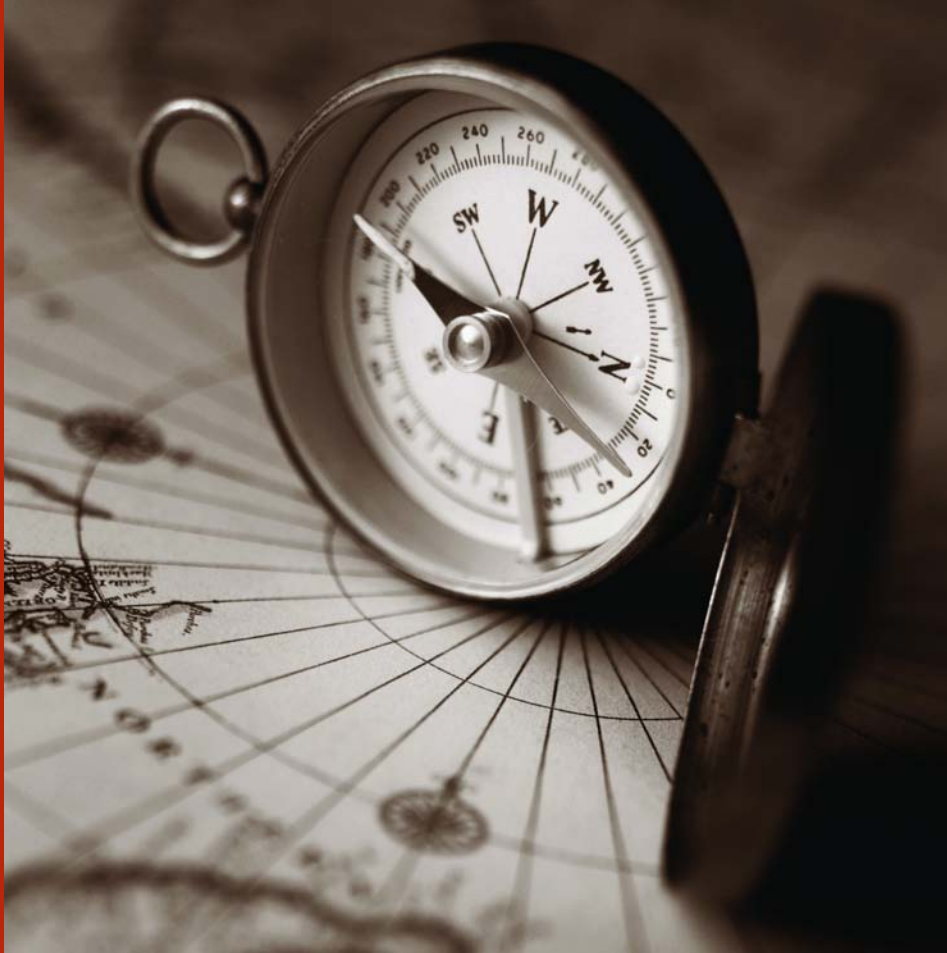


# Redmond Channel Partner

## 2006 MEDIA KIT



**DRIVING SUCCESS**  
IN THE MICROSOFT 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. *Redmond Channel Partner* is a sister publication to *Redmond* magazine, which focuses on the strategic and practical needs of Microsoft IT professionals. This family of magazines now addresses all aspects of the Microsoft sales continuum, from product inception, to marketing and sales, and ultimately to the product's successful management and use.

## 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 products 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.

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 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 4½ 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.

## 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 has 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.

### Margo Day

Margo is the Vice President of the U.S. Partner Group at Microsoft. She has more than 18 years of technology management expertise in business development, partnership development, sales and marketing. She is the author of "The Microsoft View" column.



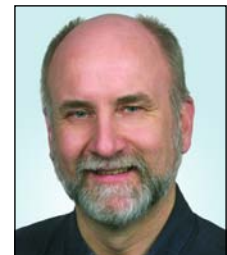
### Ken Thoreson

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.



# 2006 Editorial Calendar

Issue	Cover	Feature 1	Feature 2	Technology	Space	Artwork
January	Small Business Savvy	The Security Paradox	Winning the Linux Wars	Visual Studio	Nov 7	Nov 14
March	Software as a Service	Microsoft Product Roadmap	Windows Server 2003 R2 Biz Opportunities	System Management	Jan 20	Jan 25
April	Navigating Microsoft	Hiring Good People	Does Microsoft Know How to Market to SMBs?	Business Software	Feb 16	Feb 22
May	Growing a Business	Upselling SMBs	Application Lifecycle Management	Security	Mar 22	Mar 27
June	How to Be a Better Partner	Retaining Staff	Is It Better to be a Gold Partner?	Integration	Apr 20	Apr 25
July	Finding Customers: Small, Midsize & Enterprise	Grooming Managers	WWP Conference Preview	Mid-Market Technologies	May 22	May 25
August	Ramping up for Vista and Office 12	Managing a Contract Workforce	Partner of the Year Profiles	Application Development	Jun 21	Jun 26
September	Partner Survey	Productivity Tips	The Virtual Opportunity	Desktop Productivity	Jul 27	Aug 1
October	Answers to Microsoft Deal Breaking Arguments	Handling a Merger	Pure Play Microsoft Solutions	Backup	Aug 22	Aug 25
November	Microsoft Geography	Project Management	Creating an Influencer Competency	Virtualization	Sep 21	Sep 26
December	Starting a Local Partner Organization	Reaching Real Decision Makers	Assessing Partner Points	Servers	Oct 23	Oct 26

Note: Editorial calendar is subject to change.

## Bonus Distribution

March: TechMentor

June: Microsoft TechEd

July: Microsoft Worldwide Partner

October: TechMentor

## Editorial Contacts

Product Reviews: Life Low, llow@rcpmag.com

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





# Circulation

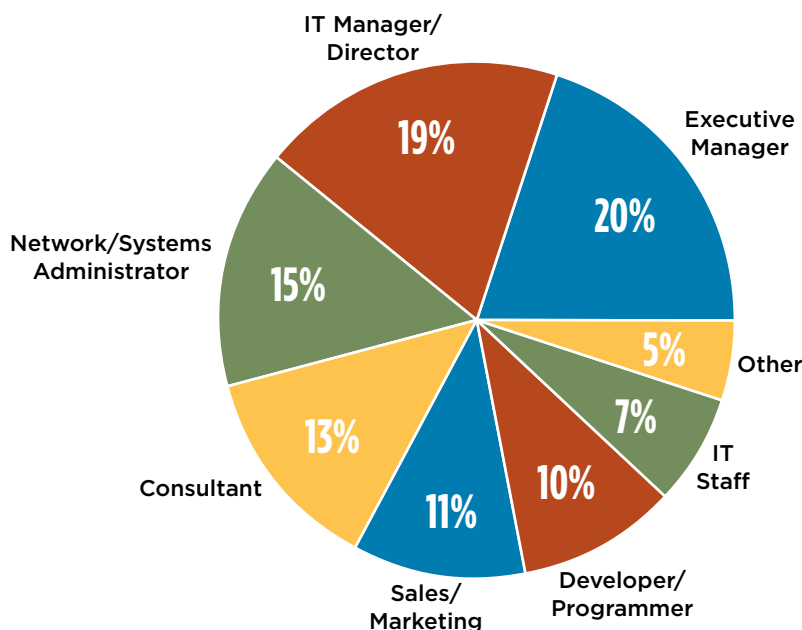
## Circulation

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 25,000 subscribers monthly.\* It targets various types of Microsoft Partners including:

- Systems and Network Integrators
- IT/E-Business Consultants
- VARs
- ISVs
- Service Providers
- Distributors

### Subscriber Job Title



### Microsoft Products Commonly Included in Customer Solutions

Windows (client)	70%
Windows Server	61%
SQL Server	58%
Office	55%
Exchange	47%
Windows Small Business Server	31%
SharePoint Portal	30%
ISA	28%

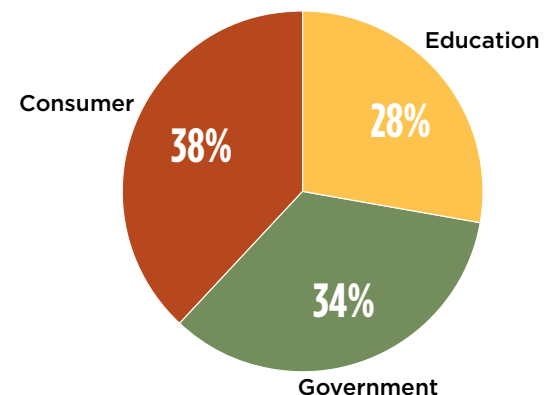
### Subscriber Company Size

1 - 49	48%
50 - 99	11%
100 - 499	13%
500 - 999	5%
1,000 - 14,999	10%
15,000+	13%

### Customer Company Size

1 - 49	25%
50 - 99	14%
100 - 499	14%
500 - 999	12%
1,000 - 14,999	14%
15,000+	21%

### Primary Customer Industry



Source: Reader Survey, Dec. 2005

\*Application for membership into BPA Worldwide has been submitted. The November 2006 issue will be audited for circulation that is 100% one-year direct-request.

# 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
- Product Spotlights
- Product Reviews
- Partner Spotlights
- Tech Portals
- Your Turn

## Banners

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

## Redmond 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 email 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&A's, 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.

## 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 101communications, publishers 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://www.worldata.com/101com/>

# 2006 Rates

## 4-Color Process Rates

Ad Size	1x	3x	6x	12x	24x
Full Page	\$6,750	\$5,750	\$5,250	\$4,500	\$4,000
1/2 Page	\$4,250	\$4,000	\$3,650	\$3,250	\$2,750

## Premium Position Rates: 4-Color Process

Cover 2	Add \$500 per issue
Cover 3	Add \$350 per issue
Back Cover	Add \$575 per issue
Page 1	Add \$500 per issue
Opposite TOC	Add \$450 per issue
Cover 2/Page 1 Spread	\$11,000

## 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 101communications.
- 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.

## 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 cancelled 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.

# Specifications

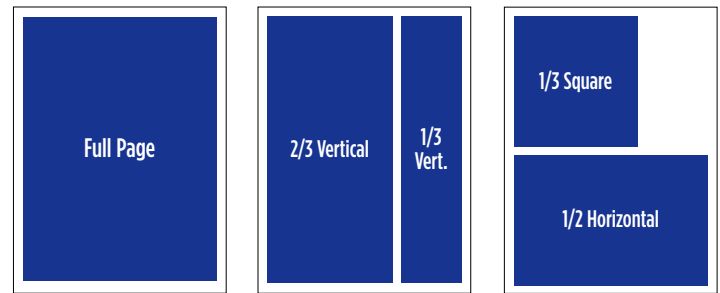
## Digital Advertising Specifications

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: 8<sup>3</sup>/<sub>4</sub>" x 10<sup>7</sup>/<sub>8</sub>"

### Bleed Size: 9" x 11<sup>1</sup>/<sub>8</sub>"

	Live Size	Bleed Size
Full Page	7 <sup>3</sup> / <sub>4</sub> x 10	9 x 11 <sup>1</sup> / <sub>8</sub>
1/2 Spread	16 <sup>1</sup> / <sub>2</sub> x 4 <sup>5</sup> / <sub>8</sub>	17 <sup>3</sup> / <sub>4</sub> x 5 <sup>5</sup> / <sub>8</sub>
2/3 Vertical	5 <sup>1</sup> / <sub>8</sub> x 9 <sup>5</sup> / <sub>8</sub>	5 <sup>3</sup> / <sub>8</sub> x 11 <sup>1</sup> / <sub>8</sub>
1/2 Horizontal	7 <sup>3</sup> / <sub>4</sub> x 4 <sup>5</sup> / <sub>8</sub>	9 x 5 <sup>5</sup> / <sub>8</sub>
1/3 Vertical	2 <sup>1</sup> / <sub>2</sub> x 9 <sup>5</sup> / <sub>8</sub>	n/a
1/3 Square	5 <sup>1</sup> / <sub>8</sub> x 4 <sup>5</sup> / <sub>8</sub>	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 [& issue date]  
101communications  
9121 Oakdale Avenue, Suite 101  
Chatsworth, CA 91311  
Tel: 818-734-1520, ext. 164  
Fax: 818-734-1528  
Email: rcpadproduction@101com.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 <http://www.101com.com/mediakits/resources.asp>. In

order to generate printable PDFs, it is important that the native file (QuarkXPress, Adobe InDesign or Pagemaker) is prepared accordingly.

### Preparing native files for printable PDFs:

- 2 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% 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%

### 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% 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% 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 then deleted.

### Uploading Your File

All uploads should be followed by either a confirmation phone call or email 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

The Redmond Media Group is dedicated to serving the Microsoft customer and partner communities. Our growing Windows portfolio currently includes *Redmond* magazine, *Redmond Channel Partner* magazine, ENTmag.com, MCPmag.com, RCPmag.com, Redmondmag.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, 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.

**Redmondmag.com**  
THE INDEPENDENT VOICE OF THE MICROSOFT IT COMMUNITY



- **Redmond Report Newsletter** | 3x Weekly | 68,000 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 Newline 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 offers forums on technology and certification issues, reviews of certification books and courses, Windows systems troubleshooting advice and live chats with experts on exam, career, and Windows implementation issues.



- **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** | 1-2x Weekly | 67,000 subscribers

For more information on our complementary products, visit [redmondmediagroup.com](http://redmondmediagroup.com).