

# Increase Market Share in 2008:

- Target your prospects
- Influence buyers when they consider purchasing decisions
- Utilize cost-effective integrated media programs

## Targeting software developers



## Targeting IT professionals



# Resource Catalogs Impact Buying Decisions

**Extension Media Resource Catalogs** provide software developers and IT decision makers—your target market—with valuable product information covering the industry's most important platforms and technology areas.

Available in print, online and targeted email formats, each Resource Catalog is designed to help software developers and IT professionals make key purchasing decisions all year long.

Extension Media Resource Catalogs include valuable articles, industry perspectives and comprehensive details on products, services and technologies in an easy to use format.

## Integrated distribution reaches your best prospects...

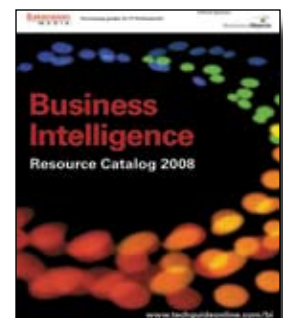
Each Extension Media Resource Catalog reaches a **unique and precisely targeted group** of over **85,000** well-qualified software developers, IT professionals and managers.

- **Print**—Over 15,000 copies (with a pass-along readership of 2.5) to direct requests and readers **qualified by their purchasing responsibilities**.
- **Email**—Every company participating in an Extension Media Resource Catalog will have their product or service showcased in four issues of our **E-Product Alert** email newsletter service. Each **E-Product Alert** newsletter reaches over 25,000 buyers of hardware, software, tools and services.
- **Online**—Aggressively promoted (including major search engine advertising) on **www.techguideonline.com**, where over 30,000 buyers each month locate products and services. Extension Media Resource Catalogs are promoted and linked to from well known industry association web sites and industry leading companies including Intel, Microsoft, Business Objects, Novell and IBM.
- **Industry Events**—Distribution at major industry events throughout the year, including *Business Intelligence Perspectives, Dev Connections, CTIA Wireless, CTIA Wireless I.T. & Entertainment, EclipseCon, Eclipse World, IBM Information On Demand Global Conference, IBM Rational Software Development Conference, Interop Las Vegas, Interop New York, JavaOne, LinuxWorld Conference & Expo, PASS Community Summit, RSA® Conference, SOA Conference & Expo, TechEd, Storage Networking World, VoiceCon and VON.*

## ...and generates real results!

Resource Catalogs are point-of-purchase vehicles. IT professionals and software developers and business managers looking at your product description and reading your article or display ad are motivated buyers considering a purchase!

- **Print Impact**—Over 80,000 qualified reader impressions will be created with each Resource Catalog in 2007.
- **Email Marketing Impact**—Every participant will have their product or service showcased and **viewed** 15,000+ times in 2007 through **E-Product Alert** promotion.
- **Online impact**—Each online Resource Catalog will be viewed by over 60,000 potential buyers evaluating products and services.
- **Industry Event Marketing Impact**—Thousands of IT professionals and software developers at leading industry events will be influenced by showcasing your products and services featured in Extension Media Resource Catalogs.



# Targeting Your Core Audience Is Easy— Focus on Specific Markets

Each Extension Media Resource Catalog reaches a unique group of over **85,000** well-qualified software developers and IT professionals.

2008 Resource Catalogs For Software Developers				
Title	Pub Date	Space Deadline	Materials Deadline	Targeted Reach
AJAX Developer Resource Catalog	March	February 25	February 28	Developers and IT Managers using or considering AJAX technologies
Java Technology Resource Catalog	April	April 9	April 13	Developers and IT Professionals using Java Technology
IBM Rational Software Development Platform Resource Catalog	May	May 7	May 12	Software Development Professionals and IBM Customers using IBM Software platforms
Microsoft Application Development Resource Catalog	June	May 9	May 14	Developers using Visual Studio, .NET framework and ASP.Net
Web Services and SOA Resource Catalog	June	June 2	June 6	IT architects, enterprise application developers, and senior information technology strategists (managing or implementing Web Services and SOA technologies)
ColdFusion Development Solutions Resource Catalog	June	June 5	June 9	ColdFusion developers
Eclipse Platform Resource Catalog	October	October 1	October 6	Developers and End Users Using Eclipse Tools and Technologies
Microsoft Application Development Resource Catalog	November	October 6	October 8	Developers using Visual Studio, .NET framework and ASP.Net
2008 Resource Catalogs for IT Professionals				
Title	Pub Date	Space Deadline	Materials Deadline	Targeted Reach
Solutions Resource Catalog for Windows® Server	February	February 5	February 7	IT Professionals and technical decision makers/Microsoft Windows Server buyers
Unified Communications Resource Catalog	March	February 15	February 20	IT Professionals deploying or managing unified communications systems and networks
Content Management Resource Catalog	March	February 18	February 21	IT Professionals managing and maintaining enterprise content and document management technologies
Storage Solutions Resource Catalog	March	February 22	February 27	IT managers, storage architects and IT professionals managing storage networks
eSecurity Resource Catalog	April	March 7	March 12	Information security professionals
Java Technology Resource Catalog	April	April 9	April 13	IT Professionals and developers using Java Technology
Network Infrastructure and Services Resource Catalog	May	April 11	April 16	IT and Networking Professionals responsible for purchasing and maintaining networking infrastructure
Web Services and SOA Resource Catalog	June	June 2	June 6	IT architects, enterprise application developers, and senior information technology strategists (managing or implementing Web Services and SOA technologies)
CRM Resource Catalog	July	July 6	July 11	IT Professionals and managers implementing or managing CRM Technology and Services
Enterprise Linux Resource Catalog	August	July 11	July 13	IT Professionals and managers implementing and maintaining Linux-based Systems within the Enterprise
RFID and Supply Chain Resource Catalog	August	August 8	August 15	IT Professionals responsible for purchasing RFID and supply chain solutions
IBM Information Management Resource Catalog	September	September 12	September 16	IT Professionals and IBM Customers using IBM database software
Virtualization Solutions Resource Catalog	September	September 14	September 17	IT Managers using or considering virtualization solutions for the enterprise
Business Intelligence Resource Catalog	October	September 22	September 26	IT Professionals and IT Managers implementing or maintaining Business Intelligence technologies
Wireless Solutions Resource Catalog	October	October 1	October 6	IT and Enterprise Professionals implementing or maintaining wireless technologies
Business Process Management Resource Catalog	November	October 10	October 16	IT Executives, enterprise architects and business and systems analysts responsible for managing and modeling business processes
Grid and Cluster Computing Resource Catalog	November	October 13	October 17	IT Executives and managers managing, implementing or considering clustering and grid computing technologies

# Extension Media offers Targeted Online Advertising for Reaching Qualified IT Professionals and Software Developers

**E-PRODUCT ALERT EMAIL NEWSLETTER** keeps qualified software developers, IT professionals and managers up-to-date on news, product announcements and showcases relevant products and services.

Sponsoring an **E-PRODUCT ALERT** offers a unique and measurable way to target this audience of influencers and decision makers.

Every issue of **E-PRODUCT ALERT** reaches over 30,000 influencers and buyers of hardware, software, tools and services.



- **Platinum**— Exclusive to one company. Includes a 468x60 leaderboard banner at top center position, first 100 word text ad position and unlimited product announcements.
- **Gold**— Exclusive to one company. Top skyscraper side banner, second 75 word text ad position and unlimited product announcements.
- **Silver**— Limited to two company. Second 125x125 side banner position, third 50 word text ad position and unlimited product announcements.

**E-Product Alert** email newsletters focus on specific developer and IT topics. Each topic is covered quarterly and is distributed to distinct lists of interested readers.

## IT topics:

- > Business Intelligence
- > Business Process Management
- > Content Management
- > CRM
- > Enterprise Linux
- > eSecurity
- > Grid and Cluster Computing
- > Java Technology
- > Network Infrastructure and Services
- > Enterprise Linux
- > Network Infrastructure and Services
- > RFID and Supply Chain Management
- > Unified Communications
- > Virtualization Solutions
- > Windows® Server Solutions
- > Wireless Solutions

## Developer topics:

- > AJAX Development
- > ColdFusion Development Solutions
- > Eclipse Platform
- > IBM Rational Software Development
- > Java Technology
- > Microsoft Application Development
- > Web Services and SOA

## Banners and links generate targeted awareness!

[www.techguideonline.com](http://www.techguideonline.com) and Extension Media's network of targeted Resource Catalog micro-sites provide online marketers with efficient, effective and low-cost opportunities to capitalize on extremely targeted traffic.

## TechGuideOnline Microsite Sponsorship Options:

### Diamond Sponsor - exclusive to one company per microsite

- > Rotating Leaderboard Banner for 12 months (50,000 guaranteed impressions)
- > One dedicated email broadcast (to minimum 15,000 qualified names)
- > 10 product pages or articles to post on microsite
- > UNLIMITED product announcements to post on microsite

### Platinum Sponsor - limited to two companies per microsite

- > Rotating Boombox banner for 12 months (40,000 guaranteed impressions)
- > 8 product pages or articles to post on microsite
- > UNLIMITED product announcements to post on microsite

### Gold Sponsor - limited to eight companies per microsite

- > Rotating 125x125 banner for 12 months (50,000 guaranteed impressions)
- > 5 product pages or articles to post on microsite
- > UNLIMITED product announcements to post on microsite

Lead Generation, Contests, Surveys

Quoted upon request



## BANNER AD RATES

- [www.techguideonline.com](http://www.techguideonline.com)
- Extension Media Micro Sites

Leaderboards (728x80)	\$125 cpm
Skyscrapers (125x600)	\$150 cpm
Boombox (250x250)	\$160 cpm
Banner Tiles (125x125)	\$75 cpm

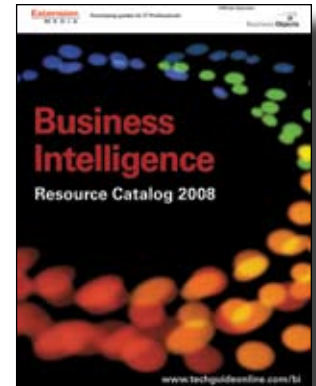
# Dominate and Reinforce with Showcase Sponsor Opportunities and Custom Media

## Join industry leaders such as Business Objects, Cisco, EMC, IBM, Intel, Microsoft, Novel, SAP and Sun who have:

- Reinforced their market leading positions
- Showcased their market solutions
- Highlighted the extensive market support that exists for them
- Supported their partner network and ecosystem

## Target and dominate a specific market niche by securing a Showcase Sponsor position in one or more topic areas.

Showcase Sponsor positions last for 12 months and include print catalog, email newsletter and online media. This opportunity is limited to companies with over 100 partners.



### Showcase Sponsor Options (only one per company per topic)

- **Exclusive/Roadblock**—Own the category! The annual print publication, 12 month website and 4 email newsletters will focus exclusively on your important market position, your partner network and showcase partner solutions. No competitors will be allowed to participate. Includes: 10 pages in the print/online publication, leaderboard banner, Platinum Sponsor of email newsletter and one dedicated email blast. **\$25,000**
- **Maximum Visibility/Partner Support Level**—Present a strong and dominant market position and promote and support your strong ecosystem. Includes: 8 pages in the print, online publication, 125x125 banner, unlimited posting of tech papers and product news and 35% special discount to your partners. **\$15,000**
- **High Profile Level**—Maintain a high profile position in this category. Includes: 6 pages in print/online publication, rotating 125x125 banner on website and email newsletter, unlimited posting of product announcements and tech papers and a 30% discount to all partners. **\$7,500**

## Or put the power of custom media to work on your own publication

**Customized Email/Newsletter Program:** Our teams do it all! Extension Media's editors will help customize your content, while our web design team places your banners and announcements, all of which goes to our subscriber list to reach your target markets. Optional Bonus: Additional distribution to email list you provide (up to 20,000) \$9,500 single edition rate \$ 7,500/4x rate

**Partner Marketing:** Promote your partner network and demonstrate the depth of market support with Extension Media's partner marketing programs

**Content Services:** Increase your audience and capture mindshare with compelling content.

**Microsites:** Combine custom content, vendor content and prepublished editorials to create a focused microsite designed to capture audiences and improve market share

**Custom Magazines and Catalogs:** Build a community, increase your visibility and reinforce your market position with a custom magazine or catalog. More affordable than you think!

### Extension Media Topic Category Options

#### — Software Developers —

- AJAX
- Database
- Development Tools
- Eclipse
- Java
- Mobility
- Open Source
- Security
- Web Development
- Web Services/SOA

#### — IT Professionals —

- AJAX
- Business Intelligence
- Business Process Management
- Content Management
- CRM
- Database/Information Management
- eBusiness
- Enterprise Linux
- ERP
- eSecurity
- Enterprise Applications
- Grid & Cluster
- Java
- Mobile/Services
- Network Infrastructure
- RFID
- Server Virtualization
- Unified Communications
- Vertical Software
- VOIP/IP Telephony
- Web Services/SOA

# Save 30%—Advertise in 3 or more Extension Media Resource Catalogs with an order placed before December 31, 2007

## Resource Catalog

### PRODUCT / SERVICE DATA SHEETS

	STANDARD RATE	ADD COLOR
1st Full Page Data sheet	\$1,495	\$250
Each Additional Full Page Data Sheet	\$1,175	\$250
Matrix Page	\$2,000	\$250
1/2 Page Data Sheet	\$995	\$150

### DISPLAY ADVERTISING / ADVERTORIALS

	STANDARD RATE	ADD COLOR
2-Page Spread, Black and White	\$3,750	\$400
1-Page, Black and White	\$2,750	\$300
1/2 Page (Horiz.), Black and White	\$2,000	\$250

## Integrated sponsorships and special advertising programs

### DIAMOND SPONSORSHIP \$17,000

- Logo in top position on catalog cover as the Diamond Sponsor (top right hand corner)
- Logo & link on home page of online version
- 10 pages in full color to use for:
  - ▶ Display ads (including back cover)
  - ▶ Editorial pages
  - ▶ Data sheets
- Rotating Leaderboard banner for 12 months
- 1 dedicated email blast (15,000 qualified names)
- 200 copies of printed catalog for your distribution

*Exclusive to one company per catalog*

### GOLD CO-SPONSORSHIP \$10,000

- Logo on catalog cover as a Gold Sponsor
- Logo & link on home page of online version
- Five pages in full color to use for:
  - ▶ Display ads w/one priority Position:
    - Inside Back cover
    - Opposite ToFC
    - Opposite ToFC- Page 2
    - Best Available
  - ▶ Editorial pages
  - ▶ Data sheets
- Rotating 125 x 125 banner position for 6 months
- 50 copies of printed catalog for your distribution

*Limited to eight companies per catalog*

### PLATINUM CO-SPONSORSHIP \$12,500

- Logo on catalog cover as a Platinum Sponsor
- Logo & link on home page of online version
- Eight Pages in full color to use for:
  - ▶ Display ads w/one priority position
    - Back cover
    - Inside front cover
    - Page one
    - Opposite intro
  - ▶ Editorial pages
  - ▶ Data sheets
- Rotating skyscraper banner position for 12 months
- 100 copies of printed catalog for your distribution

*Limited to three companies per catalog*

### DELUXE PACKAGE \$6,250

- 4 pages in full color to use for:
  - ▶ Display ads
  - ▶ Editorial pages
  - ▶ Data sheets
- Rotating 125 x 125 banner position for 3 months

### INSERTS-Special rates for Advertisers

Insert materials into any Extension Media Resource Catalog. Inquire for rates and options.

## Online Advertising and Email Newsletters

### Email Newsletters

Platinum Sponsor—*Limited to one position*

468x60 banner at top center position and first text ad position

Gold Sponsor—*Limited to one position*

Top skyscraper side banner position and second text ad position

Silver Sponsor—*Limited to one position*

Second from top 125x125 side banner position and third text ad position

Customized email newsletter program

### EMAIL ADVERTISERS ONLY

\$2,000 /issue

\$1,500 /issue

\$1,000 /issue

\$9,500 /issue

### CATALOG ADVERTISER RATE

\$1,500 /issue

\$1,000 /issue

\$750 /issue

\$7,500 /issue

### Microsite Sponsorships

**Diamond Sponsor - Exclusive to 1 company**

\$17,000 per year; \$10,000 six months

**Platinum Sponsor - limited to 2 companies**

\$12,500 per year; \$7,000 six months

**Gold Sponsor**

\$10,000 per year; \$6,000 six months

**See program details inside media kit**

Online Data Sheet: \$100 per month

### Banner Advertising

• Leaderboards (728x90): \$125 cpm

• Skyscrapers (125x600): \$150 cpm

• Boombox (468x60): \$160 cpm

• Panels (125x125): \$75 cpm

**Extension**  
M E D I A

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### About Extension Media

Extension Media publishes business-to-business magazines, resource catalogs and web sites that address industry technologies and platforms such as embedded systems, chip design, intellectual property, software and infrastructure information, architectures and operating systems.

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