



X. **DBTA ADVERTISING:** Sponsorship Rates & Production Specs

database
TRENDS AND APPLICATIONS

Integrated Media Solutions Connecting You With INFORMATION MANAGEMENT Decision Makers



2010 Magazine Advertising Rates and Opportunities

DBTA ADVERTISING

2010 Advertising Opportunities

Issue	Ad Space Close	Ad Material Close	Street Date
March	1/25	2/5	3/2
June	4/22	5/5	5/27
September	7/23	8/6	8/27
December	10/25	11/8	12/1

2010 Advertising Rates

Page Size	1X	2X	4X
Full Page	\$7,020	\$6,750	\$6,620
1/2 Page-Island	\$6,480	\$6,265	\$6,180
1/2 Page	\$5,575	\$5,385	\$5,295
1/3 Page	\$4,680	\$4,525	\$4,490
1/4 Page	\$3,980	\$3,845	\$3,795

Advertising Contacts

Thomas J. Wilson
 Tel: 973-665-1120
 Fax: 973-665-1124
 Email: tom@dbta.com

Stephen Faig
 Tel: 973-507-9460
 Fax: 973-665-1124
 Email: stephen@dbta.com



25% Discount from Gross Rate for Black-and-White advertisements.

Back Cover & Inside Front Cover: Add 20%. Center Spread, Inside Back, Cover and other guaranteed Positions: Add 10%.

Payment Terms: Terms are net 30 days from date of invoice. 1.5% interest per month will be incurred on any unpaid balance past 30 days. Invoice date is always the first day of the month of the issue date.

Commissions: All recognized advertising agencies can earn a 15% commission on space and position. Commissions are earned by reserving space and submitting artwork on or before respective due dates. All commissions are forfeited on unpaid invoices more than 45 days past due.



2010 Magazine Production Specs

DBTA ADVERTISING

Magazine Production Specs

Publication Trim Size: 8"x10.75" Live Area: 7.5"x10.25"

Digital material is preferred

Digital Data Specifications

Hi-res press optimized PDF

- fonts must be embedded
- images must be in CMYK
- set black to overprint
- 300 dpi images only
- convert PMS to CMYK

Photoshop TIFF files for Macintosh (CMYK)

- 300 dpi, size and bleeds according to pub specs

Trouble-free Mac QuarkXPress 6.5 or earlier

- all art and postscript fonts for Mac enclosed; do not use true type fonts
- CMYK color specifications only
- high-resolution 300 dpi images at 100% size, no local rotation or flipping in Quark
- TIFF file format for raster images; EPS file format for vector images
- flatten image files in their native applications before placing in Quark
- convert EPS fonts to paths/outlines (save with "include document fonts" option) or
- provide all font files used by the EPS

Artwork can be accepted on a CD-ROM or uploaded to our FTP site. Contact Leslie Pinho by email at lpinho@dbta.com or by phone at (973) 665-1125.

A color proof of the artwork MUST be included.

NOTE: Receipt of nonstandard materials will result in additional charges.

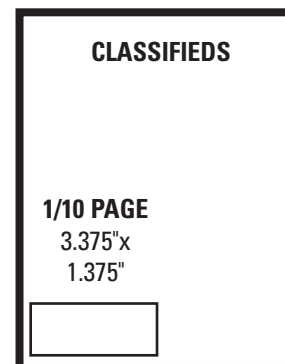
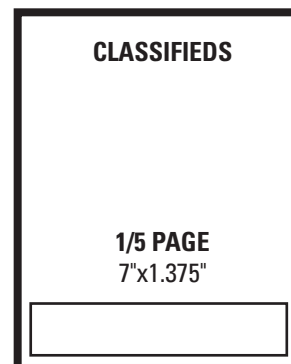
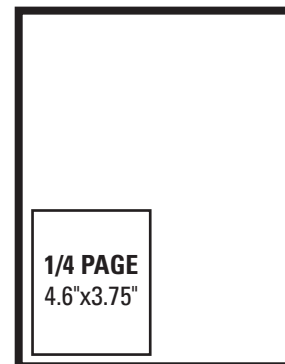
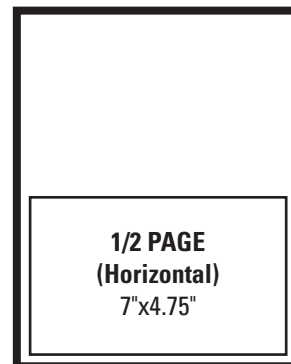
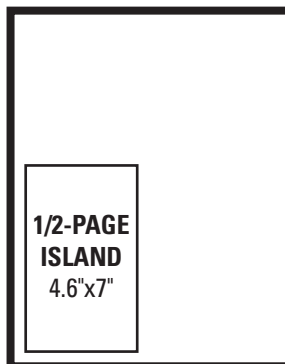
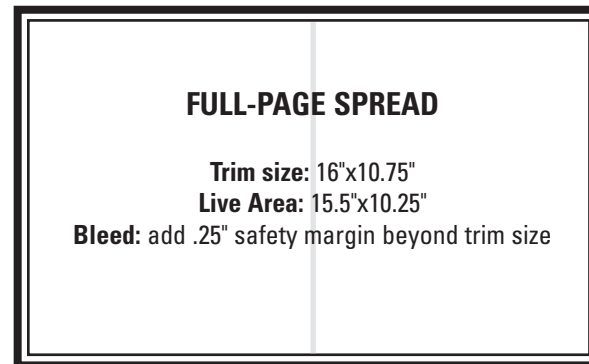
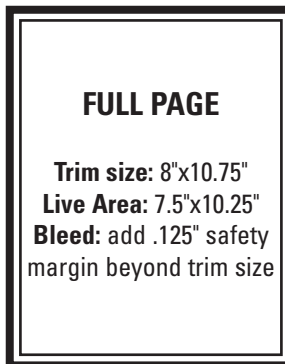
Ship materials and color proof to:

Database Trends and Applications

c/o Unisphere Media
229 Main Street, Chatham, NJ 07928
Tel: 973-665-1120

Production Contacts:

Print Advertising Traffic: Leslie Pinho, Phone: 973-665-1120, Fax: 973-665-1124, Email: lpinho@dbta.com





2010 Enewsletter Rates

DBTA ADVERTISING

5 Minute Briefing: Data Center (5MB:DC) has a rate base of 12,000.

Premium Text Ad specifications are 25 words of text to include the headline in boldface and an active link.

Graphic ad specifications are 75 words of text plus a headline and an active link. If you wish to run a logo above your ad, you must provide a 72-dpi GIF or JPEG that is 145 pixels wide by the proportionate height.

	1X	6X	13X	26X	50X
Top Sponsor (Graphic)	\$1,275	\$1,210	\$1,150	\$1,085	\$995
Premium Text Ad	\$1,275	\$1,210	\$1,150	\$1,085	\$995
Run-of-Publication (Graphic)	\$975	\$925	\$880	\$830	\$780

Issue dates for 2010 5MB:DC (every Monday) prior Thursday-noon

1/11	1/25	2/8	2/22	3/8
3/22	4/5	4/19	5/3	5/17
6/1	6/14	6/28	7/12	7/26
8/9	8/23	9/7	9/20	10/4
10/18	11/1	11/15	11/29	12/13

5 Minute Briefing: Information Management (5MB:IM) has a rate base of 8,500.

Premium Text Ad specifications are 25 words of text to include the headline in boldface and an active link.

Graphic ad specifications are 75 words of text plus a headline and an active link. If you wish to run a logo above your ad, you must provide a 72-dpi GIF or JPEG that is 145 pixels wide by the proportionate height.

	1X	6X	13X	26X	50X
Top Sponsor (Graphic)	\$850	\$825	\$800	\$775	\$725
Premium Text Ad	\$850	\$825	\$800	\$775	\$725
Run-of-Publication (Graphic)	\$650	\$625	\$600	\$575	\$550

Issue dates for 2010 5MB:DI (every Tuesday) prior Thursday

1/5	1/12	1/19	1/26	2/2
2/9	2/16	2/23	3/2	3/9
3/26	3/23	3/30	4/6	4/12
4/20	4/27	5/4	5/11	5/18
5/25	6/1	6/8	6/15	6/22
6/29	7/6	7/13	7/20	7/27
8/3	8/10	8/17	8/24	8/31
9/7	9/14	9/21	9/28	10/5
10/12	10/19	10/26	11/2	11/9
11/16	11/23	11/30	12/7	12/14
12/21				



2010 Enewsletter Rates

5 Minute Briefing: Oracle (5MB:OR) has a rate base of 25,000.

Premium Text Ad specifications are 25 words of text to include the headline in boldface and an active link.

Graphic ad specifications are 75 words of text plus a headline and an active link. If you wish to run a logo above your ad, you must provide a 72-dpi GIF or JPEG that is 145 pixels wide by the proportionate height.

	1X	6X	13X	24X
Top Sponsor (Graphic)	\$1,080	\$1,025	\$975	\$920
Premium Text Ad	\$1,080	\$1,025	\$975	\$920
Run-of-Publication (Graphic)	\$900	\$855	\$810	\$765

Issue dates for 2010 5MB:OR (1st and 3rd Wednesdays of the month) prior Friday

1/6	1/20	2/3	2/17	3/3
3/17	3/31	4/7	4/21	5/5
5/19	6/2	6/16	7/7	7/21
8/4	8/18	9/1	9/8	9/15
10/6	10/20	11/3	11/17	12/1
12/15				

5 Minute Briefing: MultiValue (5MB:MV) has a rate base of 5,300.

Premium Text Ad specifications are 25 words of text to include the headline in boldface and an active link.

Graphic ad specifications are 75 words of text plus a headline and an active link. If you wish to run a logo above your ad, you must provide a 72-dpi GIF or JPEG that is 145 pixels wide by the proportionate height.

	1X
Top Sponsor (Graphic)	\$650
Premium Text Ad	\$650
Run-of-Publication (Graphic)	\$500

Issue dates for 2010 5MB:MV (4th Wednesday of the month) prior Friday

1/27	2/24	3/24	4/28	5/26
6/23	7/28	8/25	9/22	10/27
11/17	12/15			



2010 Enewsletter Rates

Unisphere 5 Minute Briefing (U5MB) has a rate base of 3,400.

Premium Text Ad specifications are 25 words of text to include the headline in boldface and an active link.

Graphic ad specifications are 75 words of text plus a headline and an active link. If you wish to run a logo above your ad, you must provide a 72-dpi GIF or JPEG that is 145 pixels wide by the proportionate height.

	1X
Top Sponsor (Graphic)	\$650
Premium Text Ad	\$650
Run-of-Publication (Graphic)	\$400

Issue dates for 2010 <i>U5MB</i> (2nd Wednesday of the month)				
1/13	2/10	3/10	4/14	5/12
6/9	7/14	8/11	9/8	10/13
11/10	12/8			



2010 Online, Research, and Advertorial Rates

DBTA ADVERTISING

2010 Online Rates

- **Rotating Banners:** \$450 per month (728x60 pixels, 468x60, or contact publisher for alternate sizes, 14K maximum file size)

2010 Research Rates

- **Contact Publisher Directly for Details and Rates**

2010 Multimedia Advertorial Rates

Select Any of These *DBTA* Multimedia Advertorials for Only \$4,350

- The "First Look" Program
- The "Technical Note" Program
- The "Case Study" Program
- The "Integrated Advertorial" Program
- "Customer Reference Articles"
- "White Paper Extracts"
- "Webinars in Print"
- "Executive Q&As"

