



[Text of email to EarthWeb prospects; Fall 1999]

Subject: **How much is "free" information costing you?**

Dear IT Professional,

It's amazing what a simple ROI analysis can uncover! That's why I titled my recent white paper, "Free IT Info is Costing You a Bundle!" When you look at the numbers, you may be VERY surprised at how much of your time and money is going down the drain...

Hi, I'm Thomas Krasomil, the Enterprise Marketing Manager for EarthWeb Inc. My white paper takes a hard look at how most of us get answers to our IT questions, and I've put a dollar value on the most popular search methods. I think this is information that will benefit both you and your team. Read it at:

<http://www.itknowledge.com/itk/corpeval1>

BONUS OFFER Along with the valuable information in my white paper, consider this:

You can also sign-up for a FREE 14-day trial of ITKnowledge, the world's largest online collection of IT books and source code -- just click on the "Evaluate" button in my white paper. EarthWeb can even give your entire team access if you want to conduct a formal corporate evaluation.

You owe it to yourself to try this great technical resource free for 14 days -- instant access to the full-text of 900+ IT books from the world's top technical publishers! To set-up your free 14-day trial account, just click to:

<http://www.itknowledge.com/itk/corpeval1> And, please, if you have any questions, feel free to contact me by e-mail. You'll receive a prompt reply.

Sincerely,

Thomas Krasomil
Enterprise Marketing Manager

tomk@earthweb.com

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