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The Independent Voice of the Microsoft IT Community

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Reaching More C-Level and IT Managers than Any B-to-B Windows Publication

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 and Web site.

Redmond continues to dominate the Windows-networking space with more than 70,000 BPA-audited managers on file. Within this group, you will reach 28,244 C-level managers. If you're looking to reach decision makers in the Windows B-to-B space, *Redmond* delivers.

Redmond's dedication to editorial excellence makes it easy to attract such a high-level audience. In 2007, *Redmond* was honored with awards from the Western Publishers Association and the American Society of Business Publication Editors.

Part of the 1105 Redmond Media Group (1105 RMG), *Redmond* is an integral component of an integrated media group dedicated to providing relevant news, thoughtful analysis and hands-on information to CIOs, IT directors, managers, developers, administrators and partners in the Microsoft community.

1105 RMG: The leader through innovation—the leader through growth.
• 2004 Re-brands *Redmond* magazine
• 2005 Launches *Redmond Channel Partner* magazine
• 2006 Launches *Redmond Developer News* magazine
• 2007 Re-brands *Visual Studio Magazine*
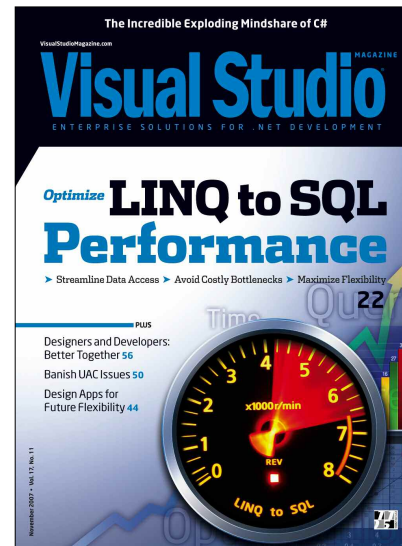
Editorial Mission

Redmond magazine is the authoritative, independent voice of the Microsoft IT community, and provides real-world technical, product, news and industry information for experienced IT 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 systems 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 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 infrastructures.

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.

Redmond MVP: When *Redmond*'s reviewers evaluate a product, they assign a numerical rating for several categories like installation, documentation, feature set and so on. Those scores are averaged to an overall rating. Products earning an overall rating of 9.0 or greater, whether in a single product review or within the context of a Redmond Roundup, earn the Redmond MVP award.

Redmond Roundup Champion: When *Redmond* evaluates a group of similar products, such as virtualization tools, blade servers or intrusion-detection systems, those products are evaluated for their own strengths and weaknesses. They're also compared to similar products and rated to determine how they stack up with respect to features, ease of use, installation and so on. The product with the highest rating in each Redmond Roundup earns the Redmond Roundup Champion award.

Readers' Choice: This is the granddaddy of all *Redmond* product awards. It is truly the voice of *Redmond*'s readers that determines the winners in the Readers' Choice awards. We present our readers with a master list of all known products in dozens of categories, and then they cast their votes for the best of the best. The leading product in each category earns the distinction of *Redmond* Readers' Choice. Other top-tier products in each category earn the Redmond Preferred Product award.

READER REVIEW

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 puts pre-release versions of major Microsoft products and third-party products through their paces. This helps 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 workdays. Where they can streamline, they do. Scripting and automation expert Jeffrey Hicks will show readers how to automate common Windows administrative tasks.

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 as the editor of her own site, blogs.zdnet.com/microsoft. 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 Windows operating systems and applications to provide valuable insights on deployment, integration and support.

Editorial Biographies

Doug Barney
Editor in Chief

Barney 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 online news operations. Currently, he also serves as VP and editorial director for the 1105 Redmond Media Group's print and online publications.
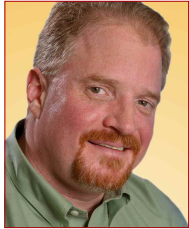
Lafe Low
Executive Editor, Features

Low brings nearly 20 years experience as a writer and editor to the team of *Redmond*. 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 Domingo
Executive Editor, New Media

Domingo 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 executive editor, new media, Domingo manages development of the MCPmag.com online community of IT professionals and monitors the training and certification news coming out of Microsoft.

Ed Scannell
Editor

Scannell has been a technology journalist for more than 26 years at publications such as *Infoworld*, *Computerworld* and *VAR Business* magazine. Scannell has covered Microsoft from the early days of MS-DOS through the Windows revolution to now, when Microsoft competes in nearly every facet of the technology market. He has won awards for best news story of the year from the Computer Press Association.

Peter Varhol
Executive Editor, Reviews

Varhol is an accomplished technologist and technology writer with more than 20 years of experience in the software industry. He has graduate degrees in computer science and mathematics and has taught both subjects at the graduate level. He speaks at several industry conferences every year, has written two books on software development topics and has contributed hundreds of technology articles to industry publications.

Wendy Gonchar
Managing Editor

Gonchar ensures all i's get dotted and t's get crossed while keeping editorial content in constant flow until it hits the printed page. She joined the Redmond Media Group in 2004 with the re-branding of *Microsoft Certified Professional Magazine* into *Redmond* and now serves as managing editor (although she prefers the title "Chief Cat Wrangler") for *Redmond Channel Partner* and *Redmond Developer News.* She has a degree in English literature from UCLA.

Becky Nagel
Executive Editor, Web Initiatives

Nagel is an award-winning journalist with more than 12 years experience covering the tech industry. She manages Redmondmag.com along with several other 1105 Redmond Media Group sites.

Recent Editorial Awards

- **2007 ASBPE Regional Silver Winner:** Best Editor's Letter: Barney's Rubble (September & October 2006)
- **2007 ASBPE Regional Silver Winner:** Best Feature Article: "IT Gone Bad" (October 2006)
- **2007 Maggie Award Winner:** Best Issue, Computers/Software, Training & Program Development/Trade
- **2006 Ozzie Award Bronze:** Best Site Design, Business-to-Business: Redmondmag.com
- **2005 Maggie Award Winner:** Best Issue, Computers/Software, Training & Program Development/Trade

Mary Jo Foley

Foley is an award-winning reporter and editor who has covered technology for 22 years. For the past dozen years, she has focused expressly on covering Microsoft. Foley has watched Microsoft for *eWeek*, CNet/ZDNet and *Baseline Magazine*, and is currently editor of the ZDnet "All About Microsoft" blog. She's the author of the Foley on Microsoft column.

Jeffrey Hicks, MCSE, MCT

Hicks is a senior network engineer with Visory Group, as well as principal consultant of JDH Information Technology Solutions. Hicks has been in the IT industry for more than 14 years, doing everything from help desk support to project management. He's currently a contributing editor to ScriptingAnswers.com and an instructor at TechMentor conferences. He's the author of the Mr. Roboto column.

Greg Shields, MCSE: Security, CCEA

Shields is an independent author, instructor and consultant based in Denver, Colo. He's a contributing editor to MCPmag.com and a popular speaker at TechMentor events, as well as the author of "Windows Server 2008: What's New/What's Changed" (Sapien Press, 2007). Shields is the author of our Windows Insider column.

Joern Wettern, Ph.D., 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. He's written books and developed training courses on a number of networking and security topics, and is the owner of Wettern Network Solutions, a consulting and training firm. Wettern regularly teaches seminars and speaks at conferences worldwide, including TechMentor.

WindowsInsider
by Greg Shields

Isolation Automation Exploration: Part II

In last month's column we introduced the idea of isolation groups with Windows Vista. These groups add an extra layer of authentication—way down at the network layer—that forces a Kerberos computer authentication before checking any user credentials. Adding in this extra authentication restricts highly sensitive data communication to occur only among specific computers.

Using Vista's improved Windows Firewall with Advanced Security, it's much easier than before to leverage IPSec and Kerberos authentication to create an isolation group. Let's take a look at the steps necessary to implement a simplistic one on your network.

The first step in creating an isolation group is to identify the workstations and servers that will be in the group. That group can range from a few workstations and a single server on up to every machine in your domain. In those cases where only a single server is isolated, it can be used to ensure only certain workstations can access data on that server. When an entire domain is isolated, all traffic initiated from outside the domain can be blocked. This helps protect the domain from external attack.

In our example, we'll set up an isolation group between a payroll server, \\payrollsrv, and two payroll workstations, \\payrollwks1 and \\payrollwks2. Once isolation is established, only the two payroll workstations will be able to initiate a connection to the server. All other network traffic initiated from other computers, within or outside the domain, will be blocked by the isolation policy.

Note that the way we'll configure this policy will not affect the payroll server's ability to initiate a connection to another computer. That would prevent it from being a part of the domain or resolving other computers. Our policy will only affect other computers' ability to initiate a connection to the payroll server.

To set up the isolation group, open the Group Policy Management Con-

Next, we'll need to edit the GPO and configure the Connection Security Rules for our isolation group. As before, this needs to be done on a Windows Vista computer. Why? Because the options to configure the Windows Firewall with Advanced Security are only available when the GPO is edited from within Windows Vista.

Choose to "Edit" the GPO and navigate to Computer Configuration | Security Settings | Windows Settings |

Figure 1. Workstations in the isolation group are allowed to contact the payroll server. Workstations outside the group and outside the domain are not.

sole (GPMC) on a Windows Vista machine and create a new GPO that is attached to the domain. Isolation groups are supported on Windows Vista and Longhorn machines only, so we need to create a GPO with a WMI filter that limits its application to just same process to upgrade that local configuration to a Group Policy.

Then, you create a Connection Security Rule:

1. Right-click "Computer Connection Security" and select "New Rule."

Windows Firewall with Advanced Security. You'll immediately notice that the interface looks very similar to the one used in Vista to configure local firewall rules. This makes the process very easy, because if you've tested using local configurations then it's nearly the same process to upgrade that local configuration to a Group Policy.

local configurations then it's nearly the same process to upgrade that local configuration to a Group Policy.

these computers, within or outside the domain, will be blocked by the isolation policy.

Note that the way we'll configure this policy will not affect the payroll server's ability to initiate a connection to another computer. That would prevent it from being a part of the domain or resolving to use this WMI filter will be SELECT * FROM Win32_OperatingSystem WHERE version >= '6'. You must ensure that the GPO is linked to this WMI filter.

FoleyOnMicrosoft
by Mary Jo Foley

Spreading Itself Too Thin?

There's a thin line between diversification and over-commitment. Has Microsoft strayed too far over that line? I've been mulling over this question a lot lately. While I understand Microsoft's desire to seek out The Next Big Thing, I feel the company should stick closer to its core competencies in its quest.

Consider this: In the span of two weeks in late September, Microsoft rolled out:
• Halo 3
• A new family of Zune digital media players
• A new Web search engine
• A consumer health-care service
• Test releases of new Windows Vista and Windows Server
• Media Center Extenders to allow streaming of content to TVs and DVD players
• New software for small-business phone systems
• An updated version of Office for Windows Mobile phones
• An update to its adCenter online-advertising platform

What exactly is Microsoft these days? A business software vendor? A development tools shop? A consumer-electronics company? A services vendor? An advertising company?

Microsoft CEO Steve Ballmer would no doubt answer all of the above, in spite of his recent proclamation that, "'Brand Microsoft' should be seen as a software competence company."

Head in the Sand

Even with close to 80,000 employees, though, how can Microsoft possibly do a stellar job addressing the myriad competitors in specialized markets—ranging from Red Hat and Nintendo to Google and Apple? Even IBM, the company to

which Microsoft execs traditionally point when asked who is Microsoft's No.1 competitor, is dabbling in far fewer markets than Microsoft.

It's the huge investments in consumer markets Microsoft has made that I'm puzzling over the most. Microsoft execs have done their darndest to justify Microsoft's increasing focus on gaming,

> **Microsoft isn't good at being hip or cutting-edge.**

consumer electronics, IPTV and other home-entertainment arenas by claiming that consumer technologies are the source of most technological innovation these days.

Here's what Chief Software Architect Ray Ozzie told attendees at Microsoft's annual financial analyst meeting in late July:

"Something has happened ... over the period of time that I've been in this industry: Technological innovations first hit within the corporate data center, and worked their way outward. Nowadays,

the most exciting things are happening in consumer electronics, and the technology innovations really find their way into IT, as opposed to the other way around. And I think IBM in general, or any IT company that lacks that consumer component, is going to be disadvantaged from the perspective of IT."

I don't buy this line of reasoning. I think an equally strong case could be made for Microsoft sticking to its knitting, but that doesn't equate to sticking its corporate head in the sand, either.

Two Steps Behind

Instead of looking to build its own social networking platform with Windows Live Spaces or investing hundreds of millions in Facebook, why not look at how to best add social networking functionality to Windows, Office, Windows Live and so on? (Even if the real answer is antitrust fears.) Instead of building an iPod competitor from scratch, why not focus on writing software that would power offerings from Creative or other consumer-electronics know-how?

Microsoft isn't good at being hip or cutting-edge. Those qualities may be mostly irrelevant in the business and software development worlds, but they aren't in the consumer space. No matter how much outside talent it brings in to build up its consumer know-how, Microsoft is going to be two steps behind the leaders in these realms for the foreseeable future.

From my point of view, Microsoft needs more LINQ and less Soapbox. Do you agree?

GetMoreOnline

Visit **Redmondmag.com** to read more about Microsoft's current market focus.
FindIT code: 1107Foley

Mary Jo Foley (mjfoley@redmondmag.com) is editor of the new ZDnet All About Microsoft blog and has been covering Microsoft for about two decades.

SecurityAdvisor
by Joern Wettern

The Essential Security Toolbox

Having the right tools for the job makes all the difference in the world. It's no exception when the job is information security. In this column, I thought it would be helpful to talk about some of the tools that have come to be indispensable components of my own toolbox and how they can be useful to you.

Not Your Father's Network Monitor

When tracking security issues, you have to know exactly what's happening on your network. A protocol analyzer (also called a packet sniffer) is an indispensable tool for this task. For years, I've used Microsoft's Network Monitor to listen in on my network.

Over the years, the open source Wireshark (formerly known as Ethereal) added more features, so that became my preferred protocol analyzer. However, Microsoft recently released Network Monitor 3. Containing a range of new features—including vastly improved customization options—this product has moved back to the top of my list. With the new version, I can capture data on any network traffic I want and dissect it to my heart's content. It helps me determine exactly what's going on in my network and it's a free download.

Parse This

Reviewing logs of all kinds, from Windows security logs to IIS logs, is an important part of securing and monitoring your network. These tasks can quickly become overwhelming, even in a small network, and important events can go unnoticed. There are many commercial applications for consolidating logs, but one of the most capable tools is another free download from Microsoft: the Log Parser. This tool

takes entries from pretty much any log format imaginable. You can then create customized reports from all that data.

However, there's a catch: To make Log Parser truly useful you'll have to do a lot of customizing and tweaking. Fortunately, the tool's author maintains a Web site with Log Parser samples. He's even written an entire book on how to use Log Parser. Like Network Monitor, Log Parser should definitely be part of your toolbox.

> Nessus checks for a wide range of vulnerabilities on all systems. Whether you want to check a Windows Server or MySQL running on Fedora, Nessus has you covered.

Going Wireless

A wireless network can be a great convenience, but when an employee connects to an uncontrolled wireless access point in your network, there's a serious security risk. Netstumbler is an 802.11 sniffer that tells you which wireless networks and access points are available in your vicinity. You should regularly scan for unauthorized access points to keep your network secure. You can also use Netstumbler to find available wireless networks as you travel.

Mapping the Net

Nmap is a free network mapper that lets you scan an entire network, find all the

computers and devices that are connected to the network and identify or "fingerprint" each device. It sends specially crafted network packets to target IP addresses and examines the replies for telltale signs of specific operating systems or network stacks. Hackers regularly use Nmap to map out targeted networks. Administrators can use it to find rogue computers or unexpected devices.

Password Cracking

Who says bad guys should have all the fun? Sure, you can use password cracking to break into networks. Those same techniques can help you identify weak user passwords or recover lost passwords. Several tools are available to automate this process.

The two I use most often are John the Ripper and Cain & Abel. John the Ripper has been around for a long time. It runs brute-force attacks against Windows password hashes and several other sources. Cain & Abel uses more advanced decryption methods and a much larger variety of input sources, including VoIP conversations.

Revealing the Root

Rootkits are a relatively new threat to computers. They use advanced stealth methods to make themselves almost undetectable. Many virus protection tools can't detect these rootkits, so you'll have to do additional scanning. RootkitRevealer from Sysinternals is one of the best free rootkit scanners available. Because Sysinternals was

	FEATURE 1	FEATURE 2	FEATURE 3	PRODUCT ROUNDUP	SPACE / MATERIALS
January	Google's Secret Weapon—Open Source	Infrastructure Optimization	Windows Server 2008 — Laying the Groundwork	Virtualization	Nov 21 / Nov 30
February	Launch: Windows Server 2008, SQL 2008 and Visual Studio 2008	Reader Survey	Windows Server 2008: Third Parties Fill the Gaps	Compliance	Dec 21 / Jan 3
March	Vista Report Card	Windows Server 2008: The Virtual Story	Integrating Linux Desktops	High Availability	Jan 18 / Jan 25
April	Readers' Choice	Desktop Super-computers: What Can You Do with Them?	Green Computing: Drawing a Blueprint	Configuration Management Software	Feb 20 / Feb 27
May	What Do College Students Want to Do in Computer Science?	MS and the Data Center of the Future	Reader Review: SQL Server 2008	Vista Management Tools	Mar 26 / Apr 2
June	Bill's Last Month	A Look at Microsoft Expression	Understanding Software plus Services	Office Suites	Apr 23 / Apr 30
July	The 64-Bit Report Card	Tech Spotlight: Unified Communications	Corporate Espionage	Business Process Management (BPM)	May 27 / Jun 3
August	Windows High Availability Best Practices	Finding a Good Reseller	Making the Most of SharePoint	Patch Management	Jun 24/ Jul 1
September	The Career Issue	Salary Survey	Keeping Your Staff Loyal	Data Management Tools	Jul 22/ Jul 29
October	The Book of Lists	VB6 Is Gone: What You Need to Know	Getting Ready for SaaS	Managing Web Services/SOA	Aug 25/ Sep 2
November	Dealing with Microsoft Sales	Training End-Users to Fight Viruses, Protect Confidential Data and Spot a Hacker	Tech Spotlight: SQL Server 2008 Management	Identity Management	Sep 24/ Oct 1
December	Web 2.0: Should You Prepare for a New End-User Application Paradigm?	Dealing with Bosses, Users, Vendors, Really Bad Products and Startups	Exchange 2007 Best Practices	Exchange Tools	Oct 24/ Oct 30

Note: Editorial calendar is subject to change.

Bonus Distribution

March: TechMentor Conference
May: TechMentor Conference
June: Microsoft Tech·Ed Conference
July: Microsoft Worldwide Partner Conference
September: TechMentor Conference
October: TechMentor Conference

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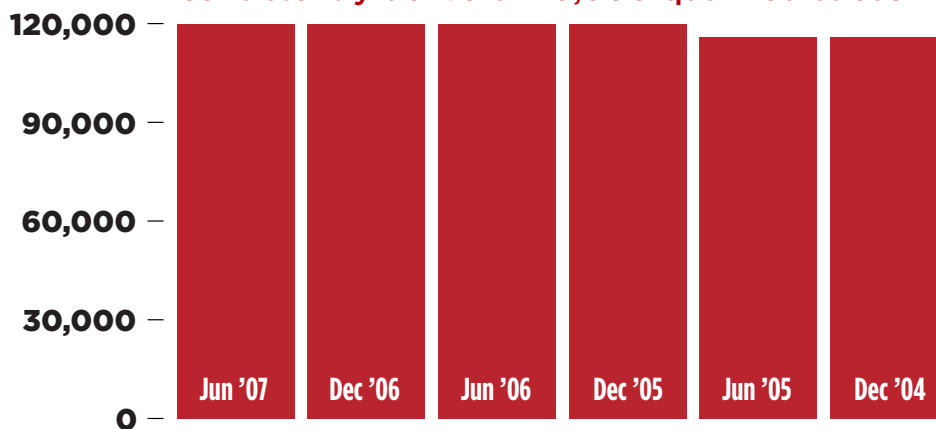Ed Scannell,
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Redmond magazine is a monthly publication that consistently delivers 120,000 qualified subscribers.

Chart — Qualified Subscribers by period:

Period	Subscribers (approx.)
Jun '07	~115,000
Dec '06	~115,000
Jun '06	~115,000
Dec '05	~115,000
Jun '05	~113,000
Dec '04	~113,000

Y-axis: 0 – 30,000 – 60,000 – 90,000 – 120,000

Job Title*

JOB TITLE* CATEGORIES	TOTAL QUALIFIED	PERCENT OF TOTAL
Management (IS/IT/Network/C-Level)	70,762	58.8%
Administrators (Network/Systems)	27,617	23.0%
Programmers/Developers	10,539	8.8%
Consultants	8,061	6.7%
Other IS/IT	3,289	2.7%

Company Size**

- 1% Don't Know
- 21% 10,000 or More
- 29% Less than 100
- 23% 1,000 to 9,999
- 26% 100 to 999
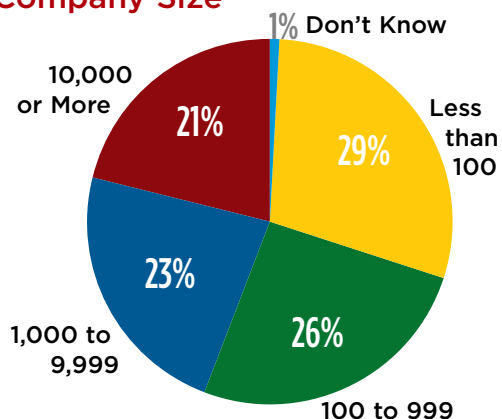
**Source: Publisher's Own Data, March 2007

Top Business and Industry*

Government: Federal	17.2%
Education/Training	11.0%
Computer/Network Consultant	6.5%
Government: Local/State	10.6%
Manufacturer: Computer Related	6.2%
Solution Provider/VAR/Systems or Network Integration/E-business Integrator	4.9%
Finance/Accounting/Banking	5.2%
Medical/Dental/Health Care	6.2%

Our subscribers are technology leaders that 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.
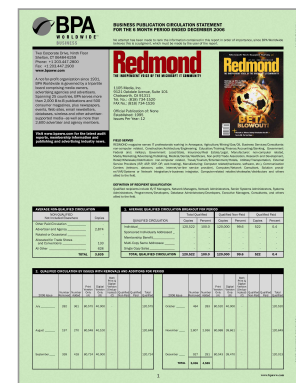
Audited by BPA Worldwide.

*Source: June 2007 BPA Statement

Reader Demographics

Redmond readers are loyal technology leaders that purchase products enterprise-wide*

96% Involved in the purchase of hardware and software

80% Recommend products or suppliers

78% Read *Redmond* magazine to learn about new products and technologies

76% Read 3 or 4 out of 4 issues of *Redmond* magazine

60% Purchase products for their enterprise

Technology Buying Occurs Year-Round*

Jan-Mar	Apr-Jun	Jul-Sep	Oct-Dec
55%	62%	67%	58%
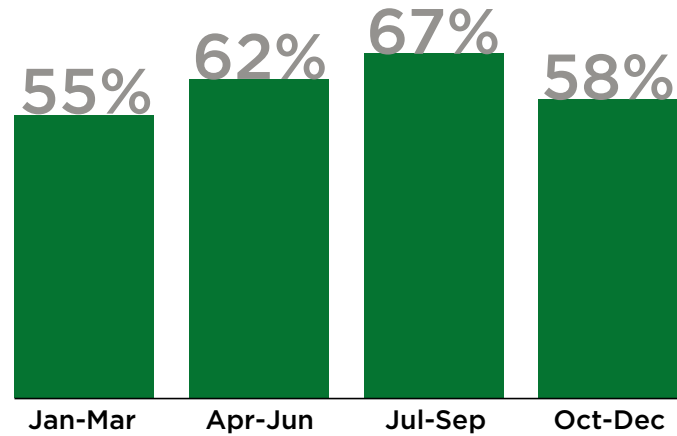
Top 10 Products: Purchase Authority**

Product	Value
Servers	52,779
Desktop Computers	49,807
Laptops/Notebooks/Tablet PCs	49,711
Anti-Virus	48,799
Firewalls	43,877
Workstations	43,338
Backup/Recovery Hardware	38,169
Disaster Recovery	36,810
Network Management Tools	36,223
Storage Management	34,825
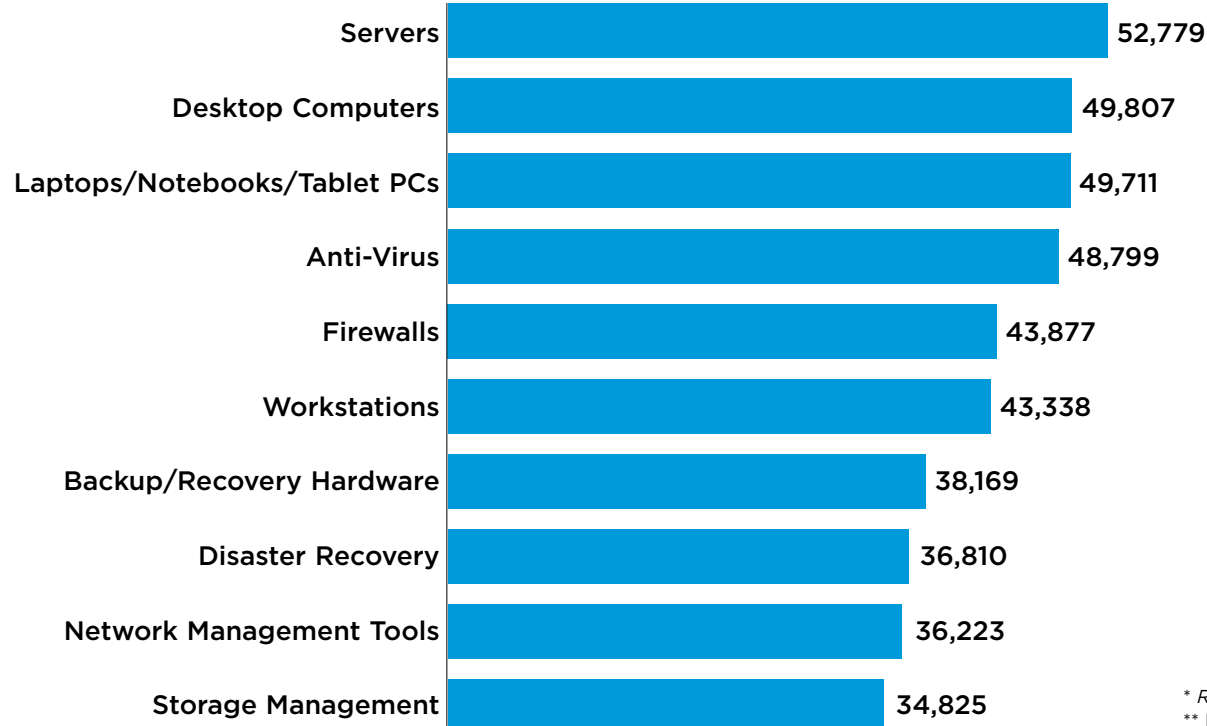
* *Redmond* Reader Survey, March 2007
** Publishers' Own Data, March 2007

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. The award-winning site provides readers with information, strategies and behind-the-scenes insight into Microsoft and the Windows-computing platform through print articles and online-only content:
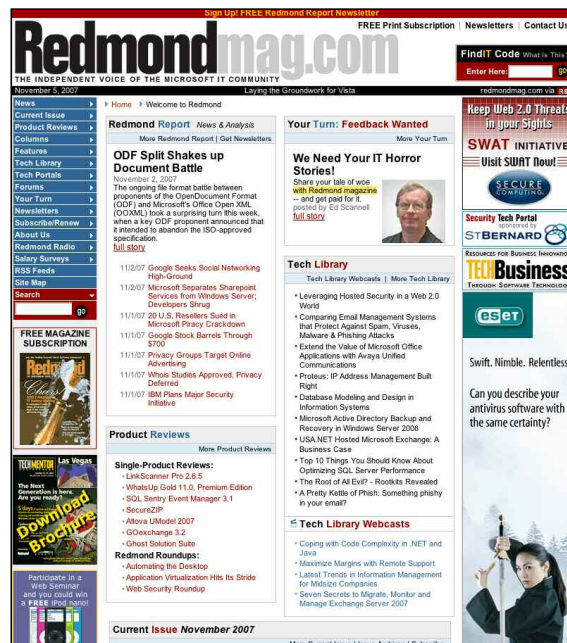
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REDMOND REPORT NEWSLETTER

Get immediate and solid response to your advertisements in the twice-weekly newsletter from the editors of *Redmond* magazine. More than 70,000 IT professionals get the news and analysis they need to not only do their jobs better, but keep an eye on what the future will offer.

REDMOND IN-DEPTH NEWSLETTER

Twice a month this topic-driven newsletter provides detailed reporting and independent analysis on the latest developments surrounding Microsoft's enterprise Windows platforms.

BANNERS

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

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 to confirm their e-mail addresses 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.

E-BOOK LISTINGS/SPONSORSHIPS

Co-brand your products with technology-specific content crafted by our editorial team and heavily promoted through the 1105 Redmond Media Group network.

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.

LIST RENTAL

Get the most out of your next promotional effort by utilizing the master database of 1105 Media Inc., publishers of *Redmond* magazine. Our award-winning publications and highly respected e-newsletters give you the ability to reach a large IT audience or target a specific niche. Choose from dozens of selections. Postal and e-mail lists are available. For more information, visit: www.meritdirect.com.

TECH**MENTOR**
C O N F E R E N C E S

TechMentor Conferences

Now celebrating its 10-year anniversary, TechMentor Conferences has 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 who 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're actively seeking solutions to their Windows networking problems.

- **Platinum, Gold and Silver Sponsorships:** Raise your company to the top with premium sponsorship packages.

- **Vendor Presentations/Product Showcases:** Showcase your products during these 25-minute, highly visible, well-attended exhibit hall presentations. You select the topic and host the event, we provide the location, signage, audio/visual and promotion.

- **Booth Package:** Select the most economical way to meet face-to-face with buyers eager to learn more about new products and technologies.

- **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.

2008 Calendar
- April: San Francisco
- May: Orlando, Fla.
- September: New York
- October: Las Vegas

Attendee Demographics

84% Attend TechMentor to keep up-to-date on new products and developments

78% Are responsible for evaluating brands/vendors for their companies

60% Attend only one conference per year

40% Have 10 or more years of networking experience

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

95% Would attend TechMentor again

Attendee Job Title*

- IS/IT/Network Manager 19%
- Other 7%
- Consultant 4%
- Systems Engineer 8%
- Help Desk/Tech Support 10%
- Network Administrator 14%
- Systems Administrator 20%
- Senior Systems Administrator 18%
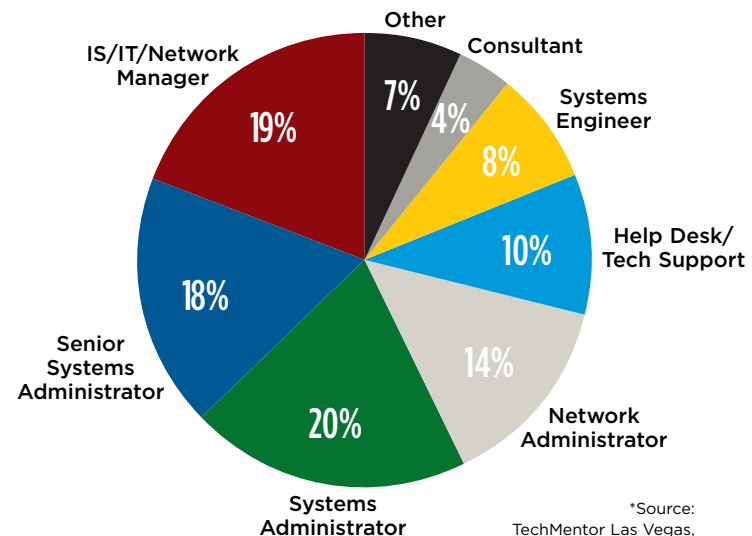
*Source: TechMentor Las Vegas, 2006 Attendee Survey

Digital Advertising Specifications

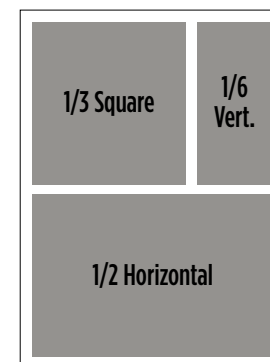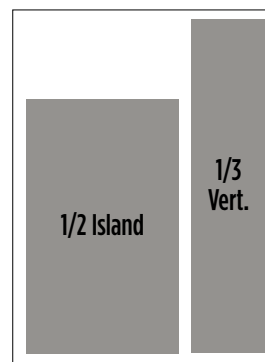The following specifications are for the purpose of controlling the quality of magazine printing on high-speed Web presses. All requirements are based on Specifications for Web Offset Publications (SWOP). Any deviation from these specifications may result in less-desirable printed results.

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

	Live Size	Bleed Size
Full Page	7½ x 10¼	8¼ x 11
1/2 Horiz. Bleed	7½ x 4¾	8¼ x 5⅜
1/2 Horizontal	7 x 4⅞	n/a
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

Full Page

1/2 Island   1/3 Vert.

1/3 Square   1/6 Vert.

1/2 Horizontal

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 production coordinator.

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]
1105 Media Inc.
9121 Oakdale Avenue, Suite 101
Chatsworth, CA 91311
Tel: 818-734-1520, ext. 164
Fax: 818-734-1528
E-mail:
redmondadproduction@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 1105 Print Driver and 1105 Job Option Settings for Distiller, with specifications as listed below. Download printer driver and distiller settings from our Web site at www.101com.com/DigitalAdRes.aspx. 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:
• Multiple pages need to be submitted as single page files
• Set bleeds 1/8″ beyond trim
• All images/scans must be in CMYK mode, 300 dpi resolution
• DO NOT use stylized fonts
• 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 1105 PPD Print Driver
• Use 1105 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

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.

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.1105media.com/
User ID: 1105user
Password: 1105pass
Directory: /1105external/production/ (Publication Folder)

2008 Black & White Rates

Ad Size	1x	3x	6x	12x	18x	24x	36x
Full Page	$11,905	$11,550	$10,845	$10,125	$9,890	$9,410	$8,790
2/3 Page	$9,410	$9,130	$8,565	$7,990	$7,810	$7,435	$6,940
1/2 Island	$7,745	$7,520	$7,045	$6,585	$6,420	$6,125	$5,725
1/2 Horizontal	$6,910	$6,700	$6,285	$5,870	$5,725	$5,440	$5,105
1/3 Page	$4,765	$4,620	$4,340	$4,050	$3,930	$3,765	$3,535

Color Rates

4 Color Process $2,030

2 Color Process* $925

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, setups, 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 shortrate 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 non-delivery 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.

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.
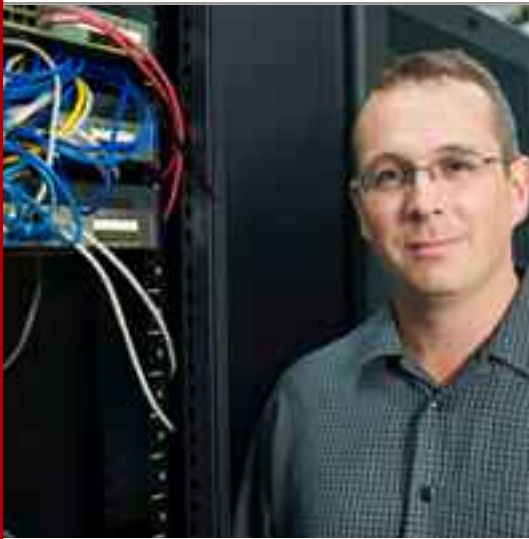
Cancellations & Late Material

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 shortrate 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: Jan. 1, 2008

1105 MEDIA INC

Redmond Media Group

The 1105 Redmond Media Group (RMG) provides news, in-depth analysis and hands-on information for IT directors, managers, developers, administrators and a range of partners in the Microsoft community.

IT PROFESSIONAL

Redmond magazine is the authoritative, independent voice of the Microsoft IT community. It provides real-world technical, product, news and industry information for experienced IT professionals working within a Windows platform.

Redmondmag.com provides visitors with the information, strategies and behind-the-scenes insight into Microsoft and the Windows computing platform through print articles and online-only content.

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 professionals working with Microsoft products.

TechMentor Conferences are focused on delivering serious training—by informed, expert instructors—on automating, managing, securing and troubleshooting Microsoft Windows server systems.

DEVELOPER

Redmond Developer News is a twice-monthly magazine giving corporate development managers insight into Microsoft's plans and news on the latest happenings.

RedDevNews.com serves the Microsoft development manager by exclusively covering pertinent real-world news, product and new development technology information.

ADTmag.com covers enterprise application news, trends and best practices for corporate development managers working in a cross-platform, multi-language environment.

Enterprise Architect Summit provides IT strategies and best practices for enterprise architects.

Visual Studio Magazine offers enterprise solutions for .NET development. It gives architects, developers and development managers practical, proven and unbiased how-to articles.

VisualStudioMagazine.com provides technical hands-on, how-to content for enterprise-level developers, architects and managers.

SQLProInsight.com is a new site offering news, blogs, articles, best-practices advice and insight for professional DBAs and developers interested in databases and structured query language.

VSLive! is a year-long series of events for developers who work with the Visual Studio.NET tool suite.

PARTNER

Redmond Channel Partner magazine 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.

RCPmag.com keeps Microsoft channel partners abreast of the latest Microsoft marketing programs, events, product news, sales tips and more.

TechPartner Conferences offer expert insight, ideas and information about the variety of business opportunities generated by the new Microsoft products. Resellers will learn how to increase sales, position their company for greater success, and improve leadership and management skills.