

2012 MEDIA KIT



www.h-online.com

The in-depth information source for security and open source experts

The H was launched in 2006 to be the new insider voice of open source and security covering the latest news, fixes, upgrades and downloads. If you are looking for advertising solutions to reach IT professionals and enthusiasts, developers and grassroots technologists **The H** can deliver!

Today, **The H** is fast becoming a well known source on the web for uncompromising, honest news, analysis and reviews - hard-hitting articles, that greatly benefit the IT professional community as well as anybody concerned with web security.

Advertising on **The H** puts you right in front of the core technology buyers and influencers: volume buying IT professionals at SMEs and large enterprises as well as the SOHO users. Of course, our audience also influences the buying decisions of their friends and family.

Introduction

Heise Media UK Ltd is a subsidiary of privately owned Heise Medien Gruppe the leading German technology on-line and print publisher. In 2006 Heise Medien Gruppe decided to extend their experience and technical knowledge to English speaking audiences: backed by a team of experienced industry renowned editors, the initial security site evolved four years into **The H**.

Company Profile

The H is the new voice of Security and Open Source knowledge for IT professionals, developers and technology experts alike providing news and information, reviews, downloads and software fixes. In a short time we have grown to 1,100,000 page impressions per month generated by over 100,000 unique visitors. Our traffic grows month on month.

Contents

The H Home Page

<http://www.h-online.com/>

The destination for Security and Open Source News, Feature Articles and industry Top Stories.



Categories:

The H Open Source

With IT budgets becoming ever tighter, open source and free software are not only reducing costs, but creating ways of doing business. By its very nature distributed open development content is hard to keep track of as new trends in open source appear all over the web. **The H** delivers news, background features, how-to's and opinion to keep IT users abreast of current trends. Category also includes a News Archive and lively Forums.



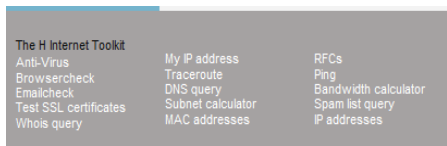
The H Security

Security is more important than ever with constantly changing threats and with new kinds of vulnerabilities appearing every day. The H delivers the news and the background, to help to keep assets of their audience secure. Category also includes a News Archive and lively Forums.



The H Internet Toolkit

Recommended tools, downloads and software upgrades, including Anti-Virus, Browser check, Test SSL certificates and Spam list query



Advertising Solutions

Standard Type:	Dimension in Pixels	File Size
Banner	468 x 60	30 Kb
Leaderboard	728 x 90	40 Kb
Skyscraper	120 x 600	40 Kb
Wide Skyscraper	160 x 600	40 Kb
Medium Rectangle/MPU	300 x 250	40 Kb
Large Rectangle/MPU	336 x 280	40 Kb
Square Rectangle/MPU	250 x 250	40 Kb

Expandable Ad Units:

Leaderboards and Skyscrapers

Landing Spots: Maximum width of 3X the initial ad size

Flash: 18 fps

Audio: User Initiated (on click)

Animation: up to 15 seconds

Controls: "Close X" (Font = 16 pt)

Location: On Edge of Original (non-expanded/expanded) unit

Feature: Enable Mouse-Off Retraction

Wallpaper

This ad display includes a Leaderboard (on top) and a Skyscraper (right).

Advertiser defines background color/image.

If ad units are to work together, additional HTML data file is required

Leaderboard and skyscraper as above, background GIF same max width as skyscraper

Maximum file size 60 Kb

Background colour must be must be given as RGB and hexadecimal values

See also <http://www.heise.de/mediadaten/online/en/service/wallpaper.shtml>

Ad Creative Formats:

We use Open Ad Stream to serve our ads.

We accept GIF, JPEG HTML and Flash/Shockwave (Version 5 and up) ads.

No looping limits

Flash/Shockwave ads must have backup GIF file. If ad is 3rd party served ad must contain code that automatically recognizes if required plug-in is installed. If no plug-in is present, back up GIF will be served. If ad is served by Ad Stream, ad must be supplied in .swf and GIF formats.

Implementation time 3 working days

Targeting Options:

Geo- Targeting (country, ZIP code, domain)
Day-part (advertiser defines weekdays/hours)
Browser
Domain
Operating System
Frequency capping

ROH – Run of Homepage; ad appears only here <http://www.h-online.com/>
ROC – Run of Category; ad appears only in Security, Open Source or Internet Toolkit
ROS – Run of Site; ad appears randomly across the site including Forums

Campaign Reporting

Advertisers will receive user ID and password to track their campaigns on Open Ad Stream.

Sponsorships and micro sites opportunities are also available upon request.
For further information including pricing, please contact

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