



Audience Profile

Banner Ads

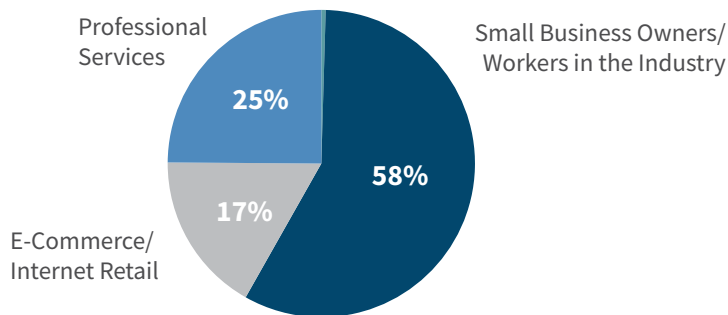
Directory Showcases / Email / Ad Forums

Sticky Posts

**WebHosting Talk** is an online community of nearly half a million members who turn to the [www.webhostingtalk.com](http://www.webhostingtalk.com) each week for information and peer engagement on business and technology topics. WebHosting Talk supports a knowledgeable member base and attracts a web-savvy audience with user generated content and purpose. If you are looking to build a website or sell web hosting services, the WHT is an invaluable resource for information and support provided by business practitioners for business practitioners.

**WEB HOSTING TALK IS AN INVALUABLE RESOURCE FOR THOSE BUILDING A WEBSITE OR SELLING WEB HOSTING SERVICES**

### Users of Web Hosting Talk



### Reasons our audience visits Web Hosting Talk



**1,500,000**  
Page Views



**24,600**  
Twitter Followers



**60,167**  
Subscribers



**875,000**  
Monthly Visits



**LEADERBOARD (728X90)**

Leaderboards display at the top of the page. This is an effective placement for branding campaigns and for quickly attracting visitors who are shopping for hosting services.



**MEDIUM RECTANGLE (300X250)**

Medium rectangles are delivered at the top of the right column and also appear in the content of some pages, after the third post. This is a very visible post.

**Banner Positions**

Banner ads on WHT can be set up as Run-of-Site (ROS) campaigns or forum-specific flights.

- In an ROS campaign, your ad might appear on any page at WHT.
- In a forum-specific campaign, your ad only appears on the forums that you choose.
- An ROS campaign is less expensive and delivers broad exposure.
- A forum-specific campaign is more focused and has a higher cost. Certain forums are in high demand and are frequently sold-out.

Even when concentrating on a closely targeted audience, we have found that it is most effective to direct some of the ad spend dollars to an ROS component in the campaign.

Audience Extension Ads can be highly targeted to reach an ideal audience. We can identify the visitors to specific forums and specific subject areas at WHT, then serve your ads to them after they continue on to other sites around the web. Inventory is virtually unlimited, response is generally very good and the value is excellent for the price. While a visitor MIGHT see your ad at WHT, with Audience Extension they WILL see your ad – several times over several days.

**Pricing for Banner Ads**

Banner ads are sold on a CPM basis. CPM means “cost per thousand” impressions. So if an ad has a \$20 CPM, and it is displayed 1000 times, the cost is \$20. If the same ad is displayed 100,000 times with a \$20 CPM, the math is: **\$20 CPM x 100 = \$2,000**

| WEB BANNER PRICING | RATES     |
|--------------------|-----------|
| Run of Site        | \$20 CPM  |
| Forum-Specific     | \$25 CPM  |
| Audience Extension | \$10 CPM+ |



**SKYSCRAPER (160X600)**

Skyscrapers display in the right column of every page, delivering quality clicks with position that is highly visible, while visitors are engaged, reading threads or scrolling down the page looking for information.



**PEEL BACK (125X125 & 500X500)**



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## Advertising Forums

Qualified members may post for free once per week. **Corporate Members** can make an advertising post every three days.

Cloud Hosting | Colocation & Data Centers | Computers & Peripherals | Dedicated Server | Domain Names  
Ecommerce Hosting & Discussion | From the HostingCon Blog | Hosting Security & Technology | HostingCon  
i2C — Internet Infrastructure Coalition | Industry Announcements | Managed Hosting & Services | Mobile & Handheld Devices  
Programming Discussion | Providers & Network Outages/Updates | Reseller Hosting | Running a Web Hosting Business  
SEO/SEM Discussions | Software & Control Panels | Specialty Hosting & Markets | VOIP | VPS Hosting  
Web Design & Content | Web Hosting | Web Hosting Meetups & Networking | Web Hosting Talk Tutorials



## “Find a Host” Directory Showcases

The **Find a Host** tab points to our directory-style listing section. We call these “showcases”. Several categories of showcases are available. Visitors who follow the link to the showcases are actively shopping for a host and these placements generate an exceptionally high CTR. Showcases are a good value.

**Showcases - \$250/mo**



## e-Blast

HostBrief is a mailing with advertiser generated content that is sent to our opt-in email list.

**HostBrief - \$2500**



## e-Newsletter

Sponsor The WHIR and Web Hosting Talk newsletter - a daily digest of news and analysis on the web hosting and cloud industry. Subscribers are informed of the day’s top stories, trending topics, and upcoming industry events. The audience includes decision-makers in the web hosting and cloud services industry, as well as developers and end-users of web hosting services.

**Starting at \$500/week**



## Sticky Posts

Thread upgrades are only available in the **Advertising Forums** section of Web Hosting Talk. A sticky will show at the top of the selected forum, above all other postings. Only 8 stickies are displayed in any category each week. On many of the forums at WHT, sticky posts are in high demand. Prices are for one week and vary depending on the forum:

| WEB HOSTING OFFERS                                 | RATES |
|--|-------|
| Cloud Hosting Offers                               | \$300 |
| Colocation Hosting Offers                          | \$250 |
| Dedicated Hosting Offers (contact account manager) | \$995 |
| Other Hosting Offers                               | \$50  |
| Reseller Hosting Offers                            | \$100 |
| Shared Hosting Offers                              | \$250 |
| VPS Hosting Offers (contact account manager)       | \$700 |

| DOMAIN NAME ADVERTISING           | RATES |
|-----------------------------------|-------|
| Domain Name Offers                | \$50  |
| Domain Name Requests              | \$25  |
| Domain Name with Website Offers   | \$50  |
| Domain Name with Website Requests | \$25  |
| Domain Name Appraisals            | \$25  |

| EMPLOYMENT OFFERINGS AND REQUESTS | RATES |
|-----------------------------------|-------|
| Employment/Job Offers             | \$250 |
| Employment/Job Requests           | \$50  |
| Systems Management Offers         | \$100 |
| Systems Management Requests       | \$50  |

| DESIGN JOB OFFERS AND REQUESTS | RATES |
|--------------------------------|-------|
| Design Offers                  | \$100 |
| Design Requests                | \$50  |

| SOFTWARE AND SCRIPTS OFFERS AND REQUESTS | RATES |
|--|-------|
| Software and Scripts Offers              | \$50  |
| Software and Scripts Requests            | \$25  |

| MARKETING AND SEO SERVICES OFFERS AND REQUESTS | RATES |
|--|-------|
| Advertising Offers                             | \$50  |
| Advertising Requests                           | \$50  |

| WEB HOSTING RELATED OFFERS AND REQUESTS | RATES |
|---|-------|
| Other Hosting Offers                    | \$50  |
| Other Web Hosting Related Requests      | \$25  |
| Other Offers and Requests               | \$25  |