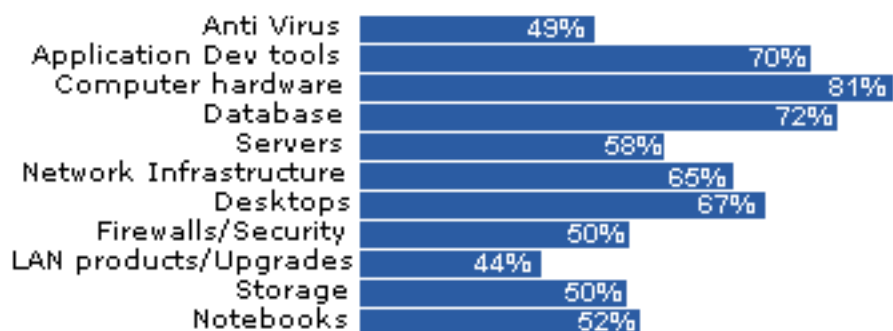
## Tier-I

- Audience
  - IT Managers/ Decision Makers
  - IT Developers & IT Professionals
  - Personal Tech Users
- Male 83% Female 17%
- Open source, DBA, IT Product Reviews, Industry News, Source code
- Highest Quality Decision Maker Traffic
- internet.com, devx.com, developer.com, hardwarecentral.com

### Audiences



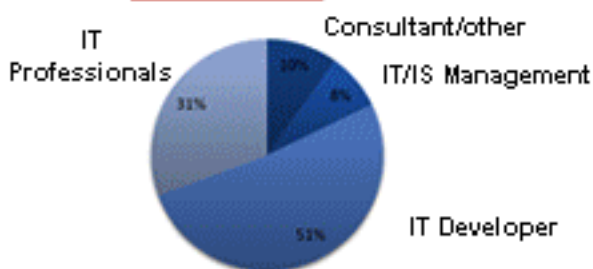
### 89% Decision Makers for following type of products



## Tier-II

- IT Developers & IT Professionals
- Premium Placements Eg: Homepage 728X90
- Microsoft technologies focused content
- Repeat Visitors to Site due to high Quality of Content
- asp.net, technorati.com, xmladvice.com, wrox.com

### Audiences



### User Profile



# Premium Technology Channel

"India's Largest Quality Tech Audience"

## Tier III

- RON Technology Channel
- IT Professionals & IT Developers
- Any IT person spends >15+ Mins
- High Performance for technology products campaign

## Click Through Per Impression

Large Rectangle	0.428%
Leader Board	0.481%
Medium Rectangle	0.335%
SkyScraper	0.174%
Standard Banner	0.146%
Wide Skyscraper	0.205%

## Example Technology Campaign Performance



## Banner Ads Specification

Ad Type	Size	File Size	Supported Formats	Typical Layouts
Standard Banner	468X60	25 Kb	GIF, Animated GIF, SWF	
Leader Board	728X90	30 Kb	GIF, Animated GIF, SWF	
Large Rectangle	300X250	30 Kb	GIF, Animated GIF, SWF	
Skyscraper	120X600	25 Kb	GIF, Animated GIF, SWF	
Skyscraper Wide	160X600	30 Kb	GIF, Animated GIF, SWF	
Small Rectangle	120X240	20 Kb	GIF, Animated GIF, SWF	

**\*\*Please contact us to receive full network sites list**