

# database

TRENDS AND APPLICATIONS



[WWW.DBTA.COM](http://WWW.DBTA.COM)

MARKETING SOLUTIONS  
AND DEMAND GENERATION  
FOR THE ERA OF BIG DATA

The digital network

The Magazine

Custom research solutions 2016

# THE **DATABASE TRENDS AND APPLICATIONS** NETWORK —100,000 STRONG

➤ **Database Trends and Applications' (DBTA) magazine and digital marketing resources** reach more than 60,000 information management professionals who evaluate, recommend, and purchase solutions aimed at managing and leveraging enterprise- and organization-wide data assets, both structured and unstructured. In addition, through its contract publishing partnerships in the Oracle and IBM user communities, *DBTA* extends this reach for its advertisers and sponsors to include another 50,000 key decision makers for a total reach of more than 100,000 information management professionals. The *DBTA* Network delivers specific content to the broadest range of readers who are managing, storing, securing, accessing, and creating business value in today's data-intensive market.

## ➤ **DBTA Sponsorship, Advertising, Marketing, and Lead-Generation Opportunities Include:**

**Database Trends and Applications Magazine:** Read by more than 20,000 influential information management professionals

**DBTA.com:** The site offers multiple sponsorship and banner advertising opportunities

**Big Data Quarterly:** Just launched in 2015, *Big Data Quarterly* is an exciting new spinoff publication of *DBTA* and focuses solely on big data applications and strategies.

**Web Events:** Turnkey single-sponsor and multi-sponsor webinars guaranteed to deliver leads

**Email Newsletters:** *DBTA* produces six original email newsletters. These newsletters provide targeted marketing opportunities with a variety of different sponsorship levels:

- 5 Minute Briefing: Information Management
- 5 Minute Briefing: Oracle
- 5 Minute Briefing: SAP
- Big Data Quarterly E-Edition
- 5 Minute Briefing: Data Center
- 5 Minute Briefing: MultiValue
- DBTA E-Edition

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

**Custom-Sponsored Research:** Unisphere Research, *DBTA*'s research arm, conducts ongoing proprietary and "for publication" research projects for select IT vendors. Projects can be conducted through the *DBTA* readership, or in association with our user group partners, including IOUG, OAUG, and SHARE.

**Lead-Generation Programs for Your White Papers and Other Content Marketing Assets:** *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.

**Direct Email Marketing:** *DBTA* maintains an opt-into-third-party email list of more than 20,000 subscribers, available for your direct response messaging.

# DATABASE TRENDS AND APPLICATIONS MAGAZINE

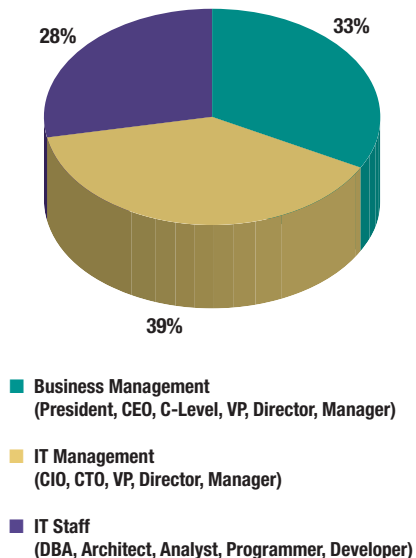
➤ **Database Trends and Applications (DBTA)** delivers advanced trends analysis and case studies in information management developed by a team with more than 25 years of market coverage experience and groundbreaking research of unparalleled depth and foresight exclusively through its Unisphere Research division. Serving the IT and business stakeholders within complex data environments with a focus on online transactional and analytical processing systems and applications, DBTA reaches all the job titles and functions involved in the evaluation, recommendation, and purchase of products and services for controlling, protecting, integrating, analyzing, and enhancing the value of data and information assets.

## Key Facts:

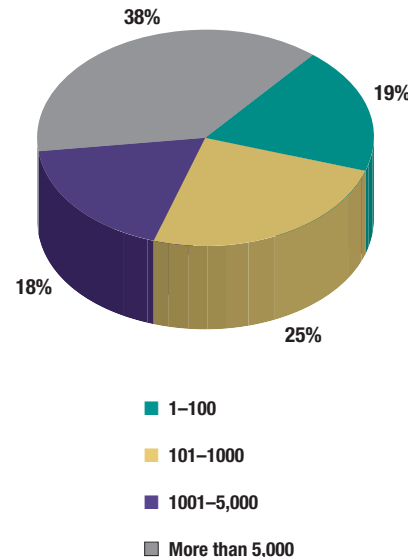
- **More than 80%** of DBTA subscribers are involved in purchasing decisions for information management products and services.
- **More than 75%** of DBTA subscribers are currently running two or more DBMS brands.
- **More than 50%** of DBTA subscribers are currently running an enterprise data warehouse.
- **More than 60%** of DBTA subscribers are currently evaluating new technologies to manage and leverage big data.

## Who Subscribes to Database Trends and Applications?

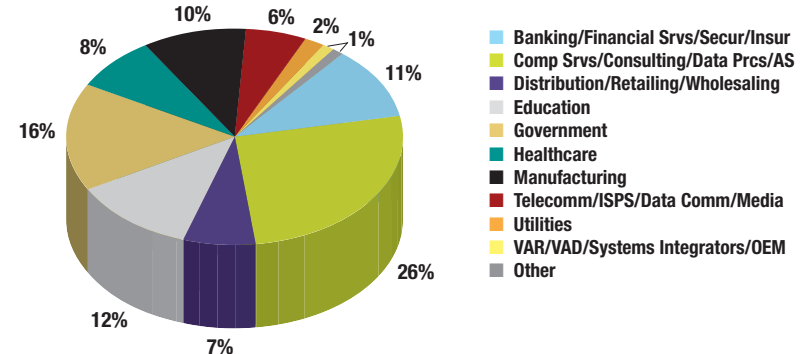
### ➤ By Job Function



### ➤ By Company Size



### ➤ By Business and Industry



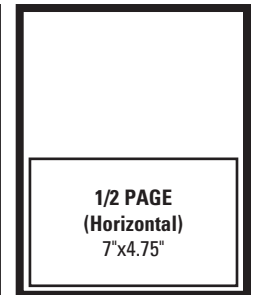
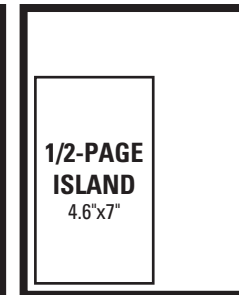
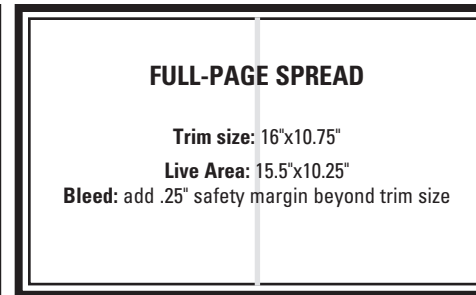
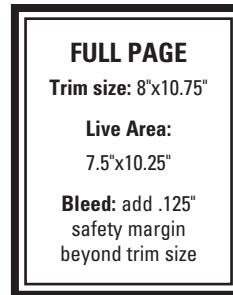
# EDITORIAL & MARKETING OPPORTUNITIES CALENDAR

ISSUE DATE	ISSUE TYPE	CLOSE DATES	EDITORIAL FOCUS	ADVERTISING SUPPLEMENT	WEBINAR ROUNDTABLE OPPORTUNITY
<b>JANUARY</b>	Thought Leadership Report Series	Space Close/Materials Due: 12/14/15		Preparing for the Internet of Things	The Rise of Data-as-a-Service
<b>FEBRUARY</b>	DBTA Magazine and Best Practices Report Series	Editorial Close: 12/14/15 Space Close/Materials Due: 1/11/16	Data At Your Service: Cloud Technologies Expand Across the Enterprise; MultiValue Special Section	Going Hybrid: The Next Era of Data Management	The Future of Analytics: Hadoop, MPP, and In-Memory
<b>MARCH</b>	<i>Big Data Quarterly</i> (Spring Issue) and Best Practices Report Series	Editorial Close: 1/11/16 Space Close/Materials Due: 2/8/16	The Opportunities and Challenges of the Internet of Things	Data Lakes; Beyond the Hype and Ready for the Enterprise	Data Engineering for the Internet of Things
<b>APRIL</b>	DBTA Magazine and Best Practices Report Series	Editorial Close: 2/15/16 Space Close/Materials Due: 3/4/16	Bridging the Data Divide: Getting the Most Value from Data with Integration	The Future of Data Warehousing	Leveraging Big Data with Hadoop, NoSQL, and RDBMS
<b>MAY</b>	<i>Big Data Quarterly</i> (Summer Issue) and Best Practices Report Series	Editorial Close: 3/7/16 Space Close/Materials Due: 4/11/16	Hadoop Fundamentals: Key Technologies in the Expanding Hadoop Ecosystem	Succeeding with Data Discovery, Data Science, and Enterprise BI	Unlocking the Power of the Data Lake
<b>JUNE</b>	DBTA Magazine and Best Practices Report Series	Editorial Close: 4/18/16 Space Close/Materials Due: 5/6/16	DBTA 100: The Top Companies in Data; Game-Changing Technologies Fueling the Data-driven Enterprise	The New World of Database Technologies	Machine-Learning With Apache Spark
<b>JULY</b>	Thought Leadership Report Series	Space Close/Materials Due: 6/13/15		In-Memory Computing: Smarter Data Management and Analysis	Overcoming Big Data Integration Challenges
<b>AUGUST</b>	DBTA Magazine and Best Practices Report Series	Editorial Close: 6/20/16 Space Close/Materials Due: 7/11/16	Spotlight on The Oracle Ecosystem; DBTA Readers' Choice Awards	Data Integration for the Modern Enterprise	Harnessing the Hadoop Ecosystem
<b>SEPTEMBER</b>	<i>Big Data Quarterly</i> (Fall Issue) and Best Practices Report Series	Editorial Close: 7/18/16 Space Close/Materials Due: 8/15/16	Big Data 50: Companies Driving Innovation; The Role of NoSQL, RDBMS, and Hadoop in a Big Data World	The Evolution of Big Data: Hadoop, Spark, and Beyond	Taking Your Data and Analytics to the Cloud
<b>OCTOBER</b>	DBTA Magazine and Best Practices White Paper Series	Editorial Close: 8/15/16 Space Close/Materials Due: 9/12/16	Putting Data to Work: Winning Approaches to BI, Analytics, and Reporting	Database Performance: The Need for Speed and Scale	Supporting Modern Applications: Data Management for Speed and Scale
<b>NOVEMBER</b>	<i>Big Data Quarterly</i> (Winter Issue): <i>The Big Data Sourcebook</i>	Editorial Close: 9/19/16 Space Close/Materials Due: 10/10/16	Special Publication: <i>The Big Data Sourcebook</i> , Fourth Edition	<i>The Big Data Sourcebook</i> Fourth Edition	Architecting a Modern Data Warehouse
<b>DECEMBER</b>	DBTA Magazine and Best Practices White Paper Series	Editorial Close: 10/17/16 Space Close/Materials Due: 11/11/16	Trend-Setting Products in Data; The Top Information Management Trends	Moving to a Modern Data Architecture	Data Modeling for Big Data

# DISPLAY AND CLASSIFIED ADVERTISING

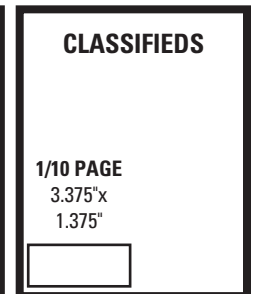
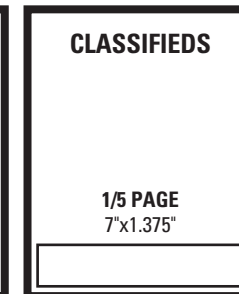
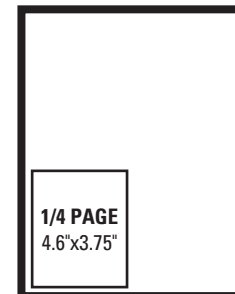
## ➔ 2016 Advertising Opportunities

ISSUE	AD MATERIALS DUE	STREET DATE
<b>FEBRUARY</b>	1/11/16	2/5/16
<b>APRIL</b>	3/4/16	3/31/16
<b>JUNE</b>	5/6/16	6/3/16
<b>AUGUST</b>	7/11/16	8/5/16
<b>OCTOBER</b>	9/12/16	10/5/16
<b>DECEMBER</b>	11/11/16	12/5/16



## ➔ 2016 Advertising Rates

AD SIZE	1X	2X	4X
<b>FULL PAGE</b>	\$7,020	\$6,750	\$6,620
<b>1/2-PAGE ISLAND</b>	\$6,480	\$6,265	\$6,180
<b>1/2 PAGE</b>	\$5,575	\$5,385	\$5,295
<b>1/3 PAGE</b>	\$4,680	\$4,525	\$4,490
<b>1/4 PAGE</b>	\$3,980	\$3,845	\$3,795



- **Black-and-White advertisements:** 25% discount from gross rate
- **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.

## ➔ ADVERTISING CONTACT

### ➤ Stephen Faig

Tel: (908) 795-3702

Email: [stephen@dbta.com](mailto:stephen@dbta.com)

# PRODUCTION REQUIREMENTS

## ➤ [www.infotoday.com/advert/CTPAdSpecs.pdf](http://www.infotoday.com/advert/CTPAdSpecs.pdf)

Please identify material by name of advertiser, publication, and issue date. **High-quality hard copy proof for color and/or black-and-white ads must be submitted for all ad formats.**

## ➤ We accept the following formats:

### ➤ Press-quality PDF files are preferred.

- Fonts must be embedded
- Set black to overprint
- Convert PMS to CMYK
- Images must be in CMYK
- 300 dpi images only
- Flattened transparencies
- Bleeds and crops included

### ➤ We can also accept high-resolution Macintosh format Photoshop TIFF files

- Photoshop TIFF files for Macintosh—Flattened layers, CMYK color, 300 dpi, page dimensions and bleeds according to pub specs

Files submitted as RGB will be converted to CMYK. Ads containing SPOT colors will be converted to CMYK unless prior arrangements have been made. B/W ads and graphics should be saved in grayscale mode. All graphics must be at least 300 dpi resolution.

- When renaming files, make sure to keep the proper file extension (i.e., .pdf, .tif).
- For proper sizing of your ad, please refer to the publication's rate card.
- Add 1/4" on all sides for bleed.

## ➤ File submission instructions:

### ➤ To upload files via the web:

- Using your web browser, log onto <http://files.infotoday.com>.
- Please indicate advertiser, publication, and issue in which ad will be placed in appropriate fields.

### ➤ Submission on disc:

- Electronic files may be supplied on DVD or CD and should meet the above-stated requirements.
- Mark disc with title of ad, name of agency, and publication/issue in which ad will be placed.

### ➤ Mail disc to:

**Alexis Sopko, Advertising Coordinator**  
Database Trends and Applications  
**630 Central Avenue, Murray Hill, New Providence, NJ 07974**  
**(908) 795-3703**  
**[asopko@dbta.com](mailto:asopko@dbta.com)**

A proof of the ad accurately representing how the ad should appear when printed MUST be submitted with the ad. Four-color ads must include an accurate color proof. This can be provided as a PDF proof, image, or hard copy. Email digital proofs to Alexis Sopko at [asopko@dbta.com](mailto:asopko@dbta.com).

Please identify material by name of advertiser and magazine issue.





## **BIG DATA QUARTERLY**—NOW IN ITS SECOND YEAR

➡ In 2015, the editorial and publishing team at DBTA started a new publication focused solely on big data. We launched *Big Data Quarterly* in response to what we saw as a lack of in-depth editorial resources dedicated exclusively to big data strategies and applications.

*Big Data Quarterly* has been met with open arms by the information management community, and has allowed us to expand our reach with the professionals responsible for big data strategies and technical implementation.



While DBTA covers the entirety of the data and information management marketplace, including big data, *Big Data Quarterly* is designed to explore big data in even greater detail. Published four times per year, with Winter, Spring, Summer, and Fall editions, *Big Data Quarterly* has become a must-read publication for data scientists, CIOs, and other data professionals involved with big data projects.

### ➡ **Big Data Quarterly Publication Schedule**

ISSUE	AD MATERIALS DUE	STREET DATE
<b>SPRING</b>	2/12/16	3/11/16
<b>SUMMER</b>	4/15/16	5/13/16
<b>FALL</b>	8/12/16	9/9/16
<b>WINTER</b>	10/7/16	11/11/16

### ➡ **FOR ADVERTISING AND SPONSORSHIP OPPORTUNITIES IN BIG DATA QUARTERLY, CONTACT:**

➤ **Stephen Faig**  
Tel: (908) 795-3702  
Email: [stephen@dbta.com](mailto:stephen@dbta.com)

# BANNER ADVERTISING AND SITE SPONSORSHIPS

## ➤ Banner Advertising and Site Sponsorship at [www.dbta.com](http://www.dbta.com)

The *Database Trends and Applications* website, [www.dbta.com](http://www.dbta.com), receives more than 40,000 visits monthly by 33,000-plus unique visitors. Page views have surpassed 100,000 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 300x100 sponsorship banner which delivers approximately 75,000 impressions per month. In addition, all site sponsors receive a mention on our “Site Sponsors” page along with a 100-word company description and link to your website 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.

## ➤ 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.

## ➤ CONTACT

➤ **Stephen Faig**  
Tel: (908) 795-3702  
Email: [stephen@dbta.com](mailto:stephen@dbta.com)





# LEAD-GENERATION PROGRAMS

## ➤ Lead-Generation Programs for White Papers (And Other Marketing Assets) at *DBTA Downloads*

Since 2009, **DBTA Downloads at [www.dbta.com](http://www.dbta.com)** has been the key lead-generation solution for IT marketers targeting the data management and business intelligence marketplace. 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](http://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, nonqualifying 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 is 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.

## ➤ **DBTA Downloads**

**Lead-Generation Customers** (partial list):

- IBM
- Oracle
- SAP
- EMC
- HP
- Dell
- Embarcadero
- Cisco
- Teradata
- Cloudera
- MapR Technologies
- Couchbase
- MarkLogic
- DataStax
- Splice Machine
- Tableau
- Birst
- Progress Software
- McAfee

## **Materials Required**

Company logo, headline, 75 words of descriptive text, and PDF of the white paper (or URL for the webpage hosting the white paper)

# EMAIL BLAST DIRECT MARKETING

## ➤ Email Blast Direct Marketing With *DBTA's* Opt-Into-Third-Party Subscriber List

### ➤ Email Blast Options

*Database Trends and Applications'* opt-into-third-party email blast program reaches 20,000-plus subscribers who have voluntarily opted into *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, *DBTA* 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.



### Materials Required

Completed HTML provided by customer to *DBTA* for emailing by *DBTA*. Emailers requiring revision or creation by *DBTA* will incur an art charge of \$200. Completed HTMLs due to *DBTA* 2 days prior to scheduled blast.

Copy for incomplete HTMLs or HTMLs requiring formatting must be submitted 1 week prior to emailing. A test will be sent for approval by sponsors prior to issuance.



# EMAIL NEWSLETTER SPONSORSHIP OPPORTUNITIES

## ➤ Sponsorship Opportunities With DBTA E-Edition and 5 Minute Briefing Email Newsletters

DBTA's E-Edition and its exclusive family of 5 Minute Briefing email newsletters serve distinct groups of readers who have specific information requirements, offering a combined reach of more than 100,000 subscribers. The six newsletters available for sponsorship, each reaching unique audiences, provide the opportunity to market your products to data professionals who have identified themselves as interested in specific technology areas.

### ➤ The Newsletter Family

- DBTA E-Edition
- 5 Minute Briefing: Information Management
- 5 Minute Briefing: Oracle
- 5 Minute Briefing: SAP
- 5 Minute Briefing: Data Center
- 5 Minute Briefing: MultiValue

## ➤ Database Trends and Applications E-Edition

Published twice monthly, the *DBTA E-Edition* has a circulation of more than 30,000 data professionals. Designed to alert our readers about all of our newest and most popular website content, the *E-Edition* reaches key decision makers interested in all types of information management products and services.

### ➤ E-Edition Ad Rates and Specs

TYPE	AD SPECS	RATE
LEADER BOARD	728x90	\$1,200
BOX AD	300x250	\$1,100
SKYSCRAPER	160x600	\$1,000



### ➤ E-Edition Issue Dates

January 14, 28	July 14, 28
February 11, 25	August 11, 25
March 10, 24	September 8, 22
April 14, 28	October 13, 27
May 12, 26	November 10
June 9, 23	December 8

### ➤ Big Data Quarterly E-Edition

Published once per month, the new *Big Data Quarterly E-Edition* is your opportunity to reach the big data community. Call for pricing information management products and services.

### ➤ Big Data Quarterly E-Edition Issue Dates

January 20	July 20
February 17	August 17
March 16	September 21
April 20	October 19
May 18	November 15
June 15	December 14

# 5 MINUTE BRIEFING E-NEWSLETTERS

## ➤ 5 Minute Briefing: Information Management (Weekly)

Published weekly and issuing every Tuesday, **5 Minute Briefing: Information Management** (5MB: IM) delivers one-stop, comprehensive news coverage of product and industry news to more than 17,000 subscribers. *5 Minute Briefing: Information Management* reaches the key buying market for data integration, data security, business intelligence and analytics, virtualization, internal cloud deployment, data management, data storage, and databases.

- **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.

## ➤ 5MB: Information Management Rates

TYPE	1X	6X	13X	26X	50X
<b>TOP SPONSOR (GRAPHIC)</b>	\$850	\$825	\$800	\$775	\$725
<b>PREMIUM TEXT AD</b>	\$850	\$800	\$775	\$725	\$700
<b>RUN-OF-PUBLICATION (GRAPHIC)</b>	\$650	\$625	\$600	\$575	\$550

## ➤ 5MB: Information Management Issue Dates

<b>January</b>	5, 12, 19, 26	<b>July</b>	5, 12, 19, 26
<b>February</b>	2, 9, 16, 23	<b>August</b>	2, 9, 16, 23, 30
<b>March</b>	1, 8, 15, 22, 29	<b>September</b>	6, 13, 20, 27
<b>April</b>	5, 12, 19, 26	<b>October</b>	4, 11, 18, 25
<b>May</b>	3, 10, 17, 24, 31	<b>November</b>	1, 8, 15, 22, 29
<b>June</b>	7, 14, 21, 28	<b>December</b>	6, 13, 20

## ➤ 5 Minute Briefing: Oracle (Twice Monthly)

This is the official email newsletter of the **Independent Oracle Users Group** (IOUG) and is issued 27 times annually to more than 30,000 subscribers, including all members of the IOUG. Issued on Wednesdays, it targets the Oracle information management and business intelligence installed base, primarily in North America.

- **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.

## ➤ 5MB: Oracle Rates

TYPE	1X	6X	13X	24X
<b>TOP SPONSOR (GRAPHIC)</b>	\$1,080	\$1,025	\$975	\$920
<b>PREMIUM TEXT AD</b>	\$1,080	\$1,025	\$975	\$920
<b>RUN-OF-PUBLICATION (GRAPHIC)</b>	\$900	\$855	\$810	\$765

## ➤ 5MB: Oracle Issue Dates

<b>January</b>	6, 20	<b>July</b>	6, 20
<b>February</b>	3, 10, 17	<b>August</b>	3, 17
<b>March</b>	2, 16, 23, 30	<b>September</b>	7, 21
<b>April</b>	20, 27	<b>October</b>	5, 19
<b>May</b>	4, 18	<b>November</b>	2, 16
<b>June</b>	1, 15	<b>December</b>	7, 21

Please send materials to Alexis Sopko at [asopko@dbta.com](mailto:asopko@dbta.com).

## 5 MINUTE BRIEFING E-NEWSLETTERS

### ➤ 5 Minute Briefing: SAP (Monthly)

Published in partnership with the Independent SAP Technical User Group (ISUG-TECH), this newsletter reaches more than 6,000 subscribers monthly. Reports cover databases, data management, replication, data integration, analytics, and mobility typical of the SAP technical user. Issues on the fourth Wednesday of each month.

- **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.

### ➤ 5MB: SAP Rates

TYPE	1X	12X
TOP SPONSOR (GRAPHIC)	\$650	\$650
PREMIUM TEXT AD	\$650	\$650
RUN-OF-PUBLICATION (GRAPHIC)	\$450	\$400

### ➤ 5MB: SAP Issue Dates

January 27	July 27
February 24	August 24
March 23	September 28
April 27	October 26
May 25	November 16
June 22	December 14

### ➤ 5 Minute Briefing: Data Center (Every Other Week)

This is the official email newsletter of SHARE, the IBM data center users group. **5 Minute Briefing: Data Center** (5MB: DC) is issued every other Monday and reaches a total subscriber base of more than 23,000 subscribers. It covers technology, products, trends, and industry news for professionals who are managing complex IT systems, including IBM technology. Subscribers are mainly North American-based, with EMEA representing approximately 5% of the subscribers.

- **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.

### ➤ 5MB: Data Center Rates

TYPE	1X	6X	13X	24X	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

### ➤ 5MB: Data Center Issue Dates

January 11, 25	July 11, 25
February 8, 22	August 8, 22
March 7, 21	September 6, 19
April 4, 18	October 3, 17, 31
May 2, 16, 31	November 14, 28
June 13, 27	December 12

Please send materials to Alexis Sopko at [asopko@dbta.com](mailto:asopko@dbta.com).

# 5 MINUTE BRIEFING E-NEWSLETTERS

## ➔ 5 Minute Briefing: MultiValue (Monthly)

This newsletter covers news and technology developments in the MultiValue database marketplace, reaching key users and consultants across North America. **5 Minute Briefing: MultiValue** is the focal resource for industry news and developments in this well-established and broadly deployed data management marketplace. Reaching more than 15,000 subscribers in North America, it is issued on the fourth Wednesday of each month.

- **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.

## ➔ SMB: MultiValue Rates

TYPE	1X
<b>TOP SPONSOR (GRAPHIC)</b>	\$650
<b>PREMIUM TEXT AD</b>	\$650
<b>RUN-OF-PUBLICATION (GRAPHIC)</b>	\$500

## ➔ SMB: MultiValue Issue Dates

<b>January</b>	27	<b>July</b>	27
<b>February</b>	24	<b>August</b>	24
<b>March</b>	23	<b>September</b>	28
<b>April</b>	27	<b>October</b>	26
<b>May</b>	25	<b>November</b>	16
<b>June</b>	22	<b>December</b>	14

Please send materials to Alexis Sopko at [asopko@dbta.com](mailto:asopko@dbta.com).





# WEBCAST SPONSORSHIPS WITH *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?

**Unisphere Web Events** are 1-hour topic- and sponsor-specific sessions broadcast live on the web with streaming audio and PowerPoint presentations. Audiences have real-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**

Unisphere will produce, market, and broadcast your 1-hour Web Event. All your bases are covered:

- Aggressive online advertising program
- *DBTA* 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](http://www.dbta.com)), 24/7 on-demand viewing

**Unisphere** provides 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, Unisphere will design and produce:

- An online text invitation with your company logo and session content summary to be placed on *dbta.com*
- Event will be promoted in the *5 Minute Briefing: Data Center* and *5 Minute Briefing: Information Management* weekly newsletters (at least 3 weeks)
- 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)
- Unisphere will rent additional lists with selected criteria at your request (for an additional cost)

### **Moderators/Industry Experts**

- Unisphere will provide a moderator/industry expert to facilitate your event.

### **Web Event Program & Highlights**

- 1-hour event, complete with streaming audio, broadcast live over the internet.
- Producer for staging of content and online rehearsal 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](http://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.

### **2016 Pricing: \$15,000 single sponsor**

## ➤ **For more information please contact:**

**Stephen Faig** • Unisphere Media, a division of Information Today, Inc.

630 Central Avenue, Murray Hill, New Providence, NJ 07974

(908) 795-3702 • [stephen@dbta.com](mailto:stephen@dbta.com)

# DBTA'S ROUNDTABLE WEB EVENT SERIES

➤ *Database Trends and Applications* magazine and DBTA.com invite you to participate in our **Roundtable Web Events** scheduled in 2016. 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 *DBTA* magazine
- 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 *DBTA* brand, moderated by *DBTA* staff and marketed under the aegis of *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 *DBTA* roundtables includes the most experienced webcast producer in the field and has produced more than 750 successful streaming Web Events since 1998. Our client list includes virtually every major vendor in the IT and enterprise technology marketplaces.

## ➤ DBTA Roundtable Web Event Series Schedule

<b>JANUARY</b>	The Rise of Data-as-a-Service
<b>FEBRUARY</b>	The Future of Analytics: Hadoop, MPP, and In-Memory
<b>MARCH</b>	Data Engineering for the Internet of Things
<b>APRIL</b>	Leveraging Big Data with Hadoop, NoSQL, and RDBMS
<b>MAY</b>	Unlocking the Power of the Data Lake
<b>JUNE</b>	Machine-Learning with Apache Spark
<b>JULY</b>	Overcoming Big Data Integration Challenges
<b>AUGUST</b>	Harnessing the Hadoop Ecosystem
<b>SEPTEMBER</b>	Taking Your Data and Analytics to the Cloud
<b>OCTOBER</b>	Supporting Modern Applications: Data Management for Speed and Scale
<b>NOVEMBER</b>	Architecting a Modern Data Warehouse
<b>DECEMBER</b>	Data Modeling for Big Data

**2016 Pricing: \$6,900 per sponsor**

# BEST PRACTICES WHITE PAPER SERIES

## PRINT AND ELECTRONIC LEAD DEVELOPMENT PROGRAM

### DBTA AND BIG DATA QUARTERLY BEST PRACTICES SERIES: PRINT AND ONLINE CONTENT MARKETING AND LEAD GENERATION PROGRAM

When you choose to place your sponsored content in the **DBTA and Big Data Quarterly Best Practices** sections, your sponsored essay, white paper, or case study will be published in a special section of the print publications preceded by an in-depth topic introduction by our editorial team that will reach 15,500 print subscribers. Online, the Best Practices section is distributed via our website, [www.dbta.com](http://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](http://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
FEBRUARY	Going Hybrid: The Next Era of Data Management	2/1/16
MARCH	Data Lakes: Beyond the Hype and Ready for the Enterprise	3/1/16
APRIL	The Future of Data Warehousing	4/1/16
MAY	Succeeding with Data Discovery, Data Science, and Enterprise BI	5/1/16
JUNE	The New World of Database Technologies	6/1/16
AUGUST	Data Integration for the Modern Enterprise	8/1/16
SEPTEMBER	The Evolution of Big Data: Hadoop, Spark, and Beyond	9/1/16
OCTOBER	Database Performance: The Need for Speed and Scale	10/1/16
DECEMBER	Moving to a Modern Data Architecture	12/1/16

## 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

## Call today and reserve your space!

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

# DBTA THOUGHT LEADERSHIP REPORT SERIES

## PRINT AND ELECTRONIC LEAD-DEVELOPMENT PROGRAM

### DBTA THOUGHT LEADERSHIP SERIES: ONLINE CONTENT MARKETING AND LEAD DEVELOPMENT PROGRAM

When you choose to place your sponsored content in the **DBTA Thought Leadership** Series, your sponsored essay, white paper, or case study will be published in a special online PDF introduced by an in-depth trends article authored by our editorial team that sets the stage for your message. The Thought Leadership Series sections are extensively distributed via our website, [www.dbta.com](http://www.dbta.com), and are broadly 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](http://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.

## THOUGHT LEADERSHIP TOPICS INCLUDE:

ISSUE	THOUGHT LEADERSHIP TOPIC	PUBLICATION DATE
JANUARY	Preparing for the Internet of Things	1/2/16
JULY	In-Memory Computing: Smarter Data Management and Analysis	7/1/16

## THOUGHT LEADERSHIP SPONSORSHIP RATES

TYPE	DESCRIPTION	SPONSORSHIP RATE
PLATINUM	4 pages (2,600 words)	\$10,275
GOLD	3 pages (1,950 words)	\$7,725
SILVER	2 pages (1,300 words)	\$5,150
STANDARD	1 page (650 words)	\$2,950

**Premium Sponsorships** (Platinum, Gold, Silver) also include premium positioning, cover logo, and enlarged logo positioning on back cover.

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# INDIVIDUALIZED SPONSORED CONTENT SOLUTIONS IN PRINT AND ONLINE

➤ **Database Trends and Applications (DBTA)** magazine delivers a unique program to amplify vendor case studies, white papers, webcasts, “First Look” technical papers, and corporate profiles for IT marketers. This program combines six distinct marketing elements into one economical package that enables the creation and dissemination for both sales and marketing collateral use.

➤ **Participating companies receive the following comprehensive program:**

1. The editorial team for *Database Trends and Applications* will work with your organization to write a 650-word abstract or article. *DBTA* will write/edit/proof the draft of the article, lay out the article as a full-page advertisement, and obtain your final approval on all of the written deliverables.
2. A PDF of the full-page, four-color article will be created and delivered to your organization with full and unlimited electronic and print reprint rights extended by *DBTA*.
3. The article will run as a full-page, four-color advertisement in the next issue of *DBTA* magazine as a “Sponsored Content” advertisement.
4. The PDF will be posted for 6 months within the “Case Studies” section of *DBTA* Downloads (visit [www.dbta.com/CaseStudies](http://www.dbta.com/CaseStudies) or [www.dbta.com](http://www.dbta.com) and click “Case Studies” in the left-hand toolbar). All PDFs will reside behind a registration page that captures full contact information for each downloaded copy of the white paper abstract.

5. The PDF will be converted into an HTML document and blasted to *DBTA*’s 20,000-plus opt-into-third-party subscriber list in the month that the ad appears in the magazine, driving respondents to the PDF on the [www.dbta.com](http://www.dbta.com) website and building sales leads. Leads are delivered twice monthly.

6. *DBTA* will create a sponsorship message to be run in its email newsletters including the *5 Minute Briefing: Information Management* (17,000 subscribers), *5 Minute Briefing: Data Center* (22,000 subscribers), *5 Minute Briefing: MultiValue* (13,800 subscribers), and *5 Minute Briefing: Oracle* (13,600 subscribers). This message will run once in each of these newsletters and will announce the new Sponsored Content articles posted at [www.dbta.com](http://www.dbta.com) each month. Links back to the articles will be provided in the sponsorship message as well for added traffic to your advertorial.

➤ **The cost for all of this is just \$4,350 net.** The value of all of the deliverables separately is \$11,900. *DBTA* delivers the highest-quality writing promptly and without the kind of excessive hand-holding often required when using less-expert writing resources. Of course, the ability to obtain the written document, to use it electronically without impediment, and to produce advertising value and sales leads through the related media is an unparalleled opportunity to stretch sales and marketing dollars.

# CUSTOM-SPONSORED RESEARCH SOLUTIONS FROM UNISPHERE RESEARCH

➤ **Unisphere Research**, *Database Trends and Applications (DBTA)* magazine's research arm, conducts ongoing proprietary and "for publication" research projects for select IT vendors. Using its core subscriber database of 30,000-plus unduplicated data management professionals, Unisphere Research conducts web-based surveys on information management topics covering a range of issues from regulatory compliance to database adoption trends, business intelligence, virtualization and internal cloud provision, database growth, NoSQL databases, adoption of new and emerging technologies, security, storage, unstructured data, and IT priorities. The consistency of the audience composition has established the *DBTA* data management professional database as an excellent platform for benchmarking research as well.

In addition, Unisphere Research conducts research in association with a number of user groups and publications. Unisphere can conduct research across the following memberships and subscriber bases.

- Independent Oracle Users Group (IOUG)
- Oracle Applications Users Group (OAUG)
- SHARE
- *Database Trends and Application* subscribers
- *Customer Relationship Management (CRM)* magazine subscribers
- *KMWorld* magazine subscribers

Unisphere assigns an experienced analyst and/or senior editorial executive to work with survey sponsors on topic and questionnaire development. Survey questionnaires are housed at Unisphere's survey utility on the web, and Unisphere prepares all questions in draft format, working with the survey sponsor to complete an approved questionnaire. Survey response solicitations are issued to the universe of data management professionals until the agreed-on target response level is achieved. Response incentives include a sweepstakes drawing. Unisphere issues a basic document that reports the findings and then creates a color PDF executive summary reporting, graphing, and analyzing the key survey findings. Many studies remain completely

proprietary, while others are used as the basis for *DBTA* and related email newsletter content, with full attribution to the survey sponsor. Results may also be used, with *DBTA* approval, for press release efforts.

➤ **Basic deliverables include:**

1. Survey Questionnaire Development
2. Survey participation solicitation from *DBTA*'s database of 34,000-plus information management professionals
3. Data aggregation and basic reporting
4. Authorship, editing, and formatting of the final report (25–35 pages), which is attributed to the sponsor on the front cover
5. Publication in the magazine and related enewsletters when desired

The basic cost of conducting a proprietary or "For Publication" study is \$15,000, including the cost of an incentive.

➤ **Program Extensions:**

**White paper authorship:** \$4,000

**Full authored survey report for internal marketing use (lengths vary):** \$6,500

**Market research webinar content development and presentation:** \$7,500

**Custom cross-tabulations:** \$300 per cross-tabulation for the first four; \$50 per dataset

**Pay-per-lead program** on *DBTA Downloads* (contact publisher for research partner rates)

➤ **For more details on Unisphere Research programs, please see [UnisphereResearch.com](http://UnisphereResearch.com).**