



Virtual IMS CONNECTION ([www.virtualims.com](http://www.virtualims.com)) is an independently-operated vendor-neutral Web site that is run by and for the IMS user community. The Virtual IMS CONNECTION User Group “meets” every other month, when IMS experts give Webinars that members of the user group take part in. There is also a newsletter sent to all members on alternate months.

To fund this site and to provide information to user group members, starting from January 2010 the following marketing opportunities are available:

- 1 Adverts on the Virtual IMS Connection home page.

Image sizes and prices are shown below:

*height x width*

60 x 120 per month \$150

60 x 234 per month \$350

60 x 468 per month \$750

*height x width*

60 x 120 per month \$150

120 x 120 per month \$350

234 x 120 per month \$750

468 x 120 per month \$1500.

- 2 Product profile page – *new*  
We will provide one page on the site that will be linked to in the usual way. This will contain whatever details a vendor wants to put there for an IMS-related product. It will cost \$250 per month or \$450 for two months.
- 3 IMS Tools page  
Listing of products on the IMS Tools page is free, and vendors can provide updates for the text shown there at any time. The equivalent of half page adverts (5.5in x 8in max) are available for \$350 per month, and quarter page adverts (5.5in x 4in max) are available for \$200 per month.
- 4 User Group meeting sponsorship  
Every two months, a new virtual IMS User Group meeting will take place. Vendors may wish to sponsor a meeting. Only one vendor will be allowed to sponsor each meeting. They will be given a banner advert on the Meetings page of the Web site during the month leading up to the meeting. This will be charged at \$750 per month for a 468 x 60 advert. Inclusion of a 50-75 word advert in the e-mail about the meeting sent to all member costs \$150.
- 5 White Papers page – *new*  
The new White Papers page will list vendors’ White Papers that are available on IMS-related topics. The charge for having a White Paper listed will be \$100 per month.
- 6 Vendor Webinars page – *new*  
We will advertise vendors’ own IMS-related Webinars on the new Webinars page. There will be a one-time charge of \$100 for each Webinar listed.
- 7 User Group newsletter  
Once every two months a PDF newsletter will be sent to User Group members. Half page and quarter page advertising will be available in that newsletter. Initially, a half page advert (including hyperlink from the PDF to a Web page of your choice) costs \$400 per issue. A quarter page advert (with hyperlink) costs \$200 per issue.
- 8 User Group *Update* e-mail  
Every month, user Group members receive an *Update* e-mail. Inclusion of a 50-75 word advert in the e-mail costs \$150 per month.

Page hit data can be provided.

Please contact Trevor Eddolls ([trevor@itech-ed.com](mailto:trevor@itech-ed.com)) if you wish to make use of any of these opportunities to advertise on the Virtual IMS CONNECTION Web site.