Redmond

MAGAZINE

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THE INDEPENDENT VOICE OF THE ~~COMMUNITY~~

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THE INDEPENDENT VOICE
OF THE MICROSOFT IT COMMUNITY

The Independent Voice of the Microsoft IT Community

Redmond has a laser focus on the Microsoft IT community. While we are bullish on Windows technology and Microsoft applications, we are adamant about telling the true story-what works, what doesn't, what costs too much, what gives great value. We walk in Microsoft IT shoes, and that perspective drives every page and every word of our magazine.

A true IT publication represents its readers and answers only to its readers. Through constant, unceasing interaction with readers, *Redmond* identifies key issues, problems, and new technologies that offer critical advantage. When readers have a problem, *Redmond* investigates and pushes for solutions. When important technologies emerge, *Redmond* examines the business case, defines the technology, and counsels readers on adoption.

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Welcome

Editorial Mission

Redmond magazine is the authoritative, independent voice of the Microsoft IT community, and provides real-world technical, product, news, and industry information for experienced Information Technology professionals working within a Windows platform computing environment. Our readers are the decision drivers of the industry and include IT managers, network managers, network administrators and system administrators. These technology leaders establish and drive the technical goals of their organizations, buy and recommend specific solutions to achieve these goals, and manage the implementation, integration and maintenance of the technology.

Our editorial mission is to provide readers with the information, strategies, and behind-the-scenes insight into Microsoft and the Windows computing platform so they can make better informed decisions regarding their organizations' IT infrastructure.

Features and Columns

Product Coverage

Keeping the Windows infrastructure running smoothly requires a heavy dose of third-party help. Yet there are literally hundreds of solutions that address the technology needs of those who manage the network. Our voluminous reviews and product comparisons spell out the criteria readers should use in evaluating their technology purchases and provide real-world judgments on how effectively these tools do their jobs.

Your Turn

This is an all new approach to product reviews. Here we create a formal review framework, but fill in these categories with real-world customer experiences, rather than the results of a single lab evaluation.

Beta Man

This column, by noted Microsoft expert Don Jones, will put pre-release versions of major Microsoft products and third-party products through their paces. This will help readers evaluate upcoming products, and plan for their possible use.

Security Advisor

Just as network breaches morph monthly, so too must the techniques our readers use in maintaining the security of their infrastructures. Security authority Joern Wettern shares insights about tools, methodologies and strategies for keeping an organization's data, servers and clients safe in this monthly examination of Windows security.

Mr. Roboto

Systems engineers have little to no spare time in their work days. Where they can streamline, they do. Scripting and automation expert, Don Jones, will show readers how to automate common Windows administrative tasks.

Marching Orders

IT often knows what to do, but sometimes needs a gentle shove to actually do it. Marching Orders will highlight key, but sometimes neglected issues, and press IT to take action. Examples include consolidating servers and storage, which many have put off, implementing multiple layers of security, carefully analyzing vendor ROI claims, and negotiating better terms with vendors.

Foley on Microsoft

Noted Microsoft watcher Mary Jo Foley has joined *Redmond* as our back page columnist. Foley has covered Microsoft for some two decades as a longtime writer for *PC Week*, and now the editor of her own site, Microsoft-watch.com. Every month Foley offers the insight that only a true veteran can provide.

Windows Insider

This highly technical column by Windows heavyweight Greg Shields, delves into the inner workings of the Windows operating systems and applications, to provide valuable insights on deployment, integration and support.

Inside Redmond

Doug Barney, Editor In Chief

Doug has been a technology journalist for 20 years, serving as a writer, news editor and Editor in Chief for several publications. Barney was recently Editor in Chief of *Network Computing*. Barney also served as Executive Editor of News for *Network World* newspaper, where he ran both print and on-line news operations.

Keith Ward, Editor

Keith has been a reporter and editor since 1989. An MCSE, he worked in the Web hosting division of a large media company before joining the editorial staff of *MCP Magazine*. Keith oversees the monthly production of the magazine and helps drive our strategy and direction.

Lafe Low,
Executive Editor: Reviews

Lafe brings nearly 20 years experience as a writer and editor to the team of *Redmond* magazine. Low served in various editorial positions with *inCider*, *PC Games*, *InfoWorld* and *High Color* magazines. While working for *CIO*, he was the 2001 Neal Award winner for best single feature, and served with the 2001 and 2002 ASBPE Magazine of the year award-winning editorial and design team.

Michael Desmond,
Editor at Large

A *PC World* magazine veteran, Michael spent six years at *PC World* as a news editor and reviews editor. He also served as executive editor for *Multimedia World Magazine*. A well known Windows technical expert, Desmond has authored Peter Norton's *Complete Guide to Computer*, *The Windows 2000 Professional Bible*, *Tom's Hardware Guide: High-Performance PC Secrets*, and *Microsoft Office in 10 Steps or Less*.

Wendy Gonchar,
Managing Editor

Wendy's background in marketing, Web project management and publishing has served her well in her two stints at 101communications. She has a degree in English Literature from UCLA.

Michael Domingo,
Editor, MCPmag.com

Michael has been tracking IT and software development trends and issues since 1992. While employed with Advisor Media, Michael was Managing Editor of *Data Based Advisor* and was instrumental in launching one of its most popular software titles, *Access/Office/VB Advisor*. As Editor of *MCP Magazine*'s popular Web site, Mike manages development of the online community of IT professionals and monitors the training and certification news coming out of Microsoft.

Becky Nagel,
Editor, Redmondmag.com

Becky Nagel is an award-winning journalist with 10 years of experience covering the tech industry. She joined 101communications in 2000, and is currently the editor of Redmondmag.com and CertCities.com, and co-editor of RCPmag.com.

Dan Hong, Associate Web Editor

Dan Hong is the Associate Web Editor of MCPmag.com, CertCities.com, TCPmag.com, Redmondmag.com and RCPmag.com. Previously, he was a reporter and copy editor for the English dailies *Korea Times* and *Korea Herald* in Seoul.

Editorial Biographies

Contributing Editors

Greg Shields, MCSE: Security

Greg is the author of the "Windows Insider" column. He is a senior systems engineer with Raytheon Company and has extensive hands-on experience with architecting and administering enterprise collaboration systems. He is also the Systems and Network Troubleshooting Track leader at the TechMentor Conferences.

Don Jones, MCSE

Don, author of the "Beta Man" column in the magazine, is the owner of ScriptingAnswers.com and author of a more than a dozen technical books, including *Windows Server 2003 Delta Guide* (SAMS) and *Managing Windows with VBScript and WMI* (Addison-Wesley). He is also a popular instructor at the TechMentor Conferences.

Mary Jo Foley

Mary Jo is an award-winning reporter and editor, who has covered technology for 22 years. For the past dozen, she has focused expressly on covering Microsoft. Foley has watched Microsoft for *eWeek*, CNet/ZDNet and *Baseline Magazine*. For the past three years, she edited the Ziff Davis Microsoft Watch Web site and accompanying paid newsletter. She is the author of the "Foley on Microsoft" column.

**Joern Wettern,
MCSE, MCT, Security+**

Author of our popular "Security Advisor" column, Wettern is an expert in Windows security, as well as more general areas such as firewalls. Wettern, Ph.D., MCSE, MCT, Security+, is the owner of Wettern Network Solutions, a consulting and training firm. He has written books and developed training courses on a number of networking and security topics. In addition to helping companies implement network security solutions, he regularly teaches seminars and speaks at conferences worldwide.

	Cover	Feature 1	Feature 2	Feature 3	Product Roundup	Reader Review	Ad Close
January	The Ultimate Windows PC	Real World Virtualization	Software Audits	Troubleshooting Hardware	Blade Servers	Apache	Nov. 25
February	Linux Directories	XP Troubleshooting Secrets	Microsoft and Your Career	Stupid Security Mistakes	Asset Management (single function)	Groove	Dec. 27
March	Tipping Points	Reader Tips: Spyware	Computing at the Extremes	64-bit Windows Applications	Asset Management (suites)	BizTalk Server	Jan. 25
April	Tour de SQL	Best Kept Group Policy Secrets	Extending Security Config Wizard	Training Users: Viruses	Office Alternatives	Microsoft CRM	Feb. 24
May	Readers' Choice Awards	10 Server Saving Tips	SAN Best Practices	Training Users: Passwords	SQL vs. Oracle	SQL 2005	Mar. 24
June	Windows 2003 Clustering Hardware	The Truth About Upgrades: Hidden Costs	Real Life Linux Interoperability	Training Users: How To Spot A Hacker	Anti-Virus Tools	Visual Studio 2005	Apr. 25
July	The Growing Windows Server Family	WU, MU, WSUS, And ITMU	Buying Tech Support	Microsoft Storage Plans	Demonstration/ Teaching Tools	XP 64-Bit	May 25
August	The State Of Windows Security	What To Do With Identity Management	Top 20 MOM Tips	Integrating Linux Desktops	Disaster Recovery Planning Tools	Data Protection Manager	June 26
September	Salary Survey	What Customers Want: Security	Patching With SMS ITMU	Windows High Availability Best Practices	Virtual Server Software	IE 7	July 25
October	Laying The Vista Groundwork	Troubleshooting Group Policy & AD Replication	Hot New Windows Certifications	Recovery Tricks	Firefox Vs. IE 7	Windows Vista	Aug. 25
November	The Windows Interoperability Report	Microsoft's Open Source Strategies	Continuing Windows Education	Spam Filter Best Practices	Compliance Tools	Exchange 12	Sept. 25
December	How Microsoft Pitches Products	Laying The Longhorn Groundwork	Active Directory Disaster Recovery	10 PC Saving Tips	AD Management Tools	Office 12	Oct. 25

Ad materials are due 4 business days after ad close.

Note: Editorial calendar is subject to change.

Bonus Distribution
March: TechMentor   **June:** Microsoft TechEd   **July:** Microsoft Worldwide Partner   **October:** TechMentor

Who to Contact for...
Product Reviews: Lafe Low, llowe@redmondmag.com
Article ideas and submission: Keith Ward, kward@redmondmag.com
News: Michael Desmond, mdesmond@redmondmag.com
**General editorial questions:** Wendy Gonchar, wgonchar@redmondmag.com

Redmond

Calendar

Redmond magazine is delivered to 119,000 qualified subscribers.

Job Title Categories	Total Qualified	Percent Of Total
Management (IS/IT/Network/C-level)	64,858	53.5%
Administrators (Network/Systems)	31,971	26.4%
Programmers/Developers	8,503	7.0%
Consultant	13,376	11.0%
Other IS/IT Job Functions	2,546	2.1%

Top 10 Jobs By Industry

Computer/Network Consult	11%
Education/Training	11%
Govt: Federal	11%
Finance/Actg/Banking	7%
Mfr: Non-Computer-Related	7%
Solution Provider/VAR	7%
Govt: Local/State	6%
Medical/Dental/Healthcare	5%
Mfr: Computer-Related	5%
Retail/Wholesale/Distribution	4%

Company Size

1,000 to 9,999 — 22%
10,000 or more — 20%
Don't know — 2%
100 to 999 — 26%
Less than 100 — 30%
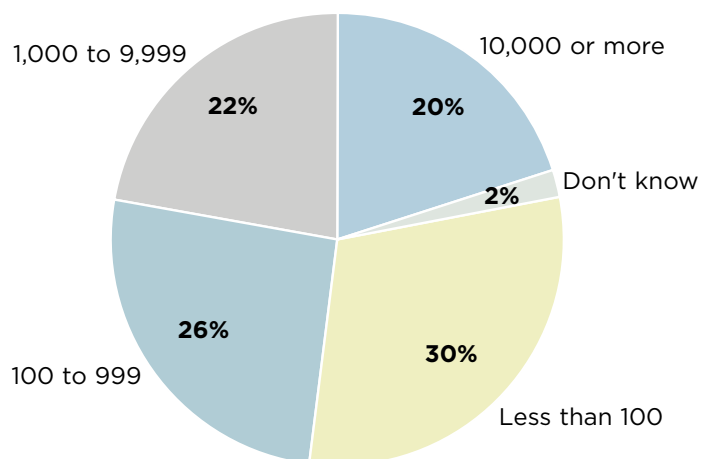
Audited by BPA Worldwide.

*Source: June 2005 BPA Statement

BPA INTERNATIONAL

Circulation

Redmond Readers Are Loyal and Attentive to Advertising

62% Read 3 or 4 out of 4 Issues

**49%** Read Ads Very or Extremely Closely

49% Read 75% of More of an Average Issue

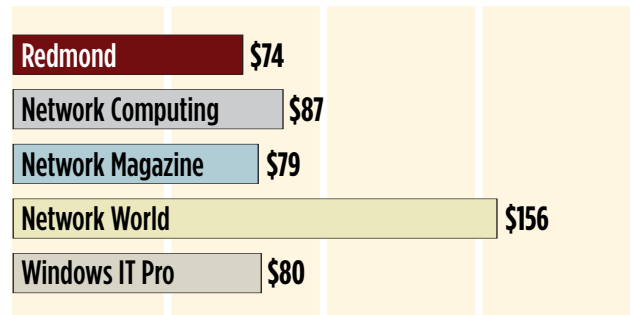**51%** Save Redmond for Reference*

Delivering Buyers at the Lowest CPM

Redmond reaches influencers involved in the purchase of technology more cost effectively than *Network Computing, Network Magazine, Network World* and *Windows IT Pro.*

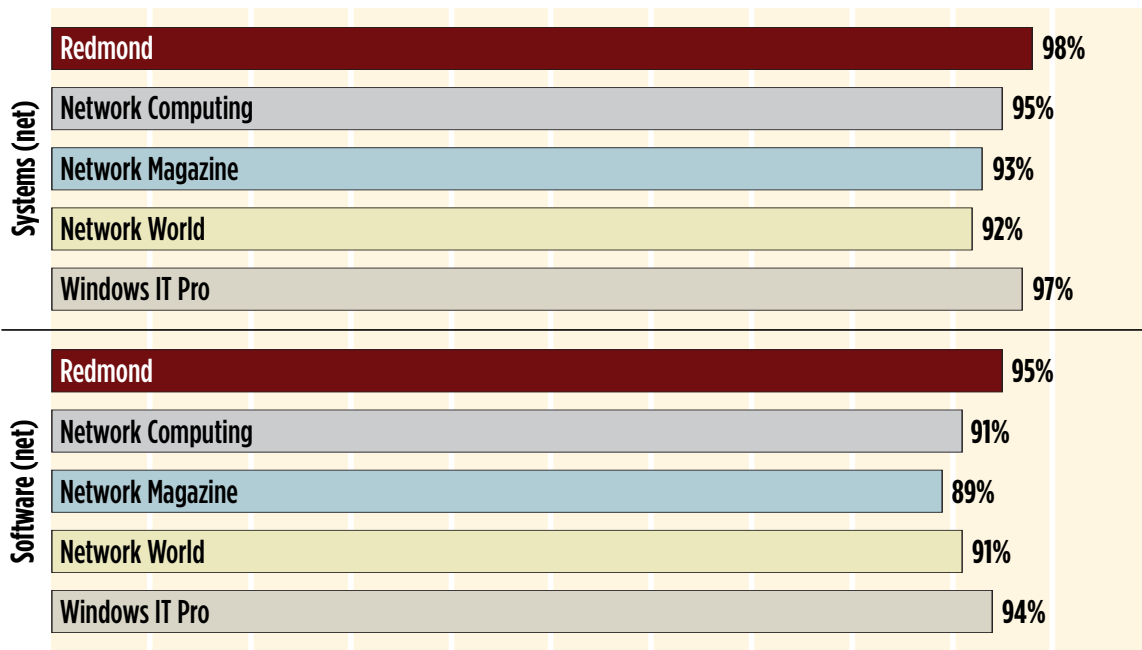### Audience CPM, Total Influencer Audience

Magazine	CPM
Redmond	$36
Network Computing	$45
Network Magazine	$40
Network World	$92
Windows IT Pro	$41
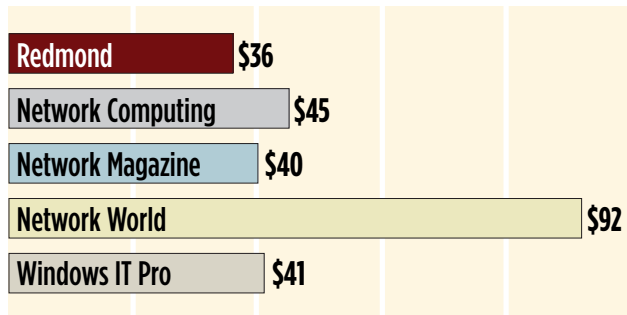
Audience CPM, Job Title — Management

Magazine	CPM
Redmond	$74
Network Computing	$87
Network Magazine	$79
Network World	$156
Windows IT Pro	$80

Delivering Buyers

Redmond readers are more involved in the purchase of all technology product categories than readers of *Network Computing, Network Magazine, Network World* and *Windows IT Pro.*

Systems (net)

Magazine	%
Redmond	98%
Network Computing	95%
Network Magazine	93%
Network World	92%
Windows IT Pro	97%

Software (net)

Magazine	%
Redmond	95%
Network Computing	91%
Network Magazine	89%
Network World	91%
Windows IT Pro	94%

Source: Intelliquest CIMS v11.0

*Reader Survey, Nov. 2005

Demographics

Online

Our online products offer an array of brand and lead-generation advertising opportunities from banner advertising efforts to custom media programs.

Redmondmag.com is an extension of *Redmond* magazine. Launched in October 2004, the award-winning 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:

- News
- Current Issue
- Product Reviews
- Columns
- Features
- Tech Library
- Tech Portals
- Forums
- Your Turn
- Newsletters
- Redmond Radio
- Salary Surveys

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

Redmond Report Newsletter
Get immediate and solid response to your advertisements in the twice weekly newsletter from the editors of Redmond magazine. IT professionals get the news and analysis they need to not only do their job better but keep an eye on what the future will offer.

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.

Radio Spots
Have your 30 second audio commercial run during our weekly news radio programs on Redmondmag.com. Augment your visual promotion with sound.

Online

Events

TECHMENTOR
CONFERENCES

Since 1998, TechMentor Conferences have provided the Windows networking community with information, insight, education and inspiration to improve their technical skills and enhance their professional value. The same networking experts that write for *Redmond* magazine produce the content. And it's this great content that attracts serious, influential attendees.

- **Buyers** — reach IT managers and network administrators at the very time they are actively seeking solutions to their Windows networking problems.
- **Platinum, Gold and Silver Sponsorships** — raise your company to the top with premium sponsorship packages.
- **Booth Package** — select the most economical way to meet face-to-face with buyers eager to learn more about new products and technologies.
- **Vendor Presentation/Product Showcase** — showcase your products during these 25-minute, highly visible, exhibit hall presentations. You select the topic and host the event. We provide the location, signage, audio/visual and promotion.
- **Exclusive Promotional Sponsorships** — gain an edge on the competition with exclusive promotional sponsorships. You can place your logo on a variety of products such as conference pens, lanyards, and the cyber café.
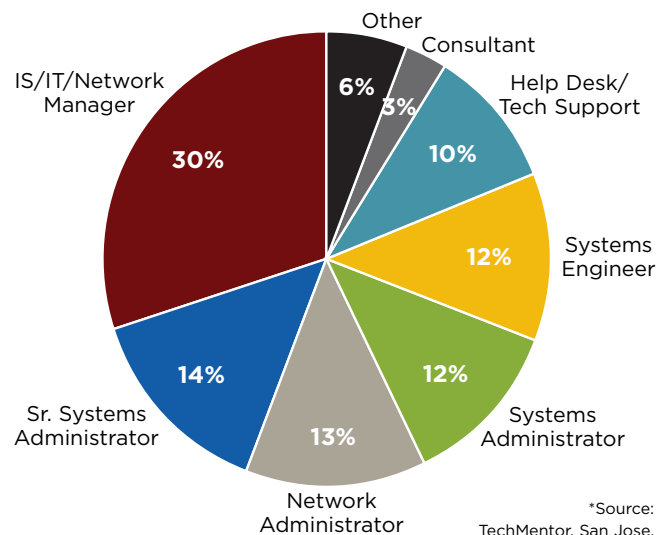
2006 Calendar

- **March 20-24, Orlando, FL**
- **October 9-13, Las Vegas, NV**

Attendee Demographics*

87% are responsible for evaluating brands/vendors for their companies

60% plan to work with a product or technology they haven't previously used

36% work for companies with 5,000 or more employees

34% have 10 or more years of networking experience

98% would attend TechMentor again

Attendee Job Title*

- IS/IT/Network Manager 30%
- Other 6%
- Consultant 3%
- Help Desk/Tech Support 10%
- Systems Engineer 12%
- Systems Administrator 12%
- Network Administrator 13%
- Sr. Systems Administrator 14%

*Source: TechMentor, San Jose, 2005 Attendee Survey

List Rental

Get the most out of your next promotional effort by utilizing the master database of 101communications, publishers of *Redmond* 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/
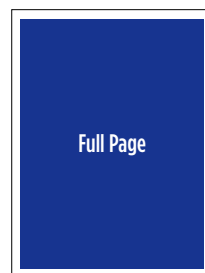
Events

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.
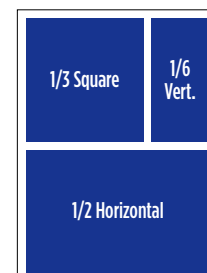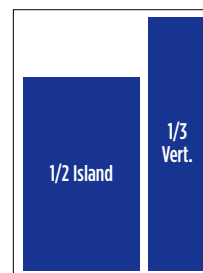
Trim Size: 8″ x 10¾″   **Bleed Size: 8¼″ x 11″**

	Live Size	Bleed Size
Full Page	7½ x 10¼	8¼ x 11
1/2 Horizontal	7 x 4⅞	8¼ x 5¼
1/2 Island	4⅜ x 6½	n/a
1/3 Vertical	2⅛ x 9½	n/a
1/3 Square	4⅜ x 4⅝	n/a
1/6 Vertical	2⅛ x 4⅜	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.

Media Shipping (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 [& issue date]
101communications
9121 Oakdale Avenue, Suite 101
Chatsworth, CA 91311
Tel: 818-734-1520, ext. 164
Fax: 818-734-1528
Email: redmondadproduction@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″ X 10.75″ 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″ X 11.75″)

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)

Black & White Rates

Ad Size	1x	3x	6x	12x	18x	24x	36x
Full Page	$11,010	$10,680	$10,030	$9,360	$9,140	$8,700	$8,130
2/3 Page	$8,700	$8,435	$7,920	$7,385	$7,225	$6,875	$6,420
1/2 Island	$7,160	$6,955	$6,515	$6,090	$5,940	$5,660	$5,295
1/2 Horizontal	$6,390	$6,195	$5,810	$5,430	$5,295	$5,030	$4,720
1/3 Page	$4,405	$4,270	$4,015	$3,745	$3,635	$3,480	$3,265

Color Rates

4 Color Process $1,875

2 Color Process* $855

Premium Position Rates

Cover 2	earned rate plus 20%
Cover 3	earned rate plus 15%
Back Cover	earned rate plus 25%
Page 1	earned rate plus 20%
Opposite TOC	earned rate plus 15%
Other Premium	earned rate plus 15%

Note: Please call for pricing on PMS colors, inserts, polybags, etc.

*Magenta, cyan or yellow—if more than one process color is used, the four color rate applies.

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.

Effective: January 1, 2006

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Rates

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MEDIA GROUP

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 Channel Partner magazine, launched in July 2005, helps Microsoft channel partners succeed and grow their businesses. It offers insight into everything from sales strategies to working with Microsoft and understanding its product plans. *Redmond Channel Partner* is an advocate for Microsoft partners. The magazine is independent of Microsoft, giving 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. *Redmond Channel Partner* is a monthly print publication distributed to 25,000 partners.

RCPmag.com is the online version of *Redmond Channel Partner* magazine. The site keeps Microsoft channel partners abreast on the latest Microsoft marketing programs, events, product news, sales tips and more.

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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.

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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.

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