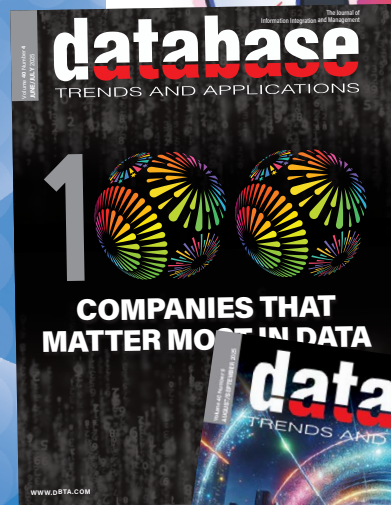
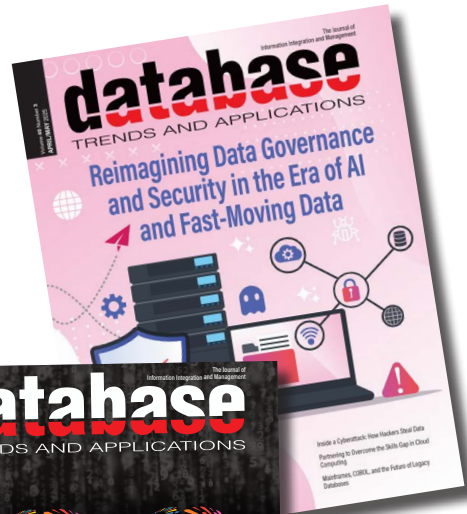


database

TRENDS AND APPLICATIONS



2026

MEDIA KIT

*Targeted Marketing and
Demand Generation
Solutions for the
Age of Intelligence*

WWW.DBTA.COM

THE **DATABASE** TRENDS AND APPLICATIONS NETWORK —200,000 STRONG

➤ **Database Trends and Applications (DBTA)** provides actionable advice and real direction to more than 200,000 IT professionals at organizations across North America through its print magazines, website, family of email newsletters, and exclusive contract publishing partnerships with leading technology user groups in the industry. From live webinars to technical white papers, market research, independent analysis, and breaking news stories, *DBTA* guides professionals who evaluate, recommend, and purchase solutions for all the facets of *data* management and analysis. Partnering with *DBTA* allows your organization to extend its reach deeply into the marketplace to leading corporations, educational institutions, and government agencies interested in learning about new technologies and strategies for managing, storing, securing, integrating, accessing, and creating business value from data today.

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

Database Trends and Applications Magazine (DBTA): *DBTA* is read by more than 200,000 influential information management professionals.

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

Big Data Quarterly: *Big Data Quarterly* is the leading print and online publication focusing solely on big data applications and strategies.

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

Email Newsletters: *DBTA* produces eight 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: Cloud
- 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 special report 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* and *Big Data Quarterly* readership.

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 90,000 subscribers, available for your direct response messaging.

DATABASE TRENDS AND APPLICATIONS MAGAZINE

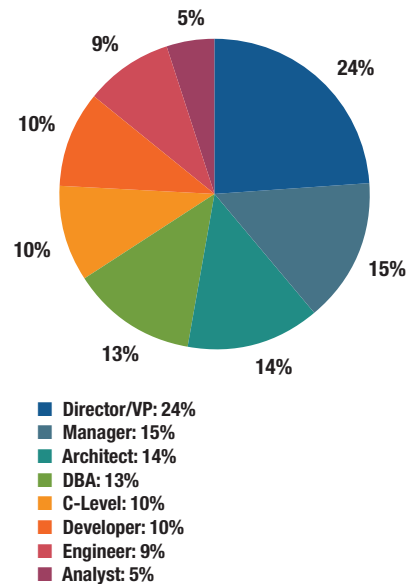
➤ **Database Trends and Applications (DBTA)** delivers advanced trends analysis and case studies in data management and analytics developed by a team with more than 25 years of market coverage experience and groundbreaking research of unparalleled depth and foresight exclusively through its Unisphere Research division. Serving the IT and business stakeholders within complex data environments, *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.

DBTA Subscriber Key Facts:

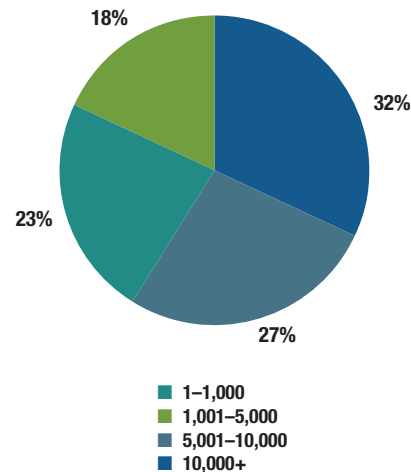
- 80% are involved in purchasing decisions
- 76% manage data in cloud-based environments
- 58% actively evaluate GenAI with LLMs
- 53% use a cloud data warehouse
- 51% work on real-time analytics initiatives
- 48% focus on data governance
- 43% use a data lakehouse

Who Subscribes to Database Trends and Applications?

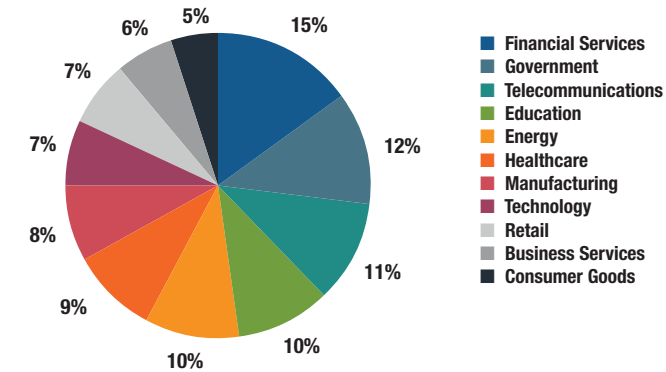
➤ By Job Function



➤ By Company Size



➤ By Business and Industry



2026 EDITORIAL & MARKETING OPPORTUNITIES CALENDAR

ISSUE DATE	ISSUE TYPE	EDITORIAL FOCUS	ADVERTISING SUPPLEMENT	WEBINAR ROUNDTABLE
JANUARY	Super Guide		Super Guide: Powering Agentic AI: Building Autonomous Data Foundations for 2026	1/15 Roundtable Webinar: From Legacy to Leading: Building an AI-Driven Data Strategy 1/29 Roundtable Webinar: Top Trends in Data Engineering for 2026
FEBRUARY	DBTA Magazine and Best Practices Report Series	The Ever-Changing Role of the DBA in 2026 MultiValue Special Section	Best Practices Report: How to Build a Scalable Semantic Layer for AI and Analytics	2/12 Roundtable Webinar: Top Trends in Modern Data Architecture for 2026 2/26 Roundtable Webinar: DevOps in the AI Era: Fueling Innovation at Scale
MARCH	<i>Big Data Quarterly</i> (Spring Issue) and Best Practices Report Series	Laying the Perfect Data Foundation for AI	Best Practices Report: Architecting the AI-Driven Enterprise: Next-Gen Data Platforms	3/5 Roundtable Webinar: The Role of the DBA in 2026: Changes, Challenges, and Opportunities
MARCH	Thought Leadership Report Series		Thought Leadership Report: Beyond LLMs: Maximizing GenAI Outcomes With Knowledge Graphs	3/19 Roundtable Webinar: From Sensors to Insights: Next-Gen Data Solutions for IoT
APRIL	DBTA Magazine and Super Guide	Examining Modern Data Platforms Special Feature: Startups to Watch in 2026 (ONLINE ONLY)	Super Guide: Redefining Trust: Data Security and Governance Strategies for the AI Era	4/9 Roundtable Webinar: Taming AI Risks: Strategies for Security and Governance
APRIL	Thought Leadership Report Series		Thought Leadership Series: Optimizing Your AI Stack: Tools, Frameworks, and Integration	4/23 Roundtable Webinar: Breaking Data Silos: Tools and Strategies for Self-Service Success
MAY	<i>Big Data Quarterly</i> (Summer Issue) and Best Practices Report Series	Connecting Insights From the Internet of Things	Best Practices Report: The Speed of Insight: Enabling the Next Frontier of Real-Time AI	5/14 Roundtable Webinar: Achieving Trusted Data: Top Trends in Data Governance 5/28 Roundtable Webinar: Modern Data Platforms: Powering the Next Wave of Analytics and AI

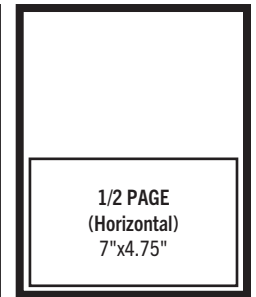
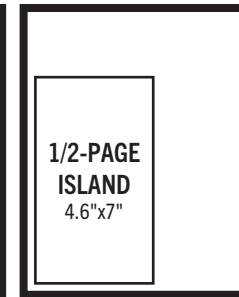
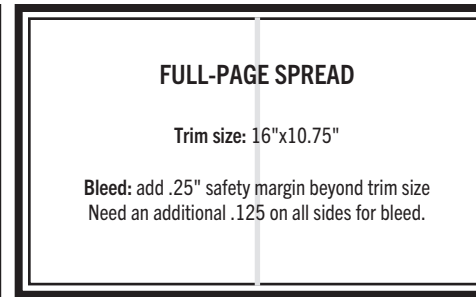
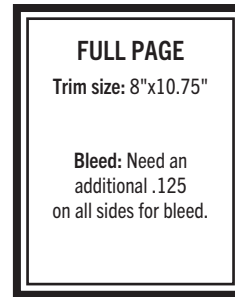
2026 EDITORIAL & MARKETING OPPORTUNITIES CALENDAR

ISSUE DATE	ISSUE TYPE	EDITORIAL FOCUS	ADVERTISING SUPPLEMENT	WEBINAR ROUNDTABLE
JUNE	DBTA Magazine and Super Guide	DBTA 100: The Top Companies in Data in 2026 Game-Changing Technologies Fueling the Data-Driven Enterprise	Super Guide: The Future of Data Platforms: Cloud-Native, AI-Driven	6/11 Roundtable Webinar: Agentic AI and the Next Era of Data Management 6/25 Roundtable Webinar: Achieving Unified Analytics: Tools, Strategies, and Success Stories
JULY	Thought Leadership Report Series	Special Feature: Awesome Companies in AI (ONLINE ONLY)	Thought Leadership Report: Building Trusted Data Products: Scalable, Reliable, and Secure	7/16 Roundtable Webinar: Building Autonomous Data Pipelines for the AI Era 7/30 Roundtable Webinar: AI-Ready Data: Building Scalable Integration and Governance Frameworks
AUGUST	DBTA Magazine and Best Practices Report Series	The Case for Building Data Mesh and Data Fabric 2026 DBTA Readers' Choice Awards	Best Practices Report: Unifying Enterprise Data: Strategies to Eliminate Silos and Enable AI	8/13 Roundtable Webinar: Data Fabric Essentials: Best Practices for Seamless Data Access 8/27 Roundtable Webinar: Building Modern Data Applications: Speed, Scale, and Trust
SEPTEMBER	Big Data Quarterly (Fall Issue) and Best Practices Report Series	Big Data 75: Companies Driving Innovation New Technologies in a Big Data World	Super Guide: The AI Governance Playbook: Policies, Processes, and Oversight for Safe AI	9/10 Roundtable Webinar: Trusted AI at Scale: Modern Data Governance and Security Strategies 9/24 Roundtable Webinar: Context-Driven AI: Building Unified Data Foundations for Smarter Apps
OCTOBER	DBTA Magazine and Best Practices Report Series	Keeping Data Secure: The Governance Policies, Processes, and Oversight to Protecting Data	Best Practices Report: Database Performance Strategies: Ensuring Fast, Scalable, and Agile Operations	10/8 Roundtable Webinar: Building AI's Data Core: Engineering and Architecting for Generative Scale 10/22 Roundtable Webinar: Data Management for Modern Apps: Built for Speed and Scale
NOVEMBER	Big Data Quarterly (Winter Issue):	The Future of Data Platforms: Cloud-Native, AI-Driven, Real-Time Analytics	Best Practices Report: AI-Ready Data Platforms: Key Capabilities and Evaluation Guidelines	11/5 Roundtable Webinar: Boosting Real-Time Data Capabilities for Smarter, Faster Decisions 11/12 Roundtable Webinar: Fueling AI With Real-Time Data: New Technologies and Strategies
DECEMBER	DBTA Magazine and Best Practices Report Series	Trend-Setting Products in Data List The Top Information Management Trends for 2027	Best Practices Report: The Future of Data Architecture: Enabling Scale, Speed, and AI Innovation	12/3 Roundtable Webinar: What's Ahead in Data Architecture for 2026 12/17 Roundtable Webinar: Agentic AI in Analytics: Automating Insights and Decision-Making at Scale

DISPLAY AND CLASSIFIED ADVERTISING

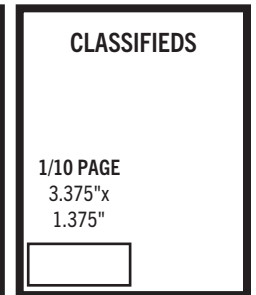
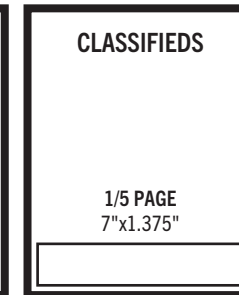
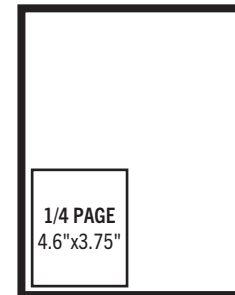
➤ 2026 Advertising Opportunities

ISSUE	AD MATERIALS DUE
FEBRUARY	1/21/26
APRIL	3/23/26
JUNE	5/20/26
AUGUST	7/21/26
OCTOBER	9/21/26
DECEMBER	11/19/26



➤ 2026 Advertising Rates

AD SIZE	1X	2X	4X
FULL PAGE	\$2,950	\$2,750	\$2,650
1/2 PAGE	\$2,950	\$2,750	\$2,650
1/3 PAGE	\$1,450	\$1,250	\$1,150
1/4 PAGE	\$950	\$750	\$650



- **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

PRODUCTION REQUIREMENTS & SUBMISSION INSTRUCTIONS

➤ Ad production requirements — downloadable PDF.

www.infotoday.com/advert/CTPAdSpecs.pdf

➤ 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
- › Page dimensions and bleeds according to pub specs

› We can also accept high-resolution Macintosh format Photoshop TIFF files.

- › Flattened layers
- › CMYK color
- › 300 dpi
- › Page dimensions and bleeds according to pub specs

➤ 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.

**Once the file is uploaded, you will receive a confirmation email.
If there are any problems with your file, you will be contacted.**



PLEASE NOTE:

- › Files submitted as RGB will be converted to CMYK.
- › Ads containing SPOT colors will be converted to CMYK unless prior arrangements have been made.
- › All graphics must be at least 300 dpi resolution.

**For proper sizing of your ad, please refer to the
Rate Card & Advertising Specs on page 6.**

For production questions contact:

Jackie Crawford • Ad Trafficking Coordinator
jcrawford@infotoday.com

BIG DATA QUARTERLY

➡ *Big Data Quarterly* is the information management community's most important resource on new technologies and strategies in data management and analytics. As the premier magazine dedicated to big data trends and applications, *Big Data Quarterly* provides readers with an unparalleled resource when they are looking for the insight necessary to help shape their big data plans and strategies.



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, IT directors and managers, and other data professionals involved with data-intensive projects.

➡ **Big Data Quarterly Publication Schedule**

ISSUE	AD MATERIALS DUE
SPRING	3/2/26
SUMMER	5/1/26
FALL	9/1/26
WINTER	11/2/26

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

› **Stephen Faig**

Tel: (908) 795-3702

Email: stephen@dbta.com

BANNER ADVERTISING AND SITE SPONSORSHIPS

➤ Banner Advertising and Site Sponsorship at www.dbta.com

The *Database Trends and Applications* website, **DBTA.com**, receives more than 50,000 visitors and 100,000 page views every 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 upon request.

➤ CONTACT

➤ Stephen Faig

Tel: (908) 795-3702

Email: stephen@dbta.com



LEAD-GENERATION PROGRAMS

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

For more than a decade, ***DBTA* Downloads at *DBTA.com*** has been the key lead-generation solution for B2B marketers targeting the data management and analytics 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 *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 100,000 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 weekly.

- **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.

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)

➤ *DBTA* Downloads

Lead-Generation Customers (partial list):

- | | |
|-----------------------|--------------------|
| ➤ Accenture | ➤ MariaDB |
| ➤ Actian | ➤ Melissa |
| ➤ Aerospike | ➤ Navisite |
| ➤ Alteryx | ➤ Ontotext |
| ➤ Appen | ➤ Percona |
| ➤ AWS | ➤ Quest Software |
| ➤ Cambridge Semantics | ➤ Redis Labs |
| ➤ Cloudera | ➤ Rubrik |
| ➤ Continuent | ➤ SAP |
| ➤ Couchbase | ➤ Semarchy |
| ➤ DataStax | ➤ Snowplow |
| ➤ Dell | ➤ Vertica |
| ➤ Delphix | ➤ Yellowbrick Data |
| ➤ Denodo | |
| ➤ Digital.ai | |
| ➤ Equalum | |
| ➤ IBM | |
| ➤ LicenseFortress | |
| ➤ Looker | |
| ➤ Luminex | |

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 90,000-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 \$4,500 for a one-time blast and at \$4,000 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. The seven 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
- Big Data Quarterly E-Edition
- 5 Minute Briefing: Information Management
- 5 Minute Briefing: Oracle
- 5 Minute Briefing: SAP
- 5 Minute Briefing: Data Center
- 5 Minute Briefing: MultiValue

Published on the last Thursday of each month, 5 Minute Briefing: Cloud provides a concise report with key product news, market research, and insight about important considerations for cloud computing, such as security, governance, performance, and migration.

- | | |
|---------------|----------------|
| ➤ January 29 | ➤ July 30 |
| ➤ February 26 | ➤ August 27 |
| ➤ March 26 | ➤ September 24 |
| ➤ April 30 | ➤ October 29 |
| ➤ May 28 | ➤ November 19* |
| ➤ June 25 | ➤ December 17* |

*ahead of holiday

➤ Database Trends and Applications E-Edition

Published twice monthly, the DBTA E-Edition has a circulation of more than 15,000 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	\$1,000
BOX AD	300x250	\$750
SKYSCRAPER	160x600	\$500

➤ E-Edition Issue Dates

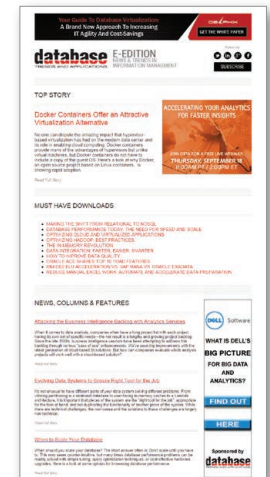
January 8, 22	July 9, 23
February 12, 26	August 13, 27
March 12, 26	September 10, 24
April 9, 23	October 8, 22
May 14, 28	November 12
June 11, 25	December 10

➤ 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.

➤ Big Data Quarterly E-Edition Issue Dates

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



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 8,000 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	12X	24X
TOP SPONSOR (GRAPHIC)	\$500	\$450	\$375	\$275
PREMIUM TEXT AD	\$500	\$450	\$375	\$225
RUN-OF-PUBLICATION (GRAPHIC)	\$325	\$275	\$200	\$100

➤ 5MB: Information Management Issue Dates

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

➤ 5 Minute Briefing: Oracle (Twice Monthly)

Published bi-weekly with issues every other Wednesday, **5 Minute Briefing: Oracle** delivers product and industry news and trends to more than 15,000 Oracle database and technology professionals.

- **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: Quest IOUG Rates

TYPE	1X	6X	13X	24X
TOP SPONSOR (GRAPHIC)	\$750	\$700	\$635	\$525
PREMIUM TEXT AD	\$750	\$700	\$625	\$525
RUN-OF-PUBLICATION (GRAPHIC)	\$500	\$450	\$375	\$275

➤ 5MB: Quest IOUG Issue Dates

January 7, 21	July 1, 15
February 4, 18	August 5, 19
March 4, 18	September 2, 16
April 1, 15	October 7, 21
May 6, 20	November 4, 18
June 10, 24	December 2, 16

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 5,000 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)	\$450	\$350
PREMIUM TEXT AD	\$450	\$350
RUN-OF-PUBLICATION (GRAPHIC)	\$250	\$200

5MB: SAP Issue Dates

January 28	July 22
February 25	August 26
March 25	September 23
April 22	October 28
May 27	November 18
June 24	December 16

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 10,000 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	12X	24X
TOP SPONSOR (GRAPHIC)	\$600	\$550	\$475	\$375
PREMIUM TEXT AD	\$600	\$550	\$475	\$375
RUN-OF-PUBLICATION (GRAPHIC)	\$400	\$350	\$275	\$175

5MB: Data Center Issue Dates

January 12, 26	July 13, 27
February 9, 23	August 10, 24
March 9, 23	September 14, 28
April 6, 20	October 5, 19
May 4, 18	November 2, 16, 30
June 8, 22	December 14

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 7,500 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
TOP SPONSOR (GRAPHIC)	\$650
PREMIUM TEXT AD	\$650
RUN-OF-PUBLICATION (GRAPHIC)	\$500

SMB: MultiValue Issue Dates

January 28	July 22
February 25	August 26
March 25	September 23
April 22	October 28
May 27	November 18
June 24	December 16

Please send materials to Donald Zayacz at dzayacz@dbta.com.



CUSTOM WEBCAST SPONSORSHIPS

➤ **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 (*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*
- 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/video, 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 *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 and Execution)

Management Fee (included for program development, marketing, and 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.

2026 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

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 2026. 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

- 3-4 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 touchpoints.
- **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 1,000 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

JANUARY	1/15 Roundtable Webinar: From Legacy to Leading: Building an AI-Driven Data Strategy 1/29 Roundtable Webinar: Top Trends in Data Engineering for 2026
FEBRUARY	2/12 Roundtable Webinar: Top Trends in Modern Data Architecture for 2026 2/26 Roundtable Webinar: DevOps in the AI Era: Fueling Innovation at Scale
MARCH	3/5 Roundtable Webinar: The Role of the DBA in 2026: Changes, Challenges, and Opportunities 3/19 Roundtable Webinar: From Sensors to Insights: Next-Gen Data Solutions for IoT
APRIL	4/9 Roundtable Webinar: Taming AI Risks: Strategies for Security and Governance 4/23 Roundtable Webinar: Breaking Data Silos: Tools and Strategies for Self-Service Success
MAY	5/14 Roundtable Webinar: Achieving Trusted Data: Top Trends in Data Governance 5/28 Roundtable Webinar: Modern Data Platforms: Powering the Next Wave of Analytics and AI
JUNE	6/11 Roundtable Webinar: Agentic AI and the Next Era of Data Management 6/25 Roundtable Webinar: Achieving Unified Analytics: Tools, Strategies, and Success Stories
JULY	7/16 Roundtable Webinar: Building Autonomous Data Pipelines for the AI Era 7/30 Roundtable Webinar: AI-Ready Data: Building Scalable Integration and Governance Frameworks
AUGUST	8/13 Roundtable Webinar: Data Fabric Essentials: Best Practices for Seamless Data Access 8/27 Roundtable Webinar: Building Modern Data Applications: Speed, Scale, and Trust
SEPTEMBER	9/10 Roundtable Webinar: Trusted AI at Scale: Modern Data Governance and Security Strategies 9/24 Roundtable Webinar: Context-Driven AI: Building Unified Data Foundations for Smarter Apps
OCTOBER	10/8 Roundtable Webinar: Building AI's Data Core: Engineering and Architecting for Generative Scale 10/22 Roundtable Webinar: Data Management for Modern Apps: Built for Speed and Scale
NOVEMBER	11/5 Roundtable Webinar: Boosting Real-Time Data Capabilities for Smarter, Faster Decisions 11/12 Roundtable Webinar: Fueling AI With Real-Time Data: New Technologies and Strategies
DECEMBER	12/3 Roundtable Webinar: What's Ahead in Data Architecture for 2026 12/17 Roundtable Webinar: Agentic AI in Analytics: Automating Insights and Decision-Making at Scale

2026 Pricing: \$6,900 per sponsor

BEST PRACTICES REPORT SERIES

THOUGHT LEADERSHIP AND LEAD GENERATION

DBTA publishes a special “Best Practices” report each month on a key topic of interest to our readers. Sponsors get to place content about their solution within the report preceded by an in-depth article on the current state of the marketplace from our editorial team.

Increase awareness of your brand.

Your company logo is featured prominently on the front cover of the report along with your sponsored content inside.

Generate quality leads.

The report PDF is hosted on the *DBTA* website, **DBTA.com**, and marketed to more than 200,000 IT and business stakeholders at organizations across North America. As a sponsor, you receive all the leads produced from downloads, fully screened and cleansed.

Build credibility.

Each “Best Practices” report topic is preselected by our editorial team as hot-button buyer issue. Take advantage of the credibility of the *DBTA* brand and its built-in audience to make the case for your solution. As a sponsor, you get unrestricted hardcopy and digital reprint rights.

Your sponsored content theme and format 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.



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

BEST PRACTICES/THOUGHT LEADERSHIP TOPICS INCLUDE:

ISSUE	BEST PRACTICES/THOUGHT LEADERSHIP TOPIC	PUBLICATION DATE
FEBRUARY	How to Build a Scalable Semantic Layer for AI and Analytics	1/23/26
MARCH	Architecting the AI-Driven Enterprise: Next-Gen Data Platforms	3/2/26
	Beyond LLMs: Maximizing GenAI Outcomes With Knowledge Graphs	2/27/26
APRIL	Optimizing Your AI Stack: Tools, Frameworks, and Integration	3/27/26
MAY	The Speed of Insight: Enabling the Next Frontier of Real-Time AI	5/1/25
JULY	Building Trusted Data Products: Scalable, Reliable, and Secure	6/26/26
AUGUST	Unifying Enterprise Data: Strategies to Eliminate Silos and Enable AI	7/23/26
OCTOBER	Database Performance Strategies: Ensuring Fast, Scalable, and Agile Operations	9/23/26
NOVEMBER	AI-Ready Data Platforms: Key Capabilities and Evaluation Guidelines	11/2/26
DECEMBER	The Future of Data Architecture: Enabling Scale, Speed, and AI Innovation	11/23/25

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.

2026 SUPER GUIDES

DBTA SUPER GUIDES: YOUR GATEWAY TO DATA & AI LEADERSHIP

Elevate your marketing game with DBTA Super Guides, a high-impact, expertly-crafted series designed to connect sponsors with more than 200,000 data and AI professionals at organizations across North America. These guides deliver thought leadership, lead generation, and lasting visibility.

WHAT'S INCLUDED IN EACH REPORT?

- › **Introduction:** Sets the stage with key insights and sponsor logos
- › **Industry Snapshot:** Current trends, challenges and opportunities
- › **Solution Spotlights:** Your 500-word story on the problem, solution, and results
- › **Action Checklist:** Practical takeaways with sponsor resource links

WHY SPONSOR?

- › **Brand Visibility:** Showcase your logo on the cover, intro, and Solution Spotlight
- › **Thought Leadership:** Position your executives alongside trusted analysts and editors
- › **Engaging Content:** Highlight your solution through a dedicated one-page spotlight (500 words, headshot, logo, and CTA)
- › **Lead Generation:** Guaranteed high-quality North American leads from engaged professionals
- › **Evergreen Value:** Guides remain discoverable for 6-12 months, driving sustained exposure

SPONSORSHIP TIERS:

- › **Diamond (\$3,950):** Premium positioning, 300 leads, quote in "Industry Snapshot" and a promoted resource
- › **Platinum (\$1,975):** Solution spotlight, 150 leads
- › **Gold (\$1,000):** Solution spotlight

Marketing: Hosted as a special PDF for registered viewers and gated article on www.dbta.com, *DBTA Super Guides* are promoted via email, newsletters, and online channels to qualified professionals in our unique subscriber network.

Sponsor Requirements: A headshot, logo, and 500-word spotlight. Diamond sponsors also submit a resource link and executive quote.

Why It Works: Delivers contextual leads from engaged professionals, multi-channel exposure, and evergreen content that keeps your brand relevant.

		MATERIALS DUE
January	Powering Agentic AI: Building Autonomous Data Foundations for 2026	1/12/25
April	Redefining Trust: Data Security and Governance Strategies for the AI Era	3/12/26
June	The Future of Data Platforms: Cloud-Native, AI-Driven	5/11/26
September	The AI Governance Playbook: Policies, Processes, and Oversight for Safe AI	7/10/26

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, full-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, full-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 “White Papers” section of *DBTA* Downloads (visit www.dbta.com/DBTA-Downloads/WhitePapers/). 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 90,000-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 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*, *5 Minute Briefing: Data Center*, *5 Minute Briefing: MultiValue*, and *5 Minute Briefing: Oracle*. This message will run once in each of these newsletters and will announce the new Sponsored Content articles posted at 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**, the market research arm of *Database Trends and Applications*, conducts proprietary and “for-publication” research for IT vendors in the marketplace leveraging its core subscriber base, as well as the member email databases of select database user groups with whom it partners.

Unisphere can conduct studies across the following memberships and subscriber bases:

- › *Big Data Quarterly* subscribers
- › *Enterprise AI World* subscribers
- › Professional Association for SQL Server
- › SHARE
- › *Database Trends and Application* magazine subscribers
- › *Customer Relationship Management (CRM)* magazine subscribers
- › *KMWorld* magazine subscribers

Unisphere has completed more than 100 studies over the past 10 years for a wide range of clients, including:

- › Attunity
- › Cloudera
- › Dell EMC
- › IBM
- › IDERA
- › Informatica
- › Intel
- › MarkLogic
- › Oracle
- › Quest Software
- › SAP
- › Symantec
- › Tableau

Unisphere is a turnkey provider. Every phase of the project is managed by its analyst and project management staff, and sponsors have full input and final approval over each deliverable of the project.

- › Questionnaire development and hosting
- › Survey solicitation via email
- › Data collection, cleansing, and analysis
- › Reporting of raw data results immediately upon survey cutoff
- › Provisioning of the survey incentive and management of the Sweepstakes
- › Authoring and formatting of the final report

WHY SPONSOR RESEARCH WITH UNISPHERE?

- › **Thought Leadership:** Stake your claim as a “go-to” solution provider by educating the marketplace on key topics of interest.
- › **Creditability:** Identify and validate the types of issues users are having and the breadth of that experience.
- › **Branding:** Your company logo is featured prominently on the front cover of the study as the exclusive sponsor.
- › **“Must-Have” Content:** Independent analyst reports are among the most sought-after content downloaded by buyers today.
- › **Lead-Acquisition:** Your report is hosted on www.dbta.com and marketed to more than 200,000 IT and business stakeholders across North America.

The basic cost of conducting a proprietary or “for-publication” study is \$15,000, including the cost of an incentive.