

Datacenter works

*All about the
technical
infrastructure of
data centers*

datacenterworks.nl

Specs 2021

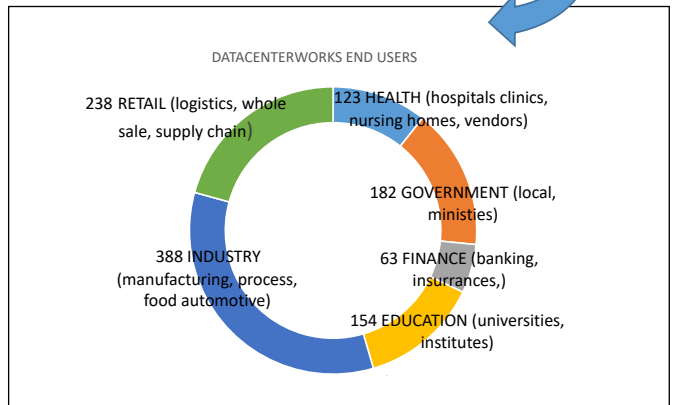
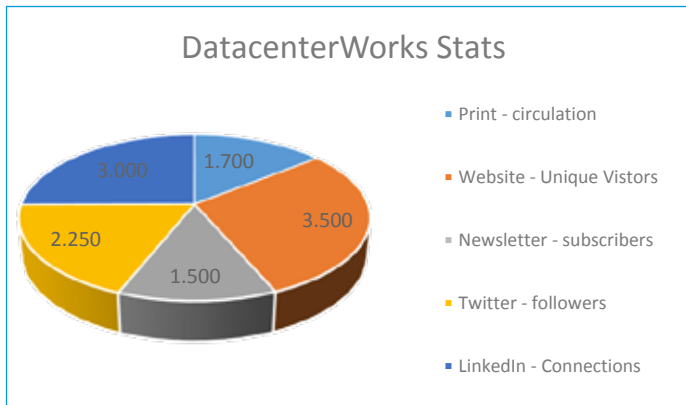
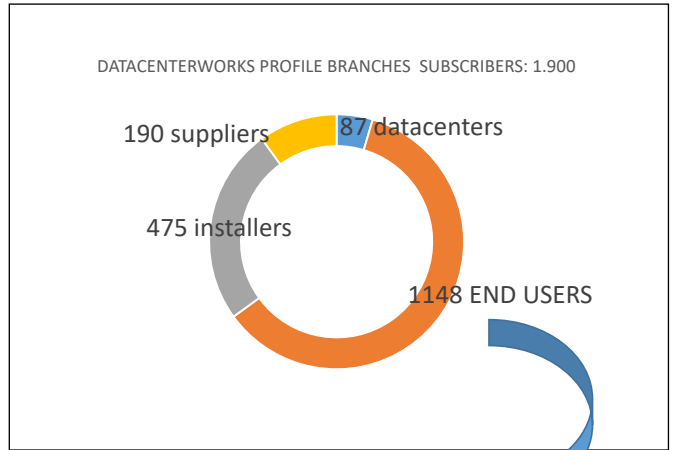
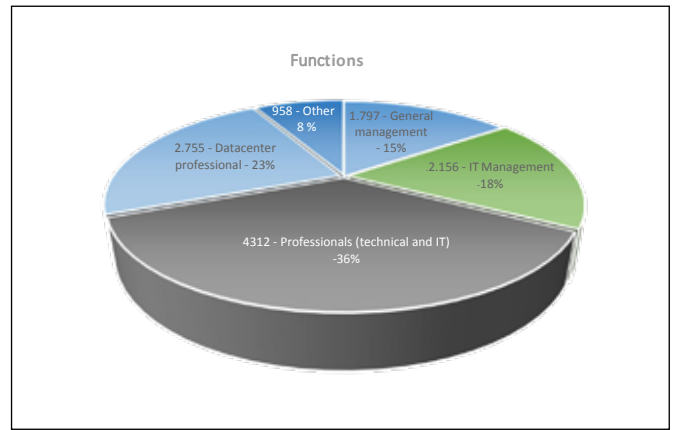
DatacenterWorks

DatacenterWorks is the leading magazine in the Netherlands for the data centre manager in general and has a strong focus on the technical infrastructure of computer rooms and data centres. In other words: designing, building and managing top quality data centres and server rooms. *Key topics: cooling, power, racks, networking, UPS, security, management & monitoring, energy, sustainability, OCP, DCIM.* DatacenterWorks provides (daily) technical and management news on the website, the weekly e-mail newsletter and seven times a year a magazine.

Datacenterworks is partner of the Dutch Data Center Association, Open Compute Project, Fiber Carrier Association, GreenIT and FHI IT Infra.

Multimedia campaign

CloudWorks offers various options for online and to advertise offline. For example advertisement, branded content, online bannering or online advertorials. This one media card offers you an overview of the standard opportunities. Customization is of course also possible. Our Media Advisor is happy to help you determine one appropriate (multimedia) campaign to your achieve marketing objectives.



Calendar 2021 DatacenterWorks magazine

Issue	Theme	Deadline upload advert	Publication date
1	Datacenter	02-02	26-02
2	Monitoring	23-03	16-04
3	IT Infra	11-05	04-06
4	UPS-Day	31-08	24-09
5	Cable Management	12-10	05-11
6	Sustainablity Cooling	23-11	17-12

Advertising Print

Size	Specifications w x h (mm)	Rates €
2/1 page	460 x 300	4,600
1/1 page	230 x 300	2,625
1/2 page portrait	93 x 275	1,525
1/2 page landscape	190 x 135	1,525
1/4 page portrait	93 x 135	925
1/4 page landscape	190 x 65	925
Surcharge branded content*		+750 per page
Leaflet enclosed		please ask your Media Advisor

* Including editing

DatacenterWorks website and e-mail newsletter

Maximize your exposure: use our website and the digital newsletter.

Advertising email newsletter

Format	Specs	Rate €
Banner	468 x 60	100
Branded Content	text 200 characters + visual 100 x 100 pixels.	150

Advertising website

Format	Position	Specs (pixels)	Rate € (monthly)
Branded Content (online)			100
Leaderboard*	Header / Regular	728 x 90 and 468 x 60 and 320 x 50	500
Logolink		150 x 150	250
Large Rectangle*	Top / Middle / Bottom	336 x 280 / 300 x 250	400
Video - publication			600
Video - production			1,350

* in the case of a Leaderboard or Large Rectangle, you must provide a so-called banner set for a correct view on the various devices



● Bannering

Your banner is displayed on the homepage and / or underlying pages. Your banner can be displayed in a carousel of up to 3 banners.

● Branded Content

Branded Content is a short message about your company or product that is commissioned by you are written and placed after approval. Maximum 200 characters. The content is placed between editorial messages.

Specs banners

	e-mail newsletter	Website
Type	jpg	animated gif, jpg, gif, html5, png
Color	RGB	RGB
Resolution	72 dpi	72 dpi
Maximal size	99 kB	99 kB
Landings page	URL	URL

Where to send your advert

Please use Ad | Portal to send your advertising material for print. You will receive a request from Ad | Portal to do so. Please be aware of emails going to the spam folder.

Please send advertising material for online purposes (website and newsletters) to traffic@archermedia.nl. You will receive a request to do so from the Traffic department.

Our graphic studio is happy to take care of advertising design for you. Feel free to contact your media advisor for further details



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All rates and amounts mentioned are in euros, excluding VAT