



GARTNER MEDIA PRODUCTS

Reaching key decision makers in this age of information overload is a major marketing challenge. To deliver results, your marketing messages have to rise above the noise in the marketplace.

Gartner Media Products leverage the power of Gartner research to add credibility and impact to your marketing campaigns. When you combine your marketing messages with valuable Gartner insight, you can increase response rates, generate higher-quality leads, and strengthen your brand.

Gartner Media Products are available in multiple formats and can be customized to meet your specific marketing objectives.

GARTNER CUSTOM NEWSLETTER PROGRAMS

Reach decision makers with high-impact, co-branded printed or electronic newsletters that feature objective Gartner research and your company messages. Delivered via paper, HTML or PDF. Or, add custom audio content featuring Gartner analyst interviews to your HTML newsletters for maximum impact.

GARTNER CUSTOM WEBCASTS

Get your customers' attention with compelling, co-branded webcast programs featuring customized presentations by Gartner analysts and your experts. Gold and Platinum program levels are available.

GARTNER CUSTOM MULTIMEDIA PROGRAMS

Provide the thought leadership content that your customers and prospects value in engaging audio, video and multimedia formats.

GARTNER REPRINTS

Get reprints of published Gartner research delivered via paper, HTML or PDF.

TALKING TECHNOLOGY

Stay up-to-date on key issues with a monthly audio program that features the best advice on the hottest issues in IT. Delivered via an MP3 format that subscribers can download to their PCs or MP3 players.

For more information, contact your account executive or e-mail mediaproducts@gartner.com

GARTNER MEDIA PRODUCTS GRID

CRITERIA	GARTNER REPRINTS		GARTNER CUSTOM NEWSLETTER PROGRAMS		GARTNER CUSTOM WEBCASTS		GARTNER CUSTOM MULTIMEDIA PROGRAMS
	ONE-OFF	ANNUAL SUBSCRIPTION	PRINT AND ELECTRONIC	WITH AUDIO	GOLD	PLATINUM	
CONTENT							
Interaction with analyst	N/A	N/A	N/A	Pre-interview discussion to agree upon questions and content direction	Pre-interview discussion to agree upon questions and content direction	Pre-interview discussion to agree upon questions and content direction	Pre-interview discussion to agree upon questions and content direction
Gartner-customized content	N/A	N/A	N/A	Interview with analyst delivered via high-quality MP3 audio file embedded in HTML newsletter	Interview with analyst delivered via audio and PowerPoint or video and PowerPoint	Interview with analyst delivered via audio and PowerPoint or video and PowerPoint	Custom content delivered via audio CD, multimedia CD, DVD, streaming media, podcast or video file
Client-customized content	N/A	N/A	Required; client provides editorial and/or marketing materials for inclusion	Required; client provides editorial and/or marketing materials for inclusion	Required; Gartner produces client executive segment in audio or video format	Required; Gartner produces client executive segment in audio or video format	Required; Gartner produces client executive segment in audio or video format
Ability to select content	Client chooses from current published Gartner research (subject to approval)	Client chooses from current published Gartner research (subject to approval); Gartner can also provide research based on client-selected topics	Client chooses from current published Gartner research (subject to approval); Gartner can also provide research based on client-selected topics	Client chooses from current published Gartner research (subject to approval); Gartner can also provide research based on client-selected topics	Client can choose the topic and consult on questions for a custom interview with a Gartner analyst	Client can choose the topic and consult on questions for a custom interview with a Gartner analyst	Client can choose the topic and consult on questions for a custom interview with a Gartner analyst
DELIVERY							
Deliverable	HTML link, PDF or paper (full color, glossy)	HTML link, PDF or paper (full color, glossy)	HTML link, PDF or paper (full color, glossy)	High-quality MP3 audio file embedded into HTML newsletter only	Webcast in WinMedia or Flash format (CD option available)	Webcast in Flash format within Accelacast Web platform (CD option available)	Delivery options include audio CD, multimedia CD, DVD, streaming media, podcast or video
Uniqueness of deliverable	Unlimited distribution rights for contracted period of time	Unlimited distribution rights for contracted period of time	Unlimited distribution rights for contracted period of time	Unlimited distribution rights for contracted period of time	License to post webcast for 12 months on client Web site	Webcast posted for 12 months to ITWorld.com, gartner.com and client Web site; promotion of webcast provided; registration and reporting provided	License to utilize content for 12 months
Production time	HTML/PDF: 5 business days Paper: 15 business days	HTML/PDF: 5 business days Paper: 15 business days	HTML/PDF: 6 – 8 weeks Paper: 8 – 10 weeks	HTML only: 8 – 10 weeks	8 – 10 weeks	8 – 10 weeks	8 – 10 weeks
MARKETING							
Marketing options	Post link on client Web site; promote link in e-mail campaigns; use for trade show, seminar or workshop handouts; leverage as a sales leave-behind; include in direct mail campaigns	Post link on client Web site; promote link in e-mail campaigns; use for trade show, seminar or workshop handouts; leverage as a sales leave-behind; include in direct mail campaigns	Leverage for e-mail campaigns to clients and prospects; post link on client Web site; use paper copies for event handouts and sales leave-behinds; include in direct mail campaigns	Leverage for e-mail campaigns to clients and prospects; post link on client Web site	Leverage as a sales tool; post link on client Web site; promote link in e-mail campaigns; feature webcast content at events or trade shows	Leverage as a sales tool, promote link in e-mail campaigns and e-newsletters; feature webcast content at events or trade shows	Leverage as a sales tool; post link on client Web site; promote link in e-mail campaigns; feature video or multimedia content at events or trade shows; use CDs or DVDs as handouts, sales leave-behinds, or in direct mail campaigns