

Microsoft Application Development Resource Guide

Visual Studio • .NET Framework • Silverlight • SharePoint

Influence over 95,000 developers and managers using Visual Studio, Microsoft .NET, Silverlight and SharePoint!

Extension Media is pleased to present the *Microsoft Application Development Resource Guide marketing and lead generation program - Summer/Fall and Winter/Spring Issue*—a print and online buyers' guide showcasing software, tools, system integrators, and other services that integrate with and extend Visual Studio, ASP.NET, Silverlight, SharePoint or .NET Software.

Microsoft Partners are invited to participate at a special 35% early bird discount!

Distribution Highlights

► **Print and digital format impact** – The 2012 *Microsoft Application Development Resource Guide Summer/Fall and Winter/Spring Issues* will be distributed to 25,000 direct requests and qualified developers using Visual Studio, ASP.NET, Silverlight, SharePoint and .NET Framework – with an average pass-a-long readership of 1.5 per copy, that's a reach of 37,500.

Bonus trade show distribution includes:

- **SPTEchCon Boston:** July, Boston (Summer/Fall Issue)
- **SPTEchCon San Francisco:** February 2013, San Francisco (Winter/Spring Issue)
- **Microsoft ASP.NET & Silverlight Connections and Visual Studio .NET Connections:** October, Las Vegas (Summer/Fall Issue)
- **Microsoft ASP.NET & Silverlight Connections and Visual Studio .NET Connections:** April 2013, Las Vegas (Winter/Spring Issue)

► **Email newsletter impact** – Each product or service included in the program will be showcased in 2 issues of the Microsoft Application Development email newsletter reaching 30,042 developers.

► **Online marketing** – The *Microsoft Application Development Solutions* website will showcase each product or service and will be used by over 50,000 Developers to locate needed products and services. This website is aggressively promoted (including major search engine advertising and user group links) for 12 months.

Advertising Benefits

- ◆ Over 91% of readers plan on using this publication to locate products and services.
- ◆ **All participants** may post unlimited press releases
- ◆ **All sponsors** may post unlimited white papers and videos
- ◆ Data Sheets enable you to communicate detailed information, benefits and specs

Product & Services Categories

Plan

- Methodology and Process
- Modeling and Architecture Design
- Project Management
- Requirements Management

Build

- Components + Controls
- Development Tools
- Source Code Control and Change Management

- Database Tools
- Development Resources
- .NET Frameworks Add-ons and extensions
- Integration and Migration

Stabilize

- Testing Tools

Deploy

- Installers
- Operations Management
- Build Management

Services

- Learning & Education
- System Integration & Custom Development
- Application Development Consulting

Marketing & Lead Generation Options

- **Sponsorships maximize your ROI** by combining print, digital and website advertising with email blasts in a custom program designed to reach maximum prospects year-round. High-value, easy to execute & measurable results!
- **Email newsletter and online advertising** zero in on your target audience with measurable results
- **Data Sheets** illustrate full product features in a format our senior developer audience can quickly and easily evaluate.
- **Advertorials and Display Ads** communicate your value in detail and reinforce your brand!
- **White Papers** posted on *Microsoft Application Development* community website generate leads for your sales team over 12 months and are reported monthly.
- **Videos & Blogs** featured on *www.msdevonline.com* are popular with our readers who enjoy watching demos and gaining insights from your technology team leaders!
- **Email Newsletter** Broadcast quarterly to 30,000+ subscribers features banner and text Ad opportunities.
- Summer/Fall Issue Off Press: July 2012
- Winter Issue Off Press: December 2012

Space Deadline: June 18 – Materials Deadline June 22 – Off Press: June
Contact Marcy Carnerie at 510.919.4788 or mcarnerie@extensionmedia.com

Published by

Extension

MEDIA

1786 18th Street • San Francisco, CA 94107 • www.extensionmedia.com • 415/255-0390 (t) • 415/255-9214 (f)

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DATASHEETS - COLOR INCLUDED!	STANDARD RATE	• Summer/Fall Issue Early Bird Partner Rate	• Winter/Spring Issue Early Bird Partner Rate	• Both - Save More
1st Full Page Datasheet (<i>per category</i>)	<input type="checkbox"/> \$1,500	<input type="checkbox"/> \$975	<input type="checkbox"/> \$975	<input type="checkbox"/> \$1,750
Each Additional Full Page Datasheet	<input type="checkbox"/> \$1,250 x _____ (qty)	<input type="checkbox"/> \$815 x _____ (qty)	<input type="checkbox"/> \$815 x _____ (qty)	<input type="checkbox"/> \$1,500 x _____ (qty)

DISPLAY ADVERTISING / ADVERTORIAL	STANDARD RATE	• Summer/Fall Issue Early Bird Partner Rate	• Winter/Spring Issue Early Bird Partner Rate	• Both - Save More
2-Page Spread, Black and White	<input type="checkbox"/> \$3,950	<input type="checkbox"/> \$2,575	<input type="checkbox"/> \$2,575	<input type="checkbox"/> \$4,000
Full Page, 4-color	<input type="checkbox"/> \$2,500	<input type="checkbox"/> \$1,625	<input type="checkbox"/> \$1,625	<input type="checkbox"/> \$2,950

DIAMOND SPONSORSHIP

Standard Rate <input type="checkbox"/> \$15,000	Summer/Fall Issue - Early Bird Rate <input type="checkbox"/> \$9,750	Winter/Spring Issue - Early Bird Rate <input type="checkbox"/> \$9,750	Both - Save 50% <input type="checkbox"/> \$15,000
<ul style="list-style-type: none"> • Logo on resource guide cover as Diamond sponsor • Website: Rotating leaderboard banner (728 x 90) • Exclusive above the fold "Spotlight On" position with 3 text links • Email newsletter Platinum or Gold Sponsor (best available, 4 quarterly issues) • Dedicated email blast to 20,000 subscribers 		<ul style="list-style-type: none"> • Unlimited white papers • Unlimited videos and blogs • Back Cover Display Ad • (7) additional pages to use as: Display Ads, Advertorials, Data Sheets 	

PLATINUM CO-SPONSORSHIP

Standard Rate <input type="checkbox"/> \$11,500	Summer/Fall Issue - Early Bird Rate <input type="checkbox"/> \$7,500	Winter/Spring Issue - Early Bird Rate <input type="checkbox"/> \$7,500	Both - Save 50% <input type="checkbox"/> \$13,500
<ul style="list-style-type: none"> • Logo on Print guide cover as Platinum sponsor • Website: Rotating 336x280 banner • Email newsletter Gold Sponsor (4 quarterly issues) • One Dedicated email blast to 15,000 subscribers • Unlimited white papers 		<ul style="list-style-type: none"> • Unlimited videos and blogs • Preferred Display Ad Position (Inside Front Cover, Page 1 or Inside Back Cover) • (5) full pages to use as: Display Ads, Advertorials, Data Sheets 	

GOLD CO-SPONSORSHIP

Standard Rate <input type="checkbox"/> \$10,000	Summer/Fall Issue - Early Bird Rate <input type="checkbox"/> \$6,500	Winter/Spring Issue - Early Bird Rate <input type="checkbox"/> \$6,500	Both - Save 50% <input type="checkbox"/> \$12,000
<ul style="list-style-type: none"> • Logo on Print guide cover as Gold sponsor • Website: Rotating 336 X 280 banner 12 months • Unlimited white papers 		<ul style="list-style-type: none"> • Unlimited videos and blogs • (4) full pages to use as: Display Ads, Advertorials, Data Sheets 	

WEBSITE ADVERTISING

- Exclusive "Interactive Showcase" Position - \$1,500/month/6 month min.
- Exclusive "Spotlight On" Position - \$1,500/month/6 month min.
- Leaderboards (728 x 90) \$100 cpm x _____ (qty)
- Large Rectangle (336 x 280) \$100 cpm x _____ (qty)
- Tile Banners (125 x 125) \$50 cpm x _____ (qty)

EMAIL NEWSLETTER SPONSORSHIPS - broadcast quarterly to 30,000+ subscribers

Platinum sponsorship - Two Positions	<input type="checkbox"/> \$1,500 Per Issue	<input type="checkbox"/> \$1,000 / 4x rate
<ul style="list-style-type: none"> • 728x90 banner or 125x600 banner • First or second 50 word text ad • Product Announcement (750 words) 		
Gold sponsorship - Limited to 4 Advertisers	<input type="checkbox"/> \$850 Per Issue	<input type="checkbox"/> \$500 / 4x rate
<ul style="list-style-type: none"> • 125 X 125 banner • Text Ad (50 words + URL link) • Product announcement (750 words) 		

DIGITAL EDITION SPONSORSHIP

- Includes banner opposite digital edition landing page, pop-up flash advertising on each of your pages and unlimited web links \$3,500

FEATURED VIDEO OR BLOG

- One video or blog position, 6 months: \$1,500
- One video or blog position, 12 months: \$2,000

Company:	Total Amount (USD/net):	
Name:	Title:	
Address:	Email:	
City/State:	Postal Code:	Country:
Telephone:	Fax:	
Signature:	Date:	PO#

Ad Materials Contact (name, email & phone):

Notes:

Space Deadline: June 18 • Materials Deadline: June 22 • Fax to: 415.255.9214
Contact: Marcy Carnerie • 510.919.4788 • mcarnerie@extensionmedia.com

The above Advertiser is contracting for the advertising program(s) listed. All rates quoted as net. Advertisers that spend \$2,000+ will be invoiced 50% upfront, 50% upon publication; all others will be invoiced in full when Catalog is published. Terms: Payment due upon receipt with interest accruing at the compound rate of 1.5% per month after 30 days. The advertising agency/advertiser are jointly liable for the payment of all invoices. Publisher assumes no responsibility for any errors which may appear in ads; advertiser/agency will indemnify and hold the publisher harmless from any loss or expense resulting from claims or suits based on contents of ads. Advertisers will be presumed to have read this rate card and agreed to its conditions without any further agreement or notice. Publisher reserves right to assign delinquent accounts to collection services. Cancellations will not be accepted nor refunded after the closing date for acceptance of insertion orders.

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