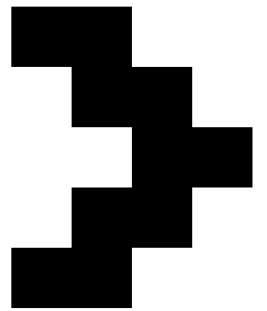


Redmond Channel Partner



DRIVING SUCCESS IN THE PARTNER COMMUNITY

Welcome

to *Redmond Channel Partner*.

Redmond Channel Partner was launched in July 2005 as a bi-monthly publication. Due to its overwhelming acceptance from the partner community, *Redmond Channel Partner* increased its frequency to a monthly publication beginning with the March 2006 issue. *Redmond Channel Partner* directly serves the Microsoft channel, and includes editorial content that is 100 percent focused on the strategic needs of this valuable group.



96% of Microsoft's revenues are derived through the Channel.



Driving Success in the Microsoft Partner Community

Redmond Channel Partner helps Microsoft channel partners succeed and grow their business. We offer insights into everything from sales strategies to working with Microsoft and understanding its product plans. **Redmond Channel Partner** is an independent advocate for Microsoft partners. We are independent of Microsoft, meaning we have no legal affiliation of any kind. That gives us the freedom to report objectively on Microsoft and represent the interests of the partner community over those of the supplying vendor, whether it be Microsoft or a third party.

WHY ADVERTISE IN REDMOND CHANNEL PARTNER?

Redmond Channel Partner is a highly targeted publication. This focus, along with a 10-year commitment in the Windows market, provides these unique advantages:

- * Highly efficient reach to Microsoft partners
- * Influential audience of IT consultants and systems integrators
- * Exclusive focus on the Microsoft channel
- * Extensive experience delivering solutions to advertisers in the Windows market

Our articles focus exclusively on the needs of the Microsoft channel, and are designed to help partners choose compelling technologies, build a close relationship with Redmond, define a niche, negotiate with suppliers and customers, and build their business. We teach readers how to build their partnerships, create a business case for their technology, get the information and support they need from Microsoft, position themselves and sell products.

Editorial Excellence:

Honored as best Start-Up Publication, Jesse H. Neal National Business Journalism Awards, 2006

Editorial Overview

EDITORIAL MISSION

Redmond Channel Partner is designed to make Microsoft partners more successful. The Microsoft channel contends with a unique set of technical, business and even political issues. *Redmond Channel Partner* is an independent advocate for these readers, and is the only publication offering them advice on how to expand their businesses, develop fruitful partnerships, build a service-oriented business, work more closely with Microsoft, develop and market unique areas of expertise and satisfy customers. We also address competitive issues, common customer objections and how to profitably position Microsoft technologies. In short, reading *Redmond Channel Partner* will help Microsoft partners add to their own bottom lines.

EDITORIAL BIOGRAPHIES



Scott Bekker, *Editor In Chief*

Scott started covering the Microsoft enterprise environment for *ENT Magazine* in August 1998. He has been editor in chief at *ENT* and then *ENTmag.com* since October 1999. Before joining *ENT*, Bekker worked for four-and-a-half years as an editor and reporter with *The Associated Press* in Kansas City and Philadelphia.



Anne Stuart, *Executive Editor*

Anne has spent nearly 25 years as a writer and editor for daily newspapers, regional and national magazines, an international wire service and several Web sites. Most recently, she edited *Momentum*, a Microsoft-sponsored magazine, e-newsletter and Web site for midsize businesses.



Lee Pender, *Senior Editor*

Lee began his career as a technology journalist in 1997 with *Computer Reseller News* and subsequently held posts at *PCWeek* (now *eWeek*) and *CIO* magazines. He then spent almost five years living in France and Holland, where he worked in the software industry and established himself as a freelance writer.

CONTRIBUTING EDITORS



M.H. "Mac" McIntosh

Mac is one of America's leading sales and marketing consultants and speakers, and an expert in software marketing and sales. He's been providing consulting services for Microsoft and many of its partners for more than seven years. He is the author of the "Marketing Microsoft" column.



Ken Thoreson

Ken brings more than 20 years of experience in sales leadership and management to clients. He is the managing partner of Acumen Management Group Ltd., a North American consulting firm focused on improving strategic sales-management functions at growing companies. Ken is the author of the "Selling Microsoft" column.



Paul Degroot

Paul is an analyst with Directions on Microsoft, an independent research firm focused exclusively on Microsoft strategies and technology. As a journalist, he has covered every aspect of the IT industry for 17 years. Paul is the author of the "Directions" column.

2007 Editorial Calendar

ISSUE	COVER	FEATURE 1	FEATURE 2	TECHNOLOGY	SPACE	ARTWORK
JAN	Partner Profitability	Vertical Industry Spotlight: Professional Services	Customer-Company Politics	Desktop Deployment	Nov 15	Nov 22
FEB	Small Business Specialist Update	Local Microsoft Partner Organizations	Microsoft Partner Awards	Unified Communications	Dec 20	Dec 28
MAR	Special Report: Microsoft Dynamics Package	Dynamics	Vista-Office Readiness	Systems Management	Jan 23	Jan 30
APR	Managed Services	What are Partner Advisory Councils?	Best Practices: Opening Your Books	Virtualization Global Hot Spots	Feb 21	Feb 28
MAY	Coopetition Part I	LARS & VARS	Lotus Conversions	Disaster Recovery	Mar 21	Mar 28
JUN	Channel Salary Survey	Vertical Industry Spotlight: Government	Best Practices: Disaster Planning	Developer Tools	Apr 18	Apr 25
JUL	Special Report: Microsoft in Transition	Transition	Moving to Redmond	Enterprise Security	May 21	May 26
AUG	Emerging Markets Package	Vertical Industry Spotlight: Health Care	All About Partner Account Managers (PAMs)	Networking	Jun 19	Jun 26
SEP	Worldwide Partner Conference Coverage	Big Vendors, Small Businesses	Management Best Practices	Remote Access/ Mobility Tools	Jul 25	Aug 1
OCT	Partner Program Levels	Coopetition, Part III	Customer Campaigns Update	Backup/Storage	Aug 21	Aug 26
NOV	Security Update	Vertical Industry Spotlight: Financial Services	Large Account Resellers	Messaging	Sep 19	Sep 26
DEC	Partner Survey	Looking Ahead to 2008	Management Best Practices	Dynamics	Oct 22	Oct 29

Bonus Distribution

March: TechMentor/TechPartner Conferences

June: Microsoft TechEd

July: Microsoft Worldwide Partner Conference

October: TechMentor Conference

Editorial Contacts

Product reviews: Lafe Low, llow@rcpmag.com

Article ideas and submissions: Scott Bekker, sbekker@rcpmag.com



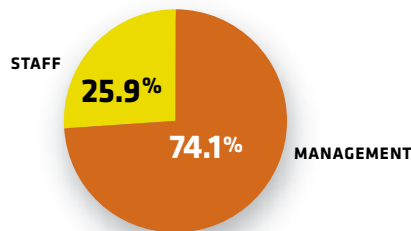
Circulation

The channel is critical to Microsoft's ultimate success, as 96 percent of company revenue comes from the channel. Channel partners are also a huge influence on purchase decisions. According to Microsoft, customers go with partner product recommendations in more than 80 percent of sales transactions. Microsoft realizes the value of the channel, and company CEO Steve Ballmer created a new compensation system where executives are held accountable for partner satisfaction.

Redmond Channel Partner reaches 26,500 subscribers monthly. It targets various types of Microsoft partners including:

- * Systems and Network Integrators
- * IT/E-Business Consultants
- * VARs
- * Software/Web Developers
- * Service Providers
- * Distributors

WHICH BEST DESCRIBES YOUR JOB FUNCTION?*



	Qty	TOTAL
Executive Management	7,948	29.9%
Corporate Management	1,299	4.9%
Department Management	1,339	5.1%
Technical Management	8,337	31.5%
Technical Staff	6,374	24.1%
Sales/Marketing Management	723	2.7%
Sales/Staff	197	0.7%
Other	283	1.1%
TOTAL	26,500	

CUSTOMER COMPANY SIZE**

1-10 Employees	11%
11-99 Employees	30%
100-999 Employees	25%
1,000-14,999 Employees	20%
15,000-49,999 Employees	7%
50,000+ Employees	7%



COMPANY: YEARS AS PARTNER

More than 6 years	34%
5-6 years	13%
3-4 years	23%
1-2 years	20%
Less than 1 year	10%



MICROSOFT PRODUCTS COMMONLY INCLUDED IN CUSTOMER SOLUTIONS**

Windows Server	61%
SQL Server	59%
Office Suite	55%
Exchange Server	51%
Windows (client)	48%
Windows Small Business Server	40%
ISA Server	31%
Office SharePoint Server	31%



WHICH OF THE FOLLOWING BEST DESCRIBES YOUR FIRM'S PRIMARY BUSINESS MODEL AT YOUR LOCATION?*

	Number	Percent
Systems Integrator/VAR	5,517	20.8%
Network Integrator/VAR	2,154	8.1%
IT/E-business Consultant	7,683	29.0%
Web Integrator/Net Specialist	451	1.7%
Service Provider	3,590	13.5%
Comms/Telephony Integrator	1,284	4.8%
Software/Web Developer	3,410	12.9%
Custom Systems Builder	526	2.0%
Distributor	833	3.1%
Other	1,052	4.0%
TOTAL	26,500	100%

Online

Our online products offer an array of brand and lead-generation advertising opportunities—from banner advertising efforts to custom media programs. RCPmag.com is the online version of *Redmond Channel Partner* magazine. The site keeps Microsoft channel partners abreast of the latest Microsoft marketing programs, events, product news, sales tips and more. Sections include:

- * News
- * Columns
- * Features
- * Solution Spotlights
- * Partner Spotlights
- * Tech Portals
- * RCP Blogs
- * Your Turn

BANNERS

Integrate banners into your lead-generation or branding campaign. Banner sizes include sky-scrapers, leaderboards, rectangles and dogears.

REDMOND CHANNEL PARTNER UPDATE NEWSLETTER

Get immediate and solid response to your advertisements in the twice-weekly newsletter from the editors of *Redmond Channel Partner* magazine.

TECH LIBRARY/WHITE PAPER LISTINGS

Promote your white papers or case studies in our Tech Library and gather high-quality leads from responsive readers. Our registration system requires readers to submit full demographics and confirm their e-mail address before they can download any resource.



WEB SEMINARS/AUDIOCASTS

Interact with our audience during these one-hour vendor presentations.

You provide the speaker and PowerPoint presentation while we provide the production and promotion of the event. You'll come away with qualified leads, instant feedback from the audience through polls, surveys and Q&As, plus a recording of the event for your own use.

EBOOK LISTINGS/SPONSORSHIPS

Co-brand your products with technology-specific content crafted by our editorial team and heavily promoted through the Redmond Media Group network. You'll receive valuable, targeted leads with minimal effort.

TEXT LINKS

Text advertisements, positioned at the bottom of each Web site page, provide a cost-effective enhancement to your campaign.

CUSTOM LANDING PAGES

"Own" a page on our Web sites for your logos, product descriptions, white papers, software downloads and more. You provide the copy, we provide the promotion.

LIST RENTAL

Get the most out of your next promotional effort by utilizing the master database of 1105 Media, Inc., publisher of *Redmond Channel Partner* magazine. Our award-winning publications and highly respected e-newsletters give you the ability to reach a large information technology (IT) audience or target a specific niche. Choose from dozens of selections. Postal and e-mail lists are available. For more information visit: <http://worldata.com/101com>

2007 Rates

RCP 2007 4-COLOR PROCESS RATES

Ad Size	1x	3x	6x	12x	24x
Full Page	\$7,090	\$6,040	\$5,510	\$4,725	\$4,200
1/2 Page	\$4,465	\$4,200	\$3,835	\$3,415	\$2,890

PREMIUM POSITION RATES: 4-COLOR PROCESS

Cover 2	Add \$525 per issue
Cover 3	Add \$370 per issue
Back Cover	Add \$605 per issue
Page 1	Add \$525 per issue
Opposite TOC	Add \$475 per issue
Cover 2/Page 1 Spread	\$11,550

Commissions & Credit Terms

15% commission to recognized agencies. Payment of invoices is due upon receipt. A finance charge will be added at the periodic rate of 1.5% per month (an annual percentage rate of 18%) to any outstanding bill over 30 days. The 15% agency commission will not be paid after 60 days. Any delinquent account is subject to cancellation and shortrate.

Cancellations & Late Material

Notification of space cancellations must be received in writing by the space closing deadline. If canceled after deadline, the advertiser will be charged for the insertion. Materials received after published deadlines are subject to a late insertion fee.

Advertising Frequency Contracts

Frequency contracts entitle advertisers to the discount rate as specified under "General Advertising Rates." A contract year begins with the date of the first insertion. Advertisers agree to pay short rate for incomplete contracts. Advertisers with a 24-time or greater frequency contract must run a minimum of one advertisement in each issue during the life of the contract, unless they qualify for discounts based on multiple insertions in the same issue. Advertising rates are subject to change. Advertisers will be notified of any rate changes and all future ads billed at new rates.

General Conditions

- A. Advertising is subject to acceptance by Publisher as to character, layout, text and content.
- B. The Publisher reserves the right to reject or cancel advertising that is not in keeping with the publication's standards.
- C. Advertisers and advertising agencies assume all liability for all content (including text, illustrations, representation, copyright, etc.) of advertisements printed and also assume total responsibility for any claims arising therefrom against the Publisher.
- D. Advertisements are accepted upon the representation that advertisers have all the rights necessary to publish the contents thereof. Advertisements must be factual, not misleading, and should not misrepresent any competing product or service or make an unfair, incomplete comparison.
- E. Any attempt to simulate the publication's format is not permitted and the Publisher reserves the right to place the word "advertisement" with any copy that in the Publisher's opinion resembles editorial material.
- F. Conditions, other than rates, are subject to change by Publisher without notice.
- G. Positioning of advertisements is at the discretion of the Publisher unless agreed to in writing by the Publisher.
- H. Publisher shall have no liability for errors or omissions in key numbers, Reader Inquiry Numbers or Advertisers' Index.
- I. Advertisements not received by space closing date will not be entitled to revisions or approval by the advertiser or its agency.
- J. Cancellations or changes in orders may not be made by the advertiser or its agency after closing date.
- K. Advertiser is liable for any costs (design fees, set ups, additions or alterations to advertisements, logos, color, film, reprints, etc.) incurred in the preparation of its advertisement.
- L. All insertion orders are accepted subject to the provisions of the current rate card. Proposal or request for advertisement based on reciprocal dealings will not be accepted. Publisher's suppliers, resellers or sales agents are cautioned that solicitation by Publisher's agents on any other basis is unauthorized.
- M. Cancellation of space reservations for any reason will result in a short-rate based on past and subsequent insertions to reflect actual space used at the earned frequency rate.
- N. Publisher shall not be liable for any costs or damages if it fails to publish an advertisement.
- O. Publisher shall have the right to hold advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to Publisher.
- P. No conditions other than those set forth in this rate card shall be binding on the Publisher unless specifically agreed to in writing.
- Q. Publisher is not liable for delays in delivery or nondelivery in the event of Act of God, action by government or quasi-governmental entity, fire, flood, insurrection, riot, explosion, embargo, strikes (whether legal or illegal), labor or material shortage, transportation interruption of any kind, work slow-down, or any condition beyond the control of Publisher affecting production or delivery in any manner.
- R. Advertisers agree that Publisher has no obligation to maintain the confidentiality of submitted material until publication date and that while Publisher may, at advertiser request, adopt procedures to restrict dissemination of submitted material to lesson risk of disclosure, Publisher has no liability for its failure to do so.
- S. As used in this section titled "General Conditions," the term "Publisher" shall refer to 1105 Media, Inc.
- T. Governing Law, Attorney's Fees. This Agreement shall be governed by the laws of the State of California. Any controversy or claim arising out of or relating to this Agreement or the breach thereof will be settled by binding arbitration, which shall be conducted in accordance with the rules of the American Arbitration Association. There shall be one arbitrator in any such proceeding. Judgment upon the award rendered by the arbitrator may be entered in any court having jurisdiction thereof. The place of arbitration shall be Los Angeles County, California. Should either party commence arbitration to enforce or interpret this Agreement, the arbitrator shall have the discretion to award the prevailing party reasonable attorney's fees.

Specifications

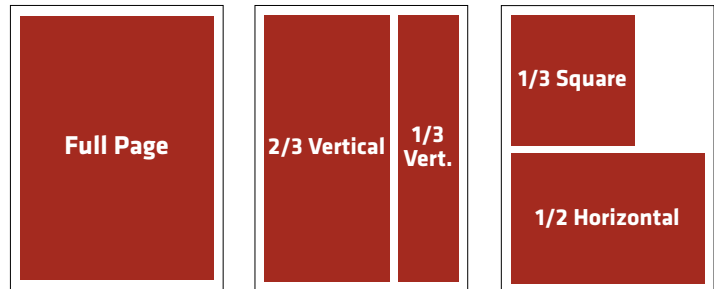
Digital Advertising Specifications

The following specifications are for the purpose of controlling the quality of magazine printing on high-speed Web presses. All requirements are based on Specifications for Web Offset Publications (SWOP). Any deviation from these specifications may result in less-desirable printed results.

Trim Size: 8³/₄" x 10⁷/₈"

Bleed Size: 9" x 11¹/₈"

	Live Size	Bleed Size
Full Page	7 ³ / ₄ x 10	9 x 11 ¹ / ₈
1/2 Spread	16 ¹ / ₂ x 4 ⁵ / ₈	17 ³ / ₄ x 5 ⁵ / ₈
2/3 Vertical	5 ⁷ / ₈ x 9 ⁵ / ₈	5 ⁵ / ₈ x 11 ¹ / ₈
1/2 Horizontal	7 ³ / ₄ x 4 ⁵ / ₈	9 x 5 ⁵ / ₈
1/3 Vertical	2 ¹ / ₂ x 9 ⁵ / ₈	n/a
1/3 Square	5 ⁷ / ₈ x 4 ⁵ / ₈	n/a



Ad sizes are to scale.

All bleed dimensions include 1/8" bleed for trim. For bleed ads, please keep live copy 1/4" from trim and crop marks. CMYK, 4-color process printing only. For PMS ink color availability, contact your Sales Representative.

MediaShipping (not including pre-printed inserts)
Digital files should be provided on the following media:
Macintosh formatted 100MB or 250MB Zip or CD-ROM.
Please label media with the magazine name, issue date and advertiser name. Include a laser of the media directory with all contents. Ads requiring work to be done by the Publisher will incur an additional charge. Media and advertising materials are kept by the Publisher for one year then destroyed. Return material requests must be made in writing and are shipped C.O.D.

Send Materials To:

Production Coordinator
Redmond Channel Partner [6 issue date]
1105 Media, Inc.
9121 Oakdale Avenue, Suite 101
Chatsworth, CA 91311
Tel: 818-734-1520, ext. 164
Fax: 818-734-1528
Email: rcpadproduction@1105media.com

Media, files and proofs should be securely packed and shipped. Contents of the package should be identified on the outside as to publication date and type of material contained within.

Contact Information

If you have questions regarding production specifications or insert specifications, please contact your Production Coordinator. For advertising sales information, please contact your Sales Representative.

File Format

We support files generated by Adobe Acrobat using the 101 Print Driver and 101 Job Option Settings for Distiller, with specifications as listed below. Download printer driver & distiller settings from our Web site at www.101com.com/mediakits/resources.asp. In order to generate printable PDFs, it is important that the native

file (QuarkXPress, Adobe InDesign or Pagemaker) be prepared accordingly.

Preparing native files for printable PDFs:

- Two-page spreads need to be submitted as single page files
- Set page geometry to 8.75" X 10.875" for full page ads
- Set bleeds 1/8" beyond trim
- All images/scans must be in CMYK mode, 300 dpi resolution
- DO NOT use stylized fonts
- Use Postscript (Type 1) fonts only. No True Type, Windows/PC or custom fonts accepted
- Embed all fonts
- Rules should be .025 point or thicker
- All elements must be placed at 100 percent size
- Avoid rotation and cropping of images in layout program
- Do not nest EPS files in other EPS files
- Four-color solids should not exceed SWOP density of 280 percent

Preparing a PDF file (preferred format):

- Use 101 PPD Print Driver
- Use 101 Job Options for Distiller
- Set crop marks with a 12 point offset
- PDF file needs to be 1 inch larger than trim size of magazine and include crop marks (9.75" X 11.875")

Preparing an EPS file (optional alternative format):

- EPS file formats from Adobe Illustrator, Adobe Photoshop or Macromedia Freehand must be a high resolution CMYK EPS file, layers flattened with fonts converted to outlines or paths.

Proofs

Provide two digital color proofs at 100 percent size, created from the supplied digital file, on a contract-quality, digital halftone proofing system in accordance

with SWOP Web coated standards (AGFA Pressmatch, Kodak Approval, DuPont Waterproof, etc.). Laser or inkjet proofs are not considered accurate in color and are supplied for content confirmation only. If supplied, the Publisher is not responsible for color variances between the digital file and final color reproduction.

IMPORTANT NOTE: If proofs are not supplied, the Publisher reserves the right to have them made at the Advertiser's expense, and make-goods due to reproduction quality will not be honored.

FTP File and Upload information

Name your files with the magazine name, issue date and advertiser name. Include media directory. Under separate cover, please send to your Production Coordinator, two digital color proofs at 100 percent size, created from the uploaded digital file, on a contract-quality, digital halftone proofing system in accordance with SWOP Web coated standards.

Ads requiring work to be done (sizing, typos, etc.) by the Publisher will incur an additional charge. Advertising files are stored by the Publisher for one year and then deleted.

Uploading Your File

All uploads should be followed by either a confirmation phone call or e-mail message to your Production Coordinator to verify the file has been sent. It is important that the uploaded file is placed in the designated 101external/production/publication folder Directory for expedient access.

Host: <ftp://ads.101com.com/>

User ID: 101user

Password: 101pass

Directory: 101external/production/(Publication Folder)

The Industry Media Platform Providing End-to-End Reach of IT Professionals Managing the Windows Network

Our growing portfolio includes Redmond magazine, Redmond Channel Partner magazine, Redmond Developer News magazine, CertCities.com, ENTmag.com, MCPmag.com, Redmondmag.com, RCPmag.com, RedDevNews.com, TCPmag.com, TechMentor Conferences and nearly a dozen high-circulation e-mail newsletters. We provide news, in-depth analysis, and hands-on information for IT directors, corporate development managers, administrators and a range of partners in the Microsoft community.



Redmond magazine, since 1995, has been dedicated to providing in-depth, cutting-edge information to network professionals who have a special expertise with the Microsoft Windows platform. Readers evaluate, purchase, implement and manage all of the component products that go into robust enterprise networks. *Redmond* is a monthly print publication distributed to 119,000 qualified subscribers.

Redmondmag.com is an extension of *Redmond* magazine. The site provides readers with the information, strategies and behind-the-scenes insight into Microsoft and the Windows computing platform through print articles and online-only content.

- **Redmond Report Newsletter** | 3x Weekly | 74,000 subscribers

Redmond Developer News launched with a November 2006 cover date. The magazine gives U.S. corporate development managers insight into Microsoft's plans, and news on the latest happenings and products in the Windows development marketplace. *RDN* is a monthly print publication distributed to 25,000 qualified subscribers.

RedDevNews.com is the online version of *Redmond Developer News*. With expanded content and online-only articles, the site serves the Microsoft development manager by exclusively covering pertinent real-world news, product, and new development technology information.

- **Redmond Developer News Newsletter** | 1x Weekly | 15,000 subscribers

ENTmag.com is an online publication for IT managers seeking to maximize the benefits of running Windows systems in the enterprise. The site is news driven and focused on providing end users with up-to-date, independent information on Microsoft's business products and strategic product roadmaps.

- **ENT Newsline Newsletter** | 3x Weekly | 44,000 subscribers
- **ENT In-Depth Edition Newsletter** | 1x Monthly | 55,000 subscribers

MCPmag.com is the daily information and news site for Microsoft Certified Professionals. The site delivers technical and career information to a global community of IT managers and network administrators working with Microsoft networking products.

- **MCPmag.com News Newsletter** | 2x Weekly | 145,000 subscribers
- **MCPmag.com Tech Line Newsletter** | 1x Weekly | 145,000 subscribers
- **MCPmag.com Windows Tip Sheet Newsletter** | 1x Weekly | 145,000 subscribers
- **Security Watch Newsletter** | 2x Weekly | 67,000 subscribers

For more information on our complementary products, visit RedmondMediaGroup.com.