BDQ

BIG DATA QUARTERLY

WWW.DBTA.COM/BIGDATAQUARTERLY

MEDIA KIT '15

THE NEW PUBLICATION
FOR THE ERA OF BIG DATA

BIG DATA QUARTERLY —HELPING PUT BIG DATA TO WORK

While the term "big data" has become mainstream, the reality is that we are only at the cusp of a huge transformation in how data will change corporations and our daily lives. Our research shows that most organizations are just in the beginning stages of implementing big data projects. New technologies and data sources are just now coming together to create a data resource that can dramatically influence all parts of an organization—from product development to customer interactions.

Big Data Quarterly is a new magazine and digital resource, from the editors of Database Trends and Applications (DBTA) magazine, designed to reach information management and business professionals who are looking to leverage big data in organizations of all kinds. While DBTA covers the entire information management landscape, our editors and writers have always been amazed that no business-oriented publication has emerged to specifically cover big data, data science, and the technologies and business strategies surrounding it. We've designed Big Data Quarterly to be that publication.

Topics Big Data Quarterly will cover include:

› Hadoop

› NoSQL

› Machine Data and the Internet of Things

› Data Lakes

› Advanced Analytics

› Web Applications

› Data Visualization

› Big Data Security

› Big Data Governance, Ethics, and Compliance

› Data Virtualization

› The Role of the Data Scientist

Big Data Quarterly Sponsorship, Advertising, Marketing, and Lead Generation Opportunities Include:

Big Data Quarterly: Read by more than 10,000 influential information management professionals

Big Data Quarterly Online: Big Data Quarterly will be a section of the newly redesigned DBTA.com website with multiple sponsorship and banner advertising opportunities.

Email Newsletter: Big Data Quarterly will have a once per month email newsletter that highlights the latest big data content online.

Big Data Quarterly and DBTA Best Practices Series white papers: Every issue, Big Data Quarterly will produce a white paper on specific topics of interest to our readers. Participation from sponsors provides thought leadership as well as guaranteed sales leads to your organization.

Lead-Generation Programs for Your White Papers and Other Content Marketing Assets: Big Data Quarterly and DBTA will host your content marketing assets, market them to our readership, collect registrations, and deliver quality leads to your organization on a pay-per-lead basis.

EDITORIAL CALENDAR AND PRICING

2015 Advertising Rates

AD SIZE	1X	2X	4X
FULL PAGE	$4,350	$4,150	$3,950
1/2 PAGE	$2,950	$2,750	$2,550
1/3 PAGE	$2,350	$2,150	$1,950
1/4 PAGE	$1,850	$1,650	$1,450

➨ **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.

FULL PAGE
Trim size: 8"x10.75"
Live Area: 7.5"x10.25"
Bleed: add .125" safety margin beyond trim size

FULL-PAGE SPREAD
Trim size: 16"x10.75"
Live Area: 15.5"x10.25"
Bleed: add .25" safety margin beyond trim size

1/2-PAGE ISLAND: 4.6"x7"
1/2 PAGE (Horizontal) : 7"x4.75"
1/4 PAGE: 4.6"x3.75"

ISSUE DATE	ISSUE TYPE	CLOSE DATES	EDITORIAL FOCUS	ADVERTISING SUPPLEMENT	WEBINAR ROUNDTABLE OPPORTUNITY
MARCH	Big Data Quarterly (Spring Issue) and Best Practices Report Series	Editorial Close: 1/12/15, Space Close/Materials Due: 2/10/15	The Hadoop Issue, What to Know Before You Dive into the Data Lake	Best Practices Report: Big Data Success Stories	Developing Applications for the Internet of Things
MAY	Big Data Quarterly (Summer Issue) and Best Practices Report Series	Editorial Close: 3/10/15, Space Close/Materials Due: 4/17/15	Database Technologies in the Big Data World--The Role of NoSQL, NewSQL and Relational	Best Practices Report: Succeeding with Big Data Analytics	Succeeding With Predictive Analytics
SEPTEMBER	Big Data Quarterly (Fall Issue) and Best Practices Report Series	Editorial Close: 7/17/15, Space Close/Materials Due: 8/18/15	Big Data 25: The Game Changing Companies in Big Data; Emerging Technologies in the Data Revolution	Best Practices: Unleashing the Power of Hadoop	Supporting Modern Applications: Databases for Speed & Scale
NOVEMBER	Big Data Quarterly (Winter Issue): The Big Data Sourcebook	Editorial Close: 9/18/15, Space Close/Materials Due:10/13/15	Special Publication: The Big Data Sourcebook	Big Data Sourcebook Part III	Data Modeling for Big Data Environments

Advertising Contact: **Stephen Faig** ◆ **Tel:** (908) 795-3702 ◆ **Email:** stephen@dbta.com

BANNER ADVERTISING AND SITE SPONSORSHIP AT WWW.DBTA.COM

Banner units specifications

› **Leaderboard Banner:** 728x90 pixels
› **Standard Banner:** 468x60 pixels
› **Skyscraper:** 160x600 pixels
› **Box ad:** 300x250 pixels
› **Acceptable formats:** .JPG, .GIF, .PNG, and Flash (.SWF)
› File sizes may not exceed 200K
› **Acceptable Flash versions**: Flash 10, Action Script 3 (and all earlier versions)
› Exclusive sponsorship of individual channel banners are available on request.

Big Data Quarterly will be a section of the *The Database Trends and Applications* website, **www.dbta.com**, which receives more than 30,000 visits monthly by 23,000-plus unique visitors. Page views have surpassed 60,000 views per month.

Newly relaunched, **DBTA.com** features high visibility, flat-fee sponsorship opportunities, as well as standard, impression-based ad positioning.

Site sponsorships

Site sponsorships are available on a monthly or annual basis. Monthly term begins on the first day of the month and ends on the last day of the month. Site sponsors receive a 100 x 300 sponsorship banner which delivers approximately 50,000 impressions per month. In addition, all site sponsors receive a mention on our "website sponsors" page along with a 100-word company description and link to your Web site for the duration of the sponsorship.

Site sponsorship pricing
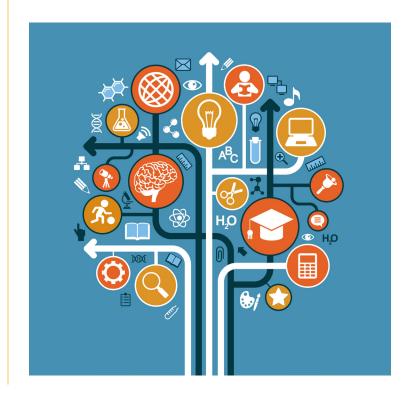
$995 per month or $9,500 per year

Banner ad units

Banner advertising is available in multiple positions on the site. Banner ad units are available on a per-impression basis. Please see the following for sizing and specifications. Call Stephen Faig for pricing.

CONTACT

› **Stephen Faig**
 Tel: (908) 795-3702
 Email: stephen@dbta.com

LEAD-GENERATION PROGRAMS

⮑ Lead Generation Programs for White Papers (and Other Marketing Assets)

Since 2009, **www.dbta.com** has been the key lead generation solution for IT marketers targeting the data management and business intelligence market-place. Resident white papers are posted on the **DBTA Downloads** landing page in chronological order as well as on each relevant channel topic page on www.dbta.com. DBTA's lead generation program leverages a variety of DBTA-owned email list assets, contract partnership subscriber lists, and DBTA marketing affiliate email lists, totaling nearly 300,000 subscribers, conference attendees, and qualified user group members. DBTA Downloads custom-markets each white paper asset to appropriate audiences within this vast qualified email resource, delivering a new, clean set of qualified download contacts on the first business day following the 15th and last business day of each month.

> **Contact fields** captured include full name; job title; company name; street address; city, state, or province; country; phone number; and email address.

> **The basic screening** eliminates bad entries, non-qualifying leads such as students and competitors, small/independent consultants, and global leads. Global leads are provided by DBTA Downloads for companies choosing to take advantage of DBTA's unique international positioning at no added charge. Screening involving company size or other parameters are available above the base per-lead rate. Contact the publisher for details on rates.

> **Introductory programs** start at 100 leads and renewal programs start at 200 300 leads and up.

Lead Generation Customers (partial list):

> Quest Software
> CA
> Hewlett Packard
> Oracle Corp.
> Sybase, an SAP Company
> Sybase iAnywhere, an SAP Company
> Informatica
> Progress Software
> Vision Solutions
> Composite Software
> Teradata
> BMC
> Embarcadero Technologies
> VMware
> Aster Data
> Vertica
> UC4
> Tableau Software
> Birst
> Attachmate Corporation
> Idera Software

Materials Required
Company logo, Headline, 75 words of descriptive text, PDF of the white paper (or URL for the webpage hosting the white paper)

EMAIL NEWSLETTER AND EMAIL BLAST DIRECT MARKETING

Big Data Email Newsletter

Published once monthly, the Big Data newsletter has a circulation of more than 28,500 data professionals. Designed to alert our readers on all of our newest big data content, the newsletter reaches key decision makers interested in all types of information management products and services.

Ad sizing, rates, and specs

TYPE	AD SPECS	RATE
Leaderboard	728x90	$1,200
Box ad	300x250	$1,100
Skyscraper	160x600	$1,000

Big data newsletter issue dates

> **Wednesday, March** 18
> **Wednesday, April** 15
> **Wednesday, May** 20
> **Wednesday, June** 17
> **Wednesday, July** 15
> **Wednesday, August** 19
> **Wednesday, September** 16
> **Wednesday, October** 21
> **Wednesday, November** 18
> **Wednesday, December** 16

Email blasts direct marketing

Our opt-into-third-party email blast program reaches 20,000-plus subscribers who have voluntarily opted into Big Data Quarterly and DBTA's email program. Marketers have come to rely on email blast programs to drive direct response for webcasts, events, white papers, and other collateral promotions.
Issuing daily, our email blasts are attractively priced at $2,000 for a one-time blast and at $1,750 per blast for multiple email blast contracts. Rates are subject to increases due to circulation delivery increases throughout the year.

WEBCAST SPONSORSHIPS WITH BIG DATA QUARTERLY AND DBTA

Now more than ever, businesses are being challenged to anticipate change and revise their strategies for greater profitability. How can you market your company's solution to meet this challenge head-on?

Web Events are 1-hour topic- and sponsor-specific sessions broadcast live on the web with streaming audio and PowerPoint presentations. Audiences have re-al-time interaction with senior executives and key industry consultants discussing new solutions, best practices, and actual case studies.

Get Qualified Leads. Enjoy Sponsor Exclusivity.

Reach 200-plus decision makers through your sponsor-exclusive Unisphere Web Event. Leveraging the strength of the Unisphere brands and our unmatched industry experts, our broadcasts are targeted toward and attended by executives with purchasing authority from all industry sectors.

We Take Care of All the Details
We will produce, market, and broadcast your 1-hour Web Event. All your bases are covered:
- Aggressive online advertising program
- Big Data Quarterly editor or senior executive to moderate the session
- Speakers can participate from their own office
- Real-time polling, Q&A, and survey
- Attendee registration, monitoring, and reporting
- Event archiving and online posting on the DBTA website (www.dbta.com), 24/7 on-demand viewing

We provide a turnkey solution including production, management, marketing, and lead generation of each Web Event. We will provide the following services:

Event Marketing

For your Web Event, we will design and produce:
- An online text invitation with your company logo and session content summary to be placed on **dbta.com**
- White paper posting during event promotion (white paper provided by sponsor)
- Banners to run on dbta.com website

- Create customized registration fields for your event
- A reminder email blast and phone call to all registrants the day prior to the event
- Follow-up email the day after (reminder for archive event and thank you)
- We will rent additional lists with selected criteria at your request (for an additional cost)

Moderators/Industry Experts
We will provide a moderator/industry expert to facilitate your event

Web Event Program & Highlights
- One (1)-hour event, complete with streaming audio, broadcast live over the internet
- Producer for staging of content and onlinerehearsal services at each event
- PowerPoint slide synchronization
- Browser-based Q&A capabilities and polling and survey questions
- Detailed monitoring and reporting
- Complete registration management including final list of all registrants and participants
- Event archived on www.dbta.com for 90 days, for anytime, on-demand viewing
- Master file of your event for local playback (trade shows, sales presentations, etc.)
- Event presentation (PowerPoint slides) available online postevent for viewing and downloading
- Project Manager Assigned to Program (Development & Execution)
- Management Fee (included for program development, marketing, & execution)

The entire event will be created (with the assistance of the sponsor), managed, and executed by Unisphere. Our production personnel will assist all participants.

2015 Pricing: $15,000 single sponsor

For more information please contact:
Stephen Faig • Unisphere Media, a division of Information Today, Inc.
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(908) 795-3702 • stephen@dbta.com

ROUNDTABLE WEB EVENT SERIES

▣ *Big Data Quarterly, Database Trends and Applications* magazine, and **DBTA. com** invite you to participate in our Roundtable Web Events scheduled in 2014. These multi-sponsored, online Web Events are geared to generate leads for sponsors while providing a valuable resource for our readership on a number of topics.

Format

❯ Three sponsors and a moderator from our staff

❯ Introduction of sponsors, value proposition presentations, lively interactive discussion between sponsors, Q&A with audience

❯ 60 minutes in total length

What you get

❯ **Highly Qualified, Actionable Leads**: Generated from preregistration; live-event log-on; and registration to the archived event for 90 days, with leads delivered every Monday.

❯ **Extensive Event Registration:** A program offering multiple marketing touch points.

❯ **Brand Leverage:** Use the strength of our Big Data Quarterly and DBTA brands, moderated by our staff and marketed under the aegis of Big Data Quarterly and DBTA.

❯ **A Managed Process:** We take care of all of the details: advertising materials, marketing, registration, technology, and, follow-up.

❯ **Experience:** The webcast team behind our roundtables is the most experienced webcast producer in the field, having produced more than 750 successful streaming Web Events since 1998. Our client list includes virtually every major or in the IT and enterprise technology marketplace.

▣ **Big Data Quarterly and DBTA Roundtable Web Event Series Schedule**

JANUARY	Database Design for Big Data Workloads
FEBRUARY	The Top Trends in Analytics for 2015
MARCH	Developing Applications for the Internet of Things
APRIL	Augmenting Your Data Warehouse for Big Data
MAY	Succeeding With Predictive Analytics
JUNE	Accelerating Data Preparation for Analytics
JULY	The Future of Big Data: Hybrid Architectures & Best of Breed
AUGUST	Moving Big Data Workloads to the Cloud
SEPTEMBER	Supporting Modern Applications: Databases for Speed & Scale
OCTOBER	Unlocking the Power of the Data Lake
NOVEMBER	Data Modeling for Big Data Environments
DECEMBER	Harnessing Operational Big Data

2015 Pricing: $6,500 per sponsor

BEST PRACTICES WHITE PAPER SERIES:

➡ **PRINT AND ELECTRONIC**
LEAD DEVELOPMENT PROGRAM

BIG DTA QUARTERLY BEST PRACTICES SERIES: PRINT AND ONLINE CONTENT MARKETING AND LEAD GENERATION PROGRAM

When you choose to place your sponsored content in the **Big Data Quartely Best Practices** sections, your sponsored essay, white paper, or case study will be published in a special section of the print edition preceded by an in-depth topic introduction by our editorial team that will reach 15,500 print subscribers. Online, the Best Practices section is extensively distributed via our website, www.dbta.com, and is extensively marketed to DBTA's total network of more than 300,000 IT professionals.

Generate leads for your sales force.

All requests for the PDF version housed at **www.dbta.com** will be driven through a registration form capturing complete contact and qualifying information.
Leads will be distributed to all sponsors in this section via spreadsheet on the 16th and the day following the last business day of each month.

Your content marketing topics and formats can be wide-ranging.

❯ Third-party white papers and white paper abstracts
❯ Successful customer case studies
❯ Your company's unique value proposition or market position
❯ A behind-the-scenes look at your technology solution and why it's important
   Editorial and production services are included. DBTA magazine will take care of all the copy editing, layout, and design. And we will send you a PDF of the final article at no extra charge.

➡ **BEST PRACTICES TOPICS INCLUDE:**

ISSUE	BEST PRACTICES TOPIC	PUBLICATION DATE
MARCH	Big Data Success Stories	3/1/15
MAY	Succeeding with Big Data Analytics	5/1/15
SEPTEMBER	Unleashing the Power of Hadoop	9/1/15

➡ **BEST PRACTICES SPONSORSHIP RATES**

TYPE	DESCRIPTION	SPONSORSHIP RATE
PLATINUM	4 pages (2,600 words)	$13,800
GOLD	3 pages (1,950 words)	$10,350
SILVER	2 pages (1,300 words)	$6,900
STANDARD	1 page (650 words)	$3,950

➡ **Premium Sponsorships** (Platinum, Gold, Silver) also include premium positioning, cover logo, and enlarged logo positioning on back cover. Branding, Market Positioning, and Lead Gen All in One Place

Branding, Market Positioning, and Lead Gen All in One Place

Call today and reserve your space!

Stephen Faig • (908) 795-3702 • email: stephen@dbta.com