



Redmond Online

+ Print

+ Events

= Microsoft IT Community

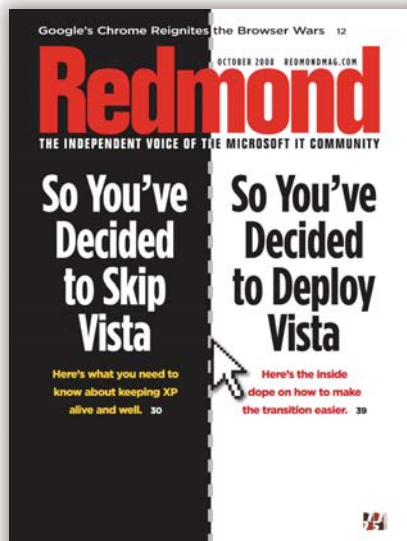
# Redmond

THE INDEPENDENT VOICE OF THE MICROSOFT IT COMMUNITY

2009 MEDIA KIT

## Redmond:

# The Independent Voice of the Microsoft IT Community



We deliver information-rich content to all buyers in the Microsoft IT community. Our print publication provides C-level and IT managers in-depth analysis on key issues, problems and new technologies. Our online products give managers and administrators the opportunity to drill down on topics, technologies and tools in their quest to solve real problems. Our events offer executives, managers and administrators a collaborative approach to finding solutions from sponsors, colleagues and expert speakers.

Our community is comprised of technology leaders who establish and drive the technical goals of their organizations, buy and recommend solutions to achieve these goals, and manage the implementation, integration and maintenance of the technology.

Over the years our readers have come to trust our independent stance on Microsoft, the Windows computing platform and third-party vendors. They come to our community for product information, business strategies and behind-the-scenes insight so they can make better informed decisions for their IT infrastructures.

### Products

#### ONLINE

MCPmag.com  
MCPmag.com News e-Newsletter  
Redmondmag.com  
Redmond In-Depth e-Newsletter  
Redmond Report e-Newsletter  
Redmond Security Advisor e-Newsletter  
SQL Pro Insight e-Newsletter

#### PRINT

*Redmond* magazine

#### EVENTS

TechMentor Conference  
Roadshows

# Content Overview

**Redmond's dedication to editorial excellence** makes it easy to attract its high-level audience of decision makers and decision drivers. The editorial team is led by **Doug Barney**, *Redmond* editor in chief and VP, editorial director for 1105 Enterprise Computing Group's print and online publications. Barney has been a technology journalist for more than 20 years, serving as a writer, news editor and editor in chief for several publications. Barney served as editor in chief of *Network Computing* and executive editor of news for *Network World* newspaper, where he ran both print and online news operations.



## **Ed Scannell, Editor**

Scannell has been a technology journalist for more than 26 years at publications such as *Infoworld*, *Computerworld* and *VAR Business* magazine. Scannell has covered Microsoft from the early days of MS-DOS through the Windows revolution to now, when Microsoft competes in nearly every facet of the technology market. He has won awards for best news story of the year from the Computer Press Association.

## **Lee Pender, Executive Editor, Features**

Pender began his career as a technology journalist in 1997 with *Computer Reseller News* and subsequently held posts at *PCWeek* (now *eWeek*) and *CIO* magazines. He then spent almost five years living in France and Holland, where he worked in the software industry and established himself as a freelance writer.

## **Wendy Gonchar, Managing Editor**

Gonchar ensures all i's get dotted and t's get crossed while keeping editorial content in constant flow until it hits the printed page. She joined the Redmond Media Group in 2004 with the re-branding of *Microsoft Certified Professional Magazine* into *Redmond* and now serves as managing editor for all print titles produced by 1105 Enterprise Computing Group. She has a degree in English literature from UCLA.

## **Michael Domingo, Executive Editor, New Media**

Domingo has been tracking IT and software development trends and issues since 1992. While employed with Advisor Media, Michael was managing editor of *Data Based Advisor* and was instrumental in launching one of its most popular software titles, *Access/Office/VB Advisor*. As executive editor, new media, Domingo manages development of the MCPmag.com online community of IT professionals and monitors the training and certification news coming out of Microsoft.

## **Becky Nagel, Executive Editor, Web Initiatives**

Nagel is an award-winning journalist with more than 12 years experience covering the tech industry. She manages Redmondmag.com along with several other 1105 Redmond Media Group sites.

# Contributing Editors



## **Mary Jo Foley**

Foley is an award-winning reporter and editor who has covered technology for 22 years. For the past dozen years, she has focused expressly on covering Microsoft. Foley has watched Microsoft for *eWeek*, *CNet/ZDNet* and *Baseline Magazine*, and is currently editor of the ZDnet “All About Microsoft” blog. She’s the author of the Foley on Microsoft column.



## **Jeffery Hicks, MCSE, MCT**

Hicks is a senior network engineer with Visory Group, as well as principal consultant of JDH Information Technology Solutions. Hicks has been in the IT industry for more than 14 years, doing everything from help desk support to project management. He’s currently a contributing editor to *ScriptingAnswers.com* and an instructor at TechMentor conferences. He’s the author of the Mr. Roboto column.



## **Peter Varhol**

Varhol is an accomplished technologist and technology writer with more than 20 years of experience in the software industry. He is a principal at Technology Strategy Research LLC. He has graduate degrees in computer science and mathematics and has taught both subjects at the graduate level. He speaks at several industry conferences every year, has written two books on software development topics and has contributed hundreds of technology articles to industry publications.



## **Joern Wettern, Ph.D., MCSE, MCT, Security+**

Author of our popular Security Advisor column, Wettern is an expert in Windows security, as well as more general areas such as firewalls. He’s the owner of Wettern Network Solutions, a consulting and training firm, and he’s written books and developed training courses on a number of networking and security topics. He regularly teaches seminars and speaks at conferences worldwide including TechMentor.

**Redmondmag.com** is a dynamic extension of *Redmond* magazine. Launched in 2004, the award-winning site tackles news, analysis, trends, product reviews, roadmap and best practices through print articles and online-only content.

**Visitor Stats:**

- 125,000+** Monthly Visitors
- 70%** U.S. Visitors
- 50%** Management
- 20%** 10,000+ Company Size

**Regular Coverage:** Automation/Scripting

- Exchange/Messaging • IT Management • Security
- Storage/Backup • Windows Servers

**Sections:**

- News
- Current Issue
- Product Reviews
- Columns
- Features
- Tech Library
- Webcasts
- Tech Portals
- Forums
- Your Turn
- Redmond Radio
- Salary Surveys
- RSS Feeds



**MCPmag.com** is the largest independent community of Microsoft Certified Professionals on the Web. For over a decade, the site has delivered technical and career information to a global community of IT professionals working with Microsoft products.

**Visitor Stats:**

- 150,000+** Monthly Visitors
- 64%** U.S. Visitors
- 46%** Management
- 20%** 10,000+ Company Size

**Regular Coverage:** Certification • Group Policy

- PowerShell • Security • SQL • Vista

**Sections:**

- News
- Salary Surveys
- Features
- Columns
- Product Reviews
- Exam Reviews
- Certification/Career
- Tech Portals
- Forums
- MCP Radio
- Tech Library
- Webcasts



# Online Media Services

Surround your target audience with an integrated program. Our online products offer an array of brand- and lead-generation advertising opportunities—from banner advertising efforts to custom media programs.

## e-Newsletters

### REDMOND REPORT

Get immediate and solid response to your advertisements in this newsletter from the editors of *Redmond* magazine. Three times a week, nearly 80,000 IT professionals get the news and analysis they need to not only do their jobs better, but to keep an eye on what the future will offer.

**Redmond**Report  
The Independent Voice of the Microsoft IT Community

### REDMOND SECURITY ADVISOR

Each week Redmond Security Advisor helps 67,000 readers keep current on the latest IT security topics. The newsletter features headline news and analysis plus exclusive, online columns by security guru Jabulani Leffall. It's a must-read for managers and admins responsible for creating a secure IT infrastructure.

**Redmond**  
**SECURITY ADVISOR**  
NEWS & VIEWS FOR A SECURE IT INFRASTRUCTURE

### REDMOND IN-DEPTH

Once a month, 55,000 readers get this topic-driven newsletter that provides detailed reporting and independent analysis on the latest developments surrounding Microsoft's enterprise Windows platforms. Topics include unified communications, storage, Windows 7, virtualization, automation and more.

**Redmond**INDEPTH  
The Monthly Newsletter for Enterprise Windows News

### MCPMAG.COM NEWS

This twice-weekly newsletter was developed especially for Microsoft technical professionals. Reaching more than 100,000 subscribers, MCPmag.com News regularly offers networking tips, hints on scripting, IT certification news and analysis, plus much more.

### SQL PRO INSIGHT

Each week, more than 50,000 readers receive essential content on SQL Server to help with database administration and programming needs. SQL Pro Insight regularly provides tips on performance, management, security and more.

**SQLPRO**  
insight

### Custom Media

Co-brand your products with technology-specific content crafted by our editorial team and packaged in a PDF document. This sole sponsorship delivers high-quality leads from registrants.

### White Paper Listings

Promote your white papers or case studies in our Tech Library and gather high-quality leads from responsive readers. Our registration system requires readers to submit full demographics and confirm their email addresses before they can download any resource.

# Online Media Services

## Webcasts

Interact with our audience during these live, one-hour vendor presentations. You provide the speaker and PowerPoint presentation while we provide the production and promotion of the event. You'll come away with qualified leads, instant feedback from the audience through polls, surveys and Q&As plus a recording of the event for your own use. Our webcasts allow you to focus on what is most important: delivering your message while escaping the hassle of production details and promotion.

## Custom Webcasts

Need help with the content of your webcast? Our custom webcast provides the same production and promotion support with the addition of an expert, industry speaker. Our expert speaker will moderate the webcast and present 15 to 20 minutes of custom content.

## Custom Research Surveys

Gather insight quickly on the evolving IT market from IS/IT managers, network managers, senior systems administrators, systems integrators and senior database managers who activate purchasing at the enterprise level. Online surveys are designed to generate in-depth responses accurately and quickly (usually within four weeks). The Custom Research Survey consists of eight to nine supplied questions. We provide turnkey services in the survey design, tabulation, marketing and incentive. You'll receive a summary report and raw data from a guaranteed minimum audience of 225 respondents. For an additional fee, you'll receive the contact information for each respondent. This package combines market data with lead generation.

## Text Links

Enhance your campaign with quick, cost-effective text advertisements positioned at the bottom of each Web page.

## RADAR

The Redmond Assisted Design Advertising Resource (RADAR) is a three-month program consisting of a two-page spread print advertorial, white paper and webcast based on a topic of your choice. This custom, turnkey program utilizes our editorial, design and project management experts to help you build brands, increase awareness and generate guaranteed leads.

## Banners

Integrate banners into your branding or lead-generation campaign. Banner sizes include skyscrapers, leaderboards, rectangles and dogears. Banner sizes include skyscrapers, leaderboards, rectangles, roadblocks, tickers and dogears.

## Custom Landing Page

"Own" a page on our Web sites for your logos, product descriptions, white papers, software downloads and more. This increased real estate gives you more space to thoroughly communicate your message. You provide the copy, we provide the promotion.

## Radio Spots

Have your 30 second audio commercial run during our weekly news radio programs on Redmondmag.com and MCPmag.com. Augment your visual promotion with sound.

## List Rental

Get the most out of your next promotional effort by utilizing the master database of 1105 Media Inc., publishers of *Redmond* magazine. Our award-winning publications and highly respected e-Newsletters give you the ability to reach a large IT audience or target a specific niche. Choose from dozens of selections—postal and e-mail lists are available. For more information, visit MeritDirect.com.

# 2009 Editorial Calendar

	FEATURE 1	FEATURE 2	FEATURE 3	PRODUCT ROUNDUP	SPACE / MATERIALS
<b>January</b>	Scaring off Scareware	Microsoft Azure	What Hypervisor Is Best for You?	Reader Review: Vista SP1	Nov 22/ Dec 1
<b>February</b>	Web 2.0 Reality Check	Unified Communications	Guide to Hosted Microsoft Apps	Roundup: SharePoint Add-ons	Dec 18/ Dec 23
<b>March</b>	Build Your Own Cloud	Commodity Supercomputing (Desktop and Server)	Virtual Services	Roundup: Virtual Storage	Jan 20/ Jan 23
<b>April</b>	Green IT Guide	Disaster Planning	Compliance Best Practices and Products	Roundup: Exchange Add-ons	Feb 18/ Feb 23
<b>May</b>	Tech•Ed Special	Virtual Licensing Primer	Active Directory	Reader Review: SharePoint	Mar 25/ Mar 30
<b>June</b>	Inside Building 25	Editor for a Day	What Techs Do College Grads Dig?	Reader Review: Communications Server	Apr 22/ Apr 27
<b>July</b>	Building a Web 2.0 Game Plan	Windows 7	Non-Relational SQL Apps	Roundup: Network Management	May 19/ May 22
<b>August</b>	Salary Survey	The New World of Secure Defenses	The Hyper-V Market Emerges (Buyers' Guide)	Reader Review: OpenOffice 3	Jun 24/ Jun 29
<b>September</b>	Readers' Choice Awards/ Buyers' Guide	Microsoft Expression: a True IT Tool?	Scripting Tools and Techniques: PowerShell and More	Reader Review: Systems Center	Jul 22/ Jul 27
<b>October</b>	<i>Redmond</i> 5th Anniversary Blowout Special	Dealing with End-Users: Social Engineering, Rogue Apps, Company Data	The BI Side of SQL Server	Roundup: Web 2.0	Aug 18/ Aug 22
<b>November</b>	<i>Redmond</i> Lists	Working with Resellers	Migrating Apps to Services	Reader Review: Silverlight	Sep 23/ Sep 28
<b>December</b>	Get a Better Deal	Thin Clients vs. Fat: Planning Your Future	Reversing a Bad Product Decision	Roundup: Offsite Backup	Oct 21/ Oct 26

Note: Editorial calendar is subject to change.

**Who to Contact for ...**

**Product Reviews:**  
Lee Pender  
lpender@remondmag.com

**Article ideas and submissions:**  
Ed Scannell  
escannell@redmondmag.com

**News:**  
Lee Pender  
lpender@remondmag.com

**General editorial questions:**  
Wendy Gonchar  
wgonchar@redmondmag.com  
Katrina Carrasco  
kcarrasco@redmondmag.com

# Circulation

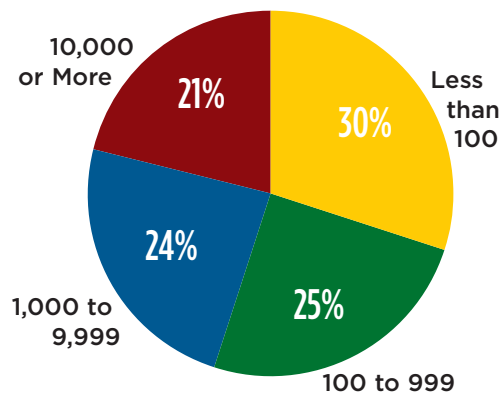
## Reaching more C-Level and IT Managers than Any B-to-B Windows Publication

Redmond delivers 120,000 BPA-audited subscribers each month. Within this group, you will reach 28,476 C-level managers and 42,544 IT/network managers—more managers than any other magazine in the Windows networking space.

### Job Title\*

JOB TITLE* CATEGORIES	TOTAL QUALIFIED	PERCENT OF TOTAL
Management (IS/IT/Network/C-Level)	71,020	59.1%
Administrators (Network/Systems)	27,427	22.9%
Programmers/Developers	11,164	9.2%
Consultants	7,882	6.6%
Other IS/IT	2,639	2.2%

### Company Size\*\*



### Top Business and Industry\*

Government: Federal	15.0%
Education/Training	11.5%
Government: Local/State	10.3%
Manufacturer: Non-Computer Related	8.1%
Computer/Network Consultant	6.1%
Medical/Dental/Health Care	5.8%
Finance/Accounting/Banking	5.6%



Audited by BPA Worldwide

\* Source: June 2008 BPA Statement  
 \*\* Source: Publishers' Data, Sept., 2008



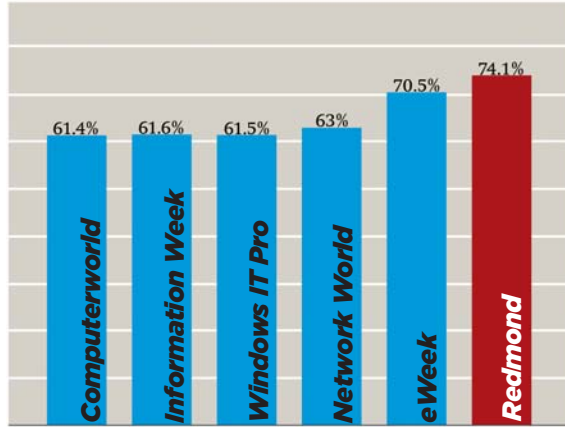
# Print Audience Profile - Purchasing

## REDMOND READERS HAVE THE STRONGEST PURCHASING POWER FOR STORAGE, SERVERS AND SECURITY PRODUCTS

### Storage

38% of Technology Influencers have purchase involvement with storage products.

74% of Redmond Readers have purchase involvement with storage products.

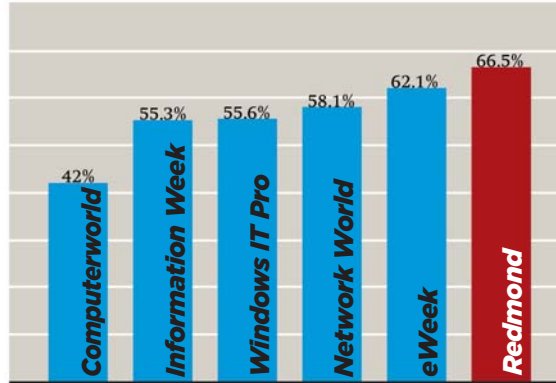


Source: IntelliQuest CIMS Business Study, Fall 2008

### Servers

18% of Technology Influencers have purchase involvement with servers.

67% of Redmond Readers have purchase involvement with servers.



Source: IntelliQuest CIMS Business Study

Methodology: IntelliQuest surveys technology business decision makers in U.S. companies. Total universe: 34,149,000

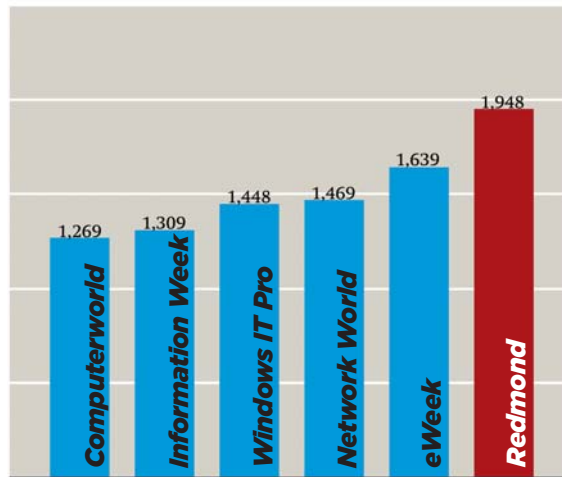
#### Data Collected

- Demographics
- Company information (size, business activity, etc.)
- Purchase influence of technology products and services
- Technology expertise
- Online access, activities, time spent, etc.

### Average Number of PCs

The average number of PCs currently installed at the organizations of Technology Influencers is 931.

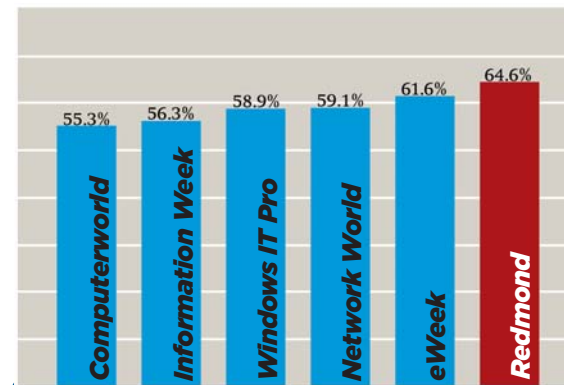
The average number of PCs currently installed at the organizations of Redmond readers is 1,948.



### Security

38% of Technology Influencers have Security Software/Anti-virus/Security Firewall, Security Filters or PKI Security & Digital Signatures installed, purchased within the last 12 months or plan to purchase in the next 12 Months.

65% of Redmond Readers have Security Software/Anti-virus/Security Firewall, Security Filters or PKI Security & Digital Signatures installed, purchased within the last 12 months or plan to purchase in the next 12 Months.



Redmond readers plan to spend the most on desktop PCs, data storage, and notebooks in the next 12 months.

Source: IntelliQuest CIMS Business Study, Spring 2008

# Print Editorial Coverage

## Product Coverage

Keeping the Windows infrastructure running smoothly requires a heavy dose of third-party help. Yet there are literally hundreds of solutions that address the technology needs of those who manage the network. Our voluminous reviews and product comparisons spell out the criteria readers should use in evaluating their technology purchases and provide real-world judgments on how effectively these tools do their jobs.

**Redmond MVP** - When *Redmond's* reviewers evaluate a product, they assign a numerical rating for several categories like installation, documentation, feature set and so on. Those scores are averaged to an overall rating. Products earning an overall score of 9.0 or higher, whether a single product review or within the context of a Redmond Roundup, earn the Redmond MVP award.

**Redmond Roundup Champion** - When *Redmond* evaluates a group of similar products, such as virtualization tools, blade servers or intrusion detection systems, those products are evaluated for their own strengths and weaknesses. They're also compared to similar products and rated to determine how they stack up with respect to features, ease of use, installation and so on. The product with the highest score in each Redmond Roundup earns the Redmond Roundup Champion award.

**Readers' Choice** - This is the granddaddy of all *Redmond* product awards. It is truly the voice of *Redmond's* readers that determines the winners in the Readers' Choice awards. We present our readers with a master list of all known products in dozens of categories, and then they cast their votes for the best of the best. The leading product in each category earns the distinction of a Redmond Readers' Choice Winner. Other top-tier products in each category earn a Redmond Preferred Product award.



## Reader Review

This is an all-new approach to product reviews. Here we create a formal review framework, but fill in these categories with real-world customer experiences, rather than the results of a single lab evaluation.

## Beta Man

This column puts pre-release versions of major Microsoft products and third-party products through their paces, which helps readers evaluate upcoming products, and plan for their possible use.

## Security Advisor

Just as network breaches morph monthly, so, too, must the techniques our readers use in maintaining the security of their infrastructures. Security authority Joern Wettern shares insights about tools, methodologies and strategies for keeping an organization's data, servers and clients safe in this monthly examination of Windows security.

## Mr. Roboto

Systems engineers have little to no spare time in their work days. Where they can streamline, they do. Scripting and automation expert Jeffery Hicks will show readers how to automate common Windows administrative tasks.

## Foley on Microsoft

Noted Microsoft watcher Mary Jo Foley is *Redmond's* back-page columnist. Foley has covered Microsoft for some two decades as a longtime writer for *PC Week*, and was the editor of her own site, Microsoft-watch.com. Every month Foley offers the insight that only a true veteran can provide.

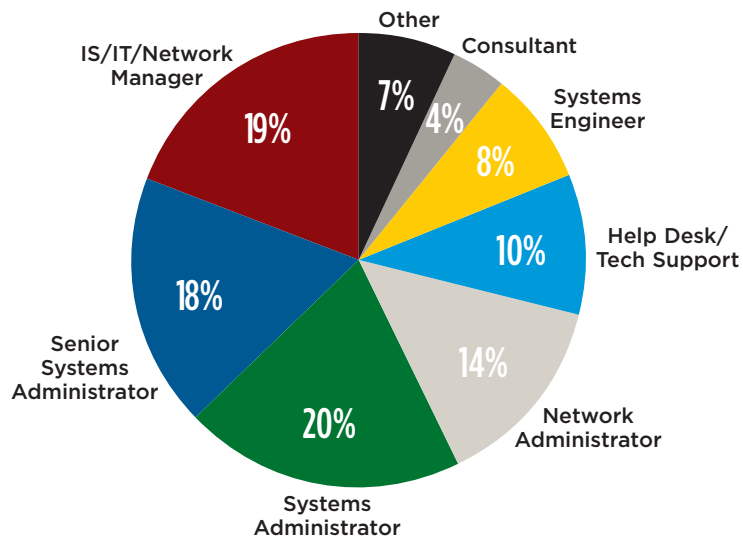


## TECH MENTOR C O N F E R E N C E S

For more than 10 years, TechMentor has provided the Windows networking community with information, insight, education and inspiration to improve their technical skills and enhance their professional value. Building on that tradition, TechMentor will be adding more virtualization sessions. The technology experts from *Redmond* and *Virtualization Review* will produce this content, which will attract serious, influential attendees.

- **Buyers:** Reach IT managers and network administrators at the very time they're actively seeking solutions to their Windows networking problems.
- **Sponsorships:** Raise your company to the top by being one of our sponsors.

### Attendee Job Title



### 2009 Calendar

- June: Orlando • October: Las Vegas
- Roadshow Cities: Coming Soon!

- **Vendor Presentations/Product Showcases:** Showcase your products during these 25-minute, highly visible, well-attended exhibit-hall presentations. You select the topic and host the event, we provide the location, signage, audio/visual and promotion.
- **Booth Package:** Select the most economical way to meet face-to-face with buyers eager to learn more about new products and technologies.
- **Exclusive Promotional Sponsorships:** Gain an edge on the competition with exclusive promotional sponsorships. You can place your logo on a variety of products such as lanyards, conference bags and T-shirts.

### Attendee Demographics

- 84%** Attend TechMentor to keep up-to-date on new products and developments
- 78%** Are responsible for evaluating brands/vendors for their companies
- 60%** Attend only one conference per year
- 40%** Have 10 or more years of networking experience
- 36%** Work for companies with 5,000 or more employees
- 95%** Would attend TechMentor again

# Exhibiting and Sponsorship Options



## Exhibiting and Sponsorship Options

### Standard Booth Package - \$2,995

Includes the following:

- 10'x10' Booth Space (includes pipe & drape)
- Basic Electricity - 500watt (120v) Outlet
- One Full Conference Pass (\$1,900 value)
- Carpeting (utilizing existing hall carpet)
- Company Logo Included in Conference Brochure
- Web Site Exhibitor Directory Listing with Link
- Special Conference Pricing for Your Employees
- 7"x44" Booth Sign

### Sponsorship - \$9,995 (More than \$25,000 in Value)

Limit 5 - Includes the standard booth package, PLUS:

- Upgrade to 10'x20' Exhibit Booth Space
- 25 Minute Product Showcase
- Coffee Break Sponsorship
- 5 Conference Registrations
- Attendee Bag Insert
- Corporate Banner Placement (sponsor provides banner)
- Total 3x Use of Post-Show Attendee Mailing List (must use a third-party, bonded mail house)
- Logo Placement
- Exhibition Entrance Unit
- Conference Brochure (if purchased by brochure deadline)
- 1x Use of Pre-Show Registration List for Promotional Mailing (must use a third-party, bonded mail house)

## Additional Sponsorship Opportunities

### Lanyards - \$1,000

Get your company logo printed on the conference lanyards given to all attendees.

### Product Showcase - \$2,000

This is a 25 minute presentation that takes place on the exhibit-hall floor during dedicated exhibit hall-time. Sessions will not be taking place during your presentation. Sessions are promoted online and in the conference program and historically are well-attended.

### Bag Insert - \$1,000

Insert a piece of literature, catalog or promotional items into the bags given to all attendees. Show management must approve all bag inserts.

### Attendee T-shirt logo - \$1,000

One color logo featured on the right sleeve of the T-shirt. Exclusive, only one sponsor per show!

# Specifications

## Digital Advertising Specifications

The following specifications are for the purpose of controlling the quality of magazine printing on high-speed Web presses. All requirements are based on Specifications for Web Offset Publications (SWOP). Any deviation from these specifications may result in less-desirable printed results.

**Trim Size: 8" x 10<sup>3</sup>/<sub>4</sub>"**

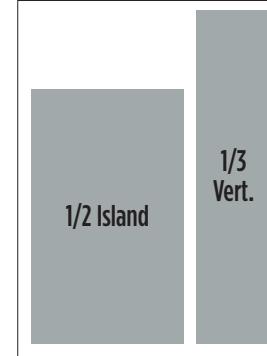
**Bleed Size: 8<sup>1</sup>/<sub>4</sub>" x 11"**

	Live Size	Bleed Size
Full Page	7 <sup>1</sup> / <sub>2</sub> x 10 <sup>3</sup> / <sub>4</sub>	8 <sup>1</sup> / <sub>4</sub> x 11
1/2 Horiz. Bleed	7 <sup>1</sup> / <sub>2</sub> x 4 <sup>3</sup> / <sub>4</sub>	8 <sup>1</sup> / <sub>4</sub> x 5 <sup>3</sup> / <sub>8</sub>
1/2 Horizontal	7 x 4 <sup>7</sup> / <sub>8</sub>	n/a
1/2 Island	4 <sup>3</sup> / <sub>8</sub> x 6 <sup>1</sup> / <sub>2</sub>	n/a
1/3 Vertical	2 <sup>1</sup> / <sub>8</sub> x 9 <sup>1</sup> / <sub>2</sub>	n/a
1/3 Square	4 <sup>3</sup> / <sub>8</sub> x 4 <sup>3</sup> / <sub>8</sub>	n/a
1/6 Vertical	2 <sup>1</sup> / <sub>8</sub> x 4 <sup>3</sup> / <sub>8</sub>	n/a



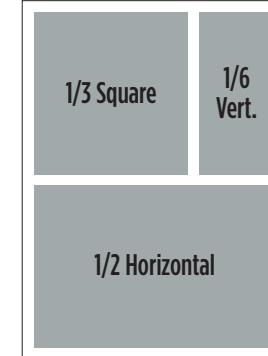
Full Page

Ad sizes are to scale.



1/2 Island

1/3 Vert.



1/3 Square

1/6 Vert.

1/2 Horizontal

All bleed dimensions include 1/8" bleed for trim. For bleed ads, please keep live copy 1/4" from trim and crop marks. CMYK, 4-color process printing only. For PMS ink color availability, contact your production coordinator.

**Media Shipping (not including pre-printed inserts):** Digital files should be provided on the following media: Macintosh formatted 100MB or 250MB .ZIP or CD-ROM. Please label media with the magazine name, issue date and advertiser name. Include a laser of the media directory with all contents. Ads requiring work to be done by the Publisher will incur an additional charge. Media and advertising materials are kept by the Publisher for one year then destroyed. Return material requests must be made in writing and are shipped C.O.D.

### Send Materials to:

Production Coordinator  
Redmond [ & issue date ]  
1105 Media Inc.  
9121 Oakdale Avenue, Suite 101  
Chatsworth, CA 91311  
Tel: 818-734-1520, ext. 164  
Fax: 818-734-1528  
E-mail: redmondadproduction@1105media.com

Media, files and proofs should be securely packed and shipped. Contents of the package should be identified on the outside as to publication date and type of material contained within.

### Contact Information:

If you have questions regarding production specifications or insert specifications, please contact your production coordinator. For advertising sales information, please contact your sales representative.

### File Format:

We support files generated by Adobe Acrobat using the 1105 Print Driver and 1105 Job Option Settings for Distiller, with specifications as listed below. Download printer driver and distiller settings from our Web site at [www.101com.com/DigitalAdRes.aspx](http://www.101com.com/DigitalAdRes.aspx). In order to generate printable PDFs, it is important that the native file (QuarkXPress, Adobe InDesign or Pagemaker) is prepared accordingly.

### Preparing Native Files for Printable PDFs:

- Multiple pages need to be submitted as single page files
- Set bleeds 1/8" beyond trim
- All images/scans must be in CMYK mode, 300 dpi resolution
- DO NOT use stylized fonts
- Embed all fonts
- Rules should be .025 point or thicker
- All elements must be placed at 100% size
- Avoid rotation and cropping of images in layout program
- Do not nest .EPS files in other .EPS files
- Four-color solids should not exceed SWOP density of 280%

### Preparing a .PDF File (Preferred Format):

- Use 1105 PPD Print Driver
- Use 1105 Job Options for Distiller
- Set crop marks with a 12 point offset
- .PDF file needs to be 1 inch larger than trim size of magazine and include crop marks

### Preparing an .EPS File (Optional Alternative Format):

- EPS file formats from Adobe Illustrator, Adobe Photoshop or Macromedia Freehand must be a high resolution CMYK .EPS file, layers flattened with fonts converted to outlines or paths.

### Proofs:

Provide two digital color proofs at 100% size, created from the supplied digital file, on a contract-quality, digital halftone proofing system in accordance with SWOP Web-coated standards (AGFA Pressmatch, Kodak Approval, DuPont Waterproof, etc.). Laser or inkjet proofs are not considered accurate in color and are supplied for content confirmation only. If supplied, the Publisher is not responsible for color variances between the digital file and final color reproduction.

**IMPORTANT NOTE:** If proofs are not supplied, the Publisher reserves the right to have them made at the Advertiser's expense, and make-goods due to reproduction quality will not be honored.

### FTP File and Upload Information:

Name your files with the magazine name, issue date and advertiser name. Include media directory. Under separate cover, please send to your production coordinator two digital color proofs at 100% size, created from the uploaded digital file on a contract-quality, digital halftone proofing system in accordance with SWOP Web-coated standards.

### Uploading Your File:

All uploads should be followed by either a confirmation phone call or e-mail message to your production coordinator to verify the file has been sent. It is important that the uploaded file is placed in the designated 101external/production/publication folder directory for expedient access.

**Host:** <ftp://ads.1105media.com/>  
**User ID:** 1105user  
**Password:** 1105pass  
**Directory:** /1105external/production/  
(Publication Folder)

## 2009 Black & White Rates

Ad Size	1x	3x	6x	12x	18x	24x	36x
Full Page	\$11,905	\$11,550	\$10,845	\$10,125	\$9,890	\$9,410	\$8,790
2/3 Page	\$9,410	\$9,130	\$8,565	\$7,990	\$7,810	\$7,435	\$6,940
1/2 Island	\$7,745	\$7,520	\$7,045	\$6,585	\$6,420	\$6,125	\$5,725
1/2 Horizontal	\$6,910	\$6,700	\$6,285	\$5,870	\$5,725	\$5,440	\$5,105
1/3 Page	\$4,765	\$4,620	\$4,340	\$4,050	\$3,930	\$3,765	\$3,535

## General Conditions

- A. Advertising is subject to acceptance by Publisher as to character, layout, text and content.
- B. The Publisher reserves the right to reject or cancel advertising that is not in keeping with the publication's standards.
- C. Advertisers and advertising agencies assume all liability for all content (including text, illustrations, representation, copyright, etc.) of advertisements printed and also assume total responsibility for any claims arising therefrom against the Publisher.
- D. Advertisements are accepted upon the representation that advertisers have all the rights necessary to publish the contents thereof. Advertisements must be factual, not misleading, and should not misrepresent any competing product or service or make an unfair, incomplete comparison.
- E. Any attempt to simulate the publication's format is not permitted and the Publisher reserves the right to place the word "advertisement" with any copy that in the Publisher's opinion resembles editorial material.
- F. Conditions, other than rates, are subject to change by Publisher without notice.
- G. Positioning of advertisements is at the discretion of the Publisher unless agreed to in writing by the Publisher.
- H. Publisher shall have no liability for errors or omissions in key numbers, Reader Inquiry Numbers or Advertisers' Index.
- I. Advertisements not received by space closing date will not be entitled to revisions or approval by the advertiser or its agency.
- J. Cancellations or changes in orders may not be made by the advertiser or its agency after closing date.
- K. Advertiser is liable for any costs (design fees, setups, additions or alterations to advertisements, logos, color, film, reprints, etc.) incurred in the preparation of its advertisement.
- L. All insertion orders are accepted subject to the provisions of the current rate card. Proposal or request for advertisement based on reciprocal dealings will not be accepted. Publisher's suppliers, resellers or sales agents are cautioned that solicitation by Publisher's agents on any other basis is unauthorized.
- M. Cancellation of space reservations for any reason will result in a shortrate based on past and subsequent insertions to reflect actual space used at the earned frequency rate.
- N. Publisher shall not be liable for any costs or damages if it fails to publish an advertisement.
- O. Publisher shall have the right to hold Advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to Publisher.
- P. No conditions other than those set forth in this rate card shall be binding on the Publisher unless specifically agreed to in writing.
- Q. Publisher is not liable for delays in delivery or non-delivery in the event of Act of God, action by government or quasi-governmental entity, fire, flood, insurrection, riot, explosion, embargo, strikes (whether legal or illegal), labor or material shortage, transportation interruption of any kind, work slow-down, or any condition beyond the control of Publisher affecting production or delivery in any manner.
- R. Advertisers agree that Publisher has no obligation to maintain the confidentiality of submitted material until publication date and that while Publisher may, at advertiser request, adopt procedures to restrict dissemination of submitted material to lessen risk of disclosure, Publisher has no liability for its failure to do so.
- S. As used in this section titled "General Conditions," the term "Publisher" shall refer to 1105 Media, Inc.
- T. Governing Law, Attorney's Fees. This Agreement shall be governed by the laws of the State of California. Any controversy or claim arising out of or relating to this Agreement or the breach thereof will be settled by binding arbitration, which shall be conducted in accordance with the rules of the American Arbitration Association. There shall be one arbitrator in any such proceeding. Judgment upon the award rendered by the arbitrator may be entered in any court having jurisdiction thereof. The place of arbitration shall be Los Angeles County, California. Should either party commence arbitration to enforce or interpret this Agreement, the arbitrator shall have the discretion to award the prevailing party reasonable attorney's fees.

## Color Rates

**4 Color Process \$2,030**

**2 Color Process\* \$925**

## Premium Position Rates

Cover 2	Earned rate plus 20%
Cover 3	Earned rate plus 15%
Back Cover	Earned rate plus 25%
Page 1	Earned rate plus 20%
Opposite TOC	Earned rate plus 15%
Other Premium	Earned rate plus 15%

Note: Please call for pricing on PMS colors, inserts, polybags, etc.

\*Magenta, cyan or yellow—if more than one process color is used, the four-color rate applies.

## Commissions & Credit Terms

15% commission to recognized agencies. Payment of invoices is due upon receipt. A finance charge will be added at the periodic rate of 1.5% per month (an annual percentage rate of 18%) to any outstanding bill over 30 days. The 15% agency commission will not be paid after 60 days. Any delinquent account is subject to cancellation and shortrate.

## Cancellations & Late Material

Notification of space cancellations must be received in writing by the space closing deadline. If cancelled after deadline, the advertiser will be charged for the insertion. Materials received after published deadlines are subject to a late insertion fee.

## Advertising Frequency Contracts

Frequency contracts entitle advertisers to the discount rate as specified under "General Advertising Rates." A contract year begins with the date of the first insertion. Advertisers agree to pay shortrate for incomplete contracts. Advertisers with a 24-time or greater frequency contract must run a minimum of one advertisement in each issue during the life of the contract, unless they qualify for discounts based on multiple insertions in the same issue. Advertising rates are subject to change. Advertisers will be notified of any rate changes and all future ads billed at new rates.

**Effective: Jan. 1, 2009**

**1105 MEDIA**

## B-to-B Media Solutions Targeting the Microsoft Market

Part of 1105 Redmond Media Group (RMG), *Redmond* is an integral component of an integrated media group dedicated to providing relevant news, thoughtful analysis and hands-on information to CIOs, IT directors, managers, developers, administrators and partners in the Microsoft community.

1105 RMG: The leader through innovation—the leader through growth:

- 2004 Re-brands *Redmond* magazine
- 2005 Launches *Redmond Channel Partner* magazine
- 2006 Launches *Redmond Developer News* magazine
- 2007 Re-brands *Visual Studio Magazine*

