

2005



FASTTRACK

build. empower. inspire.

ABOUT WITI FASTTRACK:

WITI FASTTRACK features in-depth content on the issues facing today's most talented and influential women professionals in technology while providing a targeted editorial environment for your recruitment, diversity, and product marketing initiatives.

FASTTRACK, the only regularly scheduled supplement targeting women in Information Technology, will be published three times in 2005, appearing within the pages of *InformationWeek* magazine. *InformationWeek* is the leading IT publication in the industry, reaching 440,000+ qualified IT professionals on a weekly basis for the past 25 years. FASTTRACK will also be distributed to all attendees of WITI's annual conference, the WITI Hall of Fame event, as well as to WITI members attending hundreds of regional meetings per year.

CMP Media LLC is a leading integrated media company providing essential information and marketing services to the entire technology spectrum – the builders, sellers and users of technology worldwide. WITI is the premiere global organization empowering women in business and technology to achieve unimagined possibilities.

2005 EDITORIAL CALENDAR:

<p><i>The New Market</i></p> <p><i>Women-owned firms are the fastest growing sector of the U.S. economy, with seven-year revenue growth of 132 percent and \$3.3 Trillion in purchasing power. Yet women's surveys indicate that a large percentage of women are turned off by most ads, commercials and approach to recruiting them as clients. What can companies do to increase market share among women?</i></p> <p>Issue Date: April 4, 2005 Space Close: March 14, 2005 Materials Close: March 21, 2005</p> <p>Bonus Distribution: WITI Conference, Los Angeles, May 5-6</p>	<p><i>Trailblazers in Technology and Science</i></p> <p><i>Without WITI's Hall of Fame award the next generation of women may never have known that the world's first computer programmers were actually women (the ENIAC programmers) or that a woman was the Manager of the Mars Exploration Program during the phenomenally successful Pathfinder/Sojourner landing in 1997. Meet this year's WITI Hall of Fame recipients who stand as role models for the next generation.</i></p> <p>Issue Date: September 19, 2005 Space Close: August 22, 2005 Materials Close: August 29, 2005</p> <p>Bonus Distribution: InformationWeek Fall Conference, NY, Sept. 18-21</p>	<p><i>Profiling Successful Female CIOs</i></p> <p><i>While the number of female CEO's of major corporations continues to be dismally small, the number of female CIO's is significantly increasing. Women are finding successful technology careers in a number of industries. Find out who these women are, where they work and how they make it happen.</i></p> <p>Issue Date: December 5, 2005 Space Close: November 11, 2005 Materials Close: November 18, 2005</p> <p>Bonus Distribution: WITI Hall of Fame Event</p>
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Full Page	\$12,000	\$10,750	\$9,600
Half Page	\$7,500	\$6,750	\$6,000
Quarter Page	\$4,800	\$4,300	\$3,850



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