

# Redmond

MAGAZINE

The Independent Voice of the  
Microsoft IT Community



## 2007 MEDIA KIT

# Welcome to Redmond

## 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.

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.

Why should you advertise in *Redmond*? There are 70,896 reasons. That's how many C-level and IT managers you'll reach in each issue of *Redmond* magazine, the largest BPA-audited management circulation file in the Windows-networking space.

*Redmond* magazine is part of the 1105 Redmond Media Group: B-to-B Media Solutions Targeting the Microsoft Market.



# Editorial Overview

## 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 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.

### 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 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 work days. 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 backpage 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.

# Editorial Biographies



**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 online news operations. Currently, he also serves as VP and editorial director for the Redmond Media Group's print and online publications.



**Lafe Low**  
**Executive Editor, Features**

Lafe 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**

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 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**

Ed 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, and now where 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**

Peter 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**

Wendy's background in marketing, Web project management and publishing has served her well in her two stints at 1105 Media, Inc. She has a degree in English Literature from UCLA.



**Becky Nagel**  
**Executive Editor, Web Initiatives**

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

**Redmond has a laser focus on the Microsoft IT community. While we are bullish on Windows technology and Microsoft applications, our veteran journalists are adamant about telling the true story-what works, what doesn't, what costs too much, what gives great value.**

# Contributing Editors



## Mary Jo Foley

Mary Jo 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*. 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.



## Jeffrey Hicks, MCSE, MCT

Jeffrey 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**  
Greg's the author of the Windows Insider column. He's a senior consultant with 3t Systems and has extensive, hands-on experience with architecting and administering enterprise collaboration systems. He's also the Systems and Network Troubleshooting Track leader at the TechMentor conferences.



**Joern Wettern, Ph.D., MCSE, MCT, Security+**  
Author of our popular Security Advisor column, Joern is an expert in Windows security, as well as more general areas such as firewalls. Wettern is the owner of Wettern Network Solutions, a consulting and training firm. He's written books and developed training courses on a number of networking and security topics. He regularly teaches seminars and speaks at conferences worldwide, including TechMentor.



## The Poor Man's VMFS

**H**ow can you compress 200 servers down to 20? How can you automatically restart a failed server on a healthy hardware chassis? How can you go back in time with disk snapshots? The answer to all those questions is system virtualization. Impressive capabilities like that often come with an equally impressive price tag, though, and virtualization is no exception.

Historically, if you bought into the vision of VMware's Virtual Infrastructure, purchasing the VMware license is just the first step. Then you have to buy the mandatory high-end server hardware, a storage area network (SAN) for housing the data, a Host Bus Adapter (HBA) and Fibre Channel switches that connect the server to the SAN. It's easy to understand the return on investment for virtualizing your environment, but it's hard to accept the six-figure check you have to write to get in the door. Fortunately, VMware's Virtual Infrastructure 3, also called ESX 3.0, offers some new and less-expensive mechanisms for providing low-end disk space on non-production virtual machines. If you're seated on the \$2,000 cost per server for SAN connections IBA cards, you'll be glad to know that ESX 3.0 now supports IP-based connections to VMware's proprietary VMFS file system via iSCSI. You'll also want to learn more about this new version's support for VMFS partitions hosted on NFS.

**How Much Do You Love iSCSI?**  
Why should you get your pumped up? Because while iSCSI is a naturally accepted protocol that has been around for years, it's only now gaining the proper recognition it deserves for its interoperability. VMware's iSCSI implementation supports a hardware-based connection

disk will be almost using iSCSI, even when on the order of 1GB/sec, some of Fibre Channel's typical 4GB/sec. You can always use iSCSI together to win out more performance, though.

As of this writing, there are no hardware initiators that officially support ESX 3.0. In the forthcoming v1.1 release, though, there should be QLogic, QLA4080 adapter support. To use an adapter to create a disk connection, first have an IP route to the iSCSI storage on your SAN, and that the v is configured to expose an iSCSI LUN to that interface. Then, you can be in your Virtual Infrastructure Client and select a virtual machine. On the Configuration tab, select the Storage Adapters link and click to view the adapter properties.



Figure 1: In order to connect ESX to an NFS share, you need the FQDN of IP address of the NFS server, the export name and a Connection name of your choosing.

Once that screen comes up, you'll need to enter the iSCSI Target Name as the link, and any necessary networking information like IP addresses, Gateway and DNS server, to the iSCSI disk target. Then, click on the Dynamic Discovery tab to initiate a discovery of the available disks. If you've enabled CHAP authentication, and that's a must if you're using your production FibreNet network as your storage network—then

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## Foley on Microsoft

### Vista: 5 Reasons to Deploy; 5 to D

Microsoft sticks to its schedule, the company will make Windows Vista available to business customers with volume-license agreements some time this month. Once that happens, a whole new dating game begins: When should—and will—businesses deploy Vista?

After talking with IT folks at a number of companies of varying sizes, I'd say Vista's beauty will be in the eye of the beholder. There really are some customers who are changing at the bit for Vista, while others have absolutely no interest in moving to Vista by 2008 or even later. Here's what both fans and detractors are saying.

- 1. Security, security, security**  
Microsoft plans to push improved security as Vista's No. 1 feature, with good reason. What can you do to more security (even if it comes with annoying prices) like more pop-up configurations and a new User Account Control system? Business users are interested in BitLocker encryption, more anti-spyware and better anti-phishing protections.
- 2. Improved system stability and performance**  
Vista includes new memory management, smart driver support, I/O improvements, Clean Service shutdown and other features designed to make it run longer and faster (provided you have the hardware needed to take advantage of these features).
- 3. Deployment's easier and cheaper**  
than it used to be. Microsoft has improved its deployment tools and its on-site to convincing customers that they'll make their Vista rollout easier

- and less painful. Among them: an updated Application Compatibility Toolkit, Windows Automated Installation Kit and the overhauled Business Desktop Deployment Accelerator tools.
- 4. Software Assurance makes Vista "free"**  
We're not talking free as in Lunch or free as in beer. If you paid for Software Assurance, you should get automatic Vista upgrade rights once the product's available.
- 5. Vista will work "better together"**  
with Office 2007 and Exchange 2007. Even though users will be able to run Office 2007 on Windows XP and Windows Server 2003, Microsoft's new desktop suite will run better on Vista. Why not throw in the new Exchange Server 2007, which has hooks for Vista and Office 2007, while you're already spending your infrastructure?

- 1. Incompatibility problems**  
Incompatibility hurt the old Windows XP Service Pack 3 Software themselves admit the fact we've got to use a public, sanctioned list of apps that run properly with Vista. He do know the new non-secure system breaks a number of Vista device drivers.
- 2. A steep learning curve**  
Vista users and new users. Vista works and looks much than existing versions of Windows. Training costs are going to be a pain.
- 3. WGA and volume licensing**  
Vista will require users to go through anti-piracy checks that, if WGA worked perfectly would be (relatively) accept

- 4. What's your take?**  
Are you Vista ready and used? Write me at [foley@microsoft.com](mailto:foley@microsoft.com) and let which camp you're in and why.
- 5. My 20 July is editor of All Hands, a Web site and according**  
Microsoft's saying Vista will be ready for prime time. Mary below Microsoft's rushed Vista through the final testing stages and the Redmondians will be forced to deliver SP1 soon after the launch.

**Five Reasons to Deploy**  
1. Never deploy a new version of Windows before Service Pack 1 arrives. There's a reason this old adage is still around. Vista went through a rocky road on its way to RTM. As recently as this summer, even Microsoft's testing sites and Vista was nowhere near ready for prime time. Mary below Microsoft's rushed Vista through the final testing stages and the Redmondians will be forced to deliver SP1 soon after the launch.



## To Outsource—or Not

**M**ost of the time, it's best to closely control all aspects of your security infrastructure. Some security-related tasks, though, are better handled by external service providers—and, yes, that means outsourcing. By identifying those tasks and finding reliable service providers, you can

make your life easier, save money and end up with a more secure environment. IT professionals get nervous whenever the term outsourcing comes up. They often feel like their livelihood is threatened. Also, network security is simply too important for most organizations to outsource to another company. There are justified concerns, and the main reason most security providers have difficulty securing new customers.

However, there are some security functions that can be done less expensively and more reliably by companies with specialized expertise. It doesn't always require that a company gives up control over its network security. When the outsourced tasks are the ones most administrators don't want to deal with, then even IT professionals can get excited about the prospect.

**Garbage In, Garbage Out?**  
Consider garbage disposal—an ideal candidate for outsourcing. Unless you're living in a rural area, you don't dispose of your own garbage. You let a garbage hauler do it for you, usually contracted by your homeowners. You and all your neighbors need the same

garbage-disposal services, nobody wants to deal with it, and it can be done better and cheaper on a larger scale. Message hygiene, which includes blocking spam and viruses in incoming e-mail, fits a similar dynamic. Any organization wants to block spam and stop all virus-laden e-mail before it reaches users' mailboxes. There are few tasks that IT administrators have more than the constant battle with spam and viruses. Companies that offer message hygiene services also can realize the benefits of scale, because they spread the costs of computer hardware, bandwidth, software updates and manpower across all of their customers.

You can implement Exchange Hosted Filtering simply by changing your organization's DNS records to all incoming e-mail is delivered to one of

Figure 1: Spam reports by IP show how many spam has been blocked and help gauge the effectiveness of your anti-spam services.

# 2007 Editorial Calendar

	FEATURE 1	FEATURE 2	FEATURE 3	PRODUCT ROUNDUP	SPACE / MATERIALS
<b>January</b>	Microsoft vs. Third Parties	Top 10 Windows Startups of 2006	What's New with Group Policy in Windows Vista	SQL Tools	Nov. 27 / Dec. 3
<b>February</b>	Laying the Groundwork for Vista	Finding and Fixing the Nastiest Active Directory Problems	Does Anyone Really Need Office?	Web Filtering	Dec. 26 / Jan. 3
<b>March</b>	Readers' Choice	The Reality of Web Services: What Users Think	Laying the Groundwork for MS Office 2007	Windows/Linux Management	Jan. 19 / Jan. 25
<b>April</b>	Does Microsoft Need to Change the Way It Develops Products?	Top 10 Tasty Terminal Server Tools	When WSUS Goes Bad: Troubleshooting Windows Update	E-mail Archiving	Feb. 21 / Feb. 28
<b>May</b>	True State of Vista Security	IT vs. IM	Laying the Groundwork for Exchange 2007	Cross-Platform Management	Mar. 27 / Apr. 3
<b>June</b>	Dealing with Orphanware and What To Do with a Really Bad Product	Managing Non-Technical Bosses	Finding and Fixing the Nastiest Active Directory Problems	High Availability	Apr. 25 / May 2
<b>July</b>	VB Scripting and Databases	Is Microsoft Serious About Web Services?	How To Be (and Remain) a Technology Guru	AD Tools	May 25 / June 1
<b>August</b>	What You Can Do Now to Secure Your E-Mail	Patching with SMS ITMU	8 Hot New Windows Certifications	Web Security	June 25 / July 2
<b>September</b>	Salary Survey	Top 20 MOM Tips	SQL Server vs. Oracle	Vista Security Tools	July 24 / July 31
<b>October</b>	Integrating Linux Desktops	Top 64-Bit Windows Apps	IT Project Showcase	Physical to Virtual	Aug. 24 / Aug. 30
<b>November</b>	Top 10 Influential People (You've Never Heard Of)	Microsoft and the World of Mobile	Laying the Groundwork for Longhorn	Compliance Tools	Sept. 25 / Oct. 2
<b>December</b>	Editors' Choice	Windows High-Availability Best Practices	When It All Goes South: AD Disaster Recovery	Software-Based Firewalls	Oct. 23 / Oct. 30

Note: Editorial calendar is subject to change.

## Reader Reviews

This year, our readers will give their evaluations of Windows Vista, Exchange 2007, Office 2007, IIS, SharePoint, Forefront, Certificate Lifecycle Manager, Windows Mobile, PowerShell, ServerCore, Longhorn and Windows SBS.

### Bonus Distribution

**March:** TechMentor Conference  
**June:** Microsoft TechEd Conference  
**July:** Microsoft Worldwide Partner Conference  
**October:** TechMentor Conference

### Who to Contact for ...

**Product Reviews:** Peter Varhol, pvarhol@redmondmag.com  
**Article ideas and submissions:** Ed Scannell, escannell@redmondmag.com  
**News:** Lafe Low, llow@redmondmag.com  
**General editorial questions:** Wendy Gonchar, wgonchar@redmondmag.com  
 Katrina Carrasco, kcarrasco@redmondmag.com

# Circulation

**Redmond magazine is a monthly publication delivered to 120,000 qualified subscribers**

JOB TITLE* CATEGORIES	TOTAL QUALIFIED	PERCENT OF TOTAL
Management (IS/IT/Network/C-Level)	70,896	58.8%
Administrators (Network/Systems)	28,466	23.5%
Programmers/Developers	9,259	7.7%
Consultants	9,627	8.0%
Other IS/IT	2,401	2.0%



Audited by BPA Worldwide.

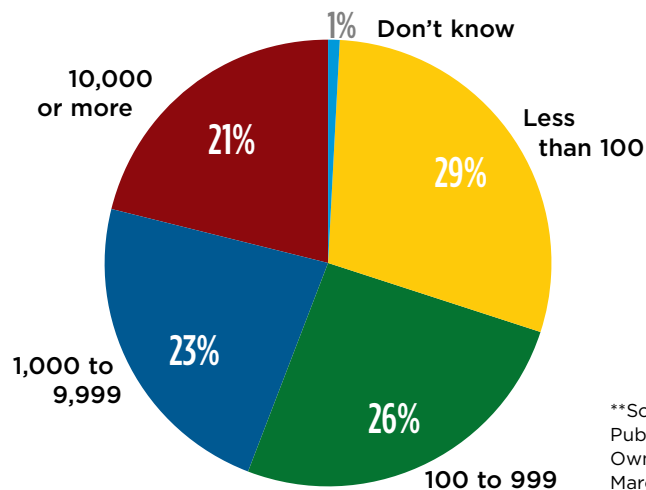


\*Source: December 2006 BPA Statement

## Top Business and Industry\*

Government: Federal	13.8%
Education/Training	11.7%
Computer/Network Consultant	9.6%
Government: Local/State	8.4%
Manufacturer: Non-Computer Related	6.4%
Solution Provider/VAR/Systems or Network Integration/E-business Integrator	6.3%
Finance/Accounting/Banking	6.2%
Medical/Dental/Health Care	5.3%
Manufacturer: Computer Related	4.6%

## Company Size\*\*



\*\*Source: Publisher's Own Data, March 2007

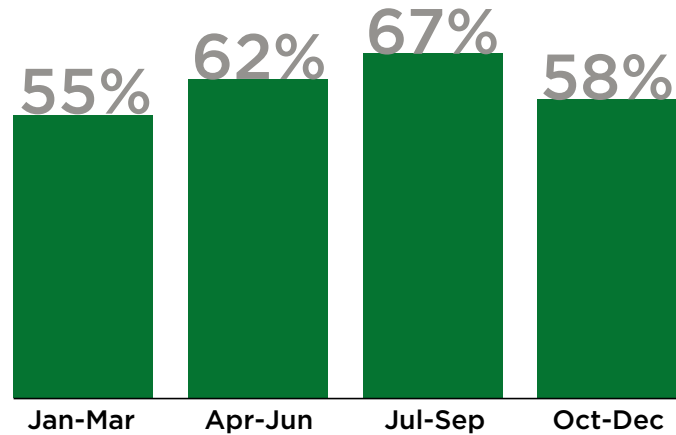
**Our subscribers are technology leaders that establish and drive the technical goals of their organizations, buy and recommend specific solutions to achieve these goals, and manage the implementation, integration and maintenance of the technology.**

# Reader Demographics

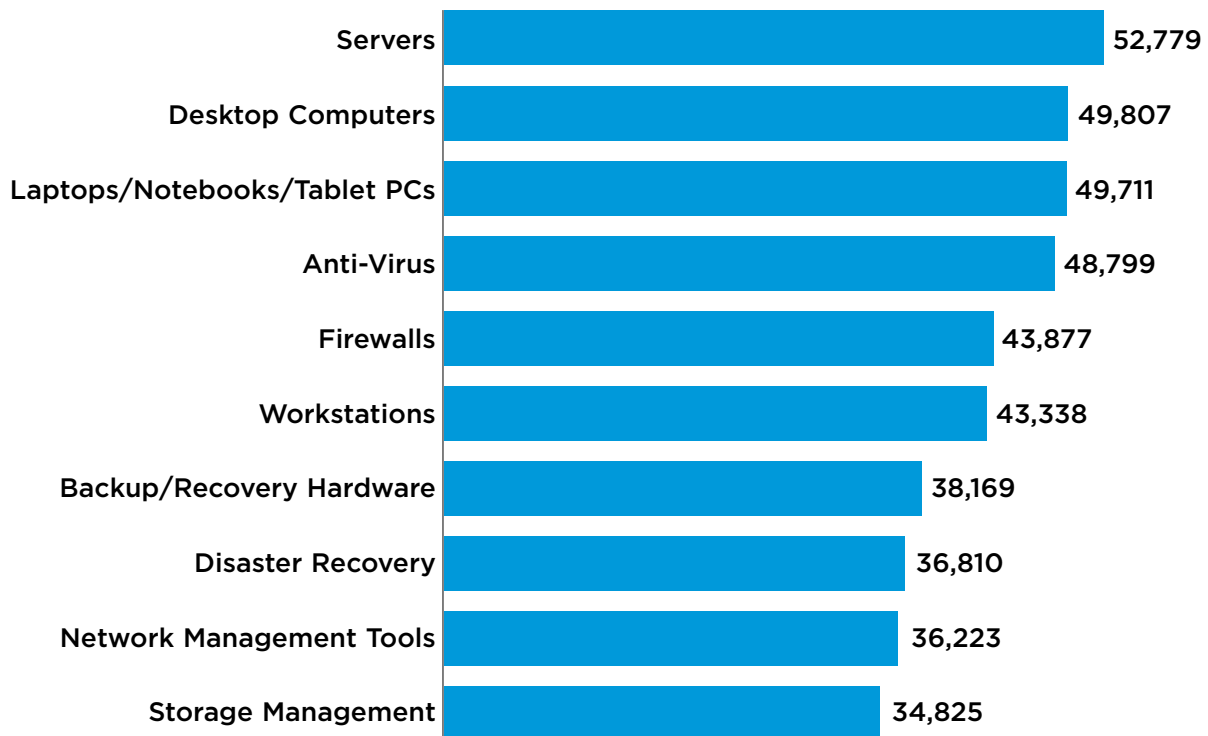
## Redmond Readers Are Loyal Technology Leaders That Purchase Products Enterprise-Wide\*

- 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\*



## Top 10 Products: Purchase Authority\*\*



\* Redmond Reader Survey, March 2007

\*\* Publishers' Own Data, March 2007

## 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
- RSS Feeds



## 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. More than 70,000 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 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 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.

## Events



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 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.

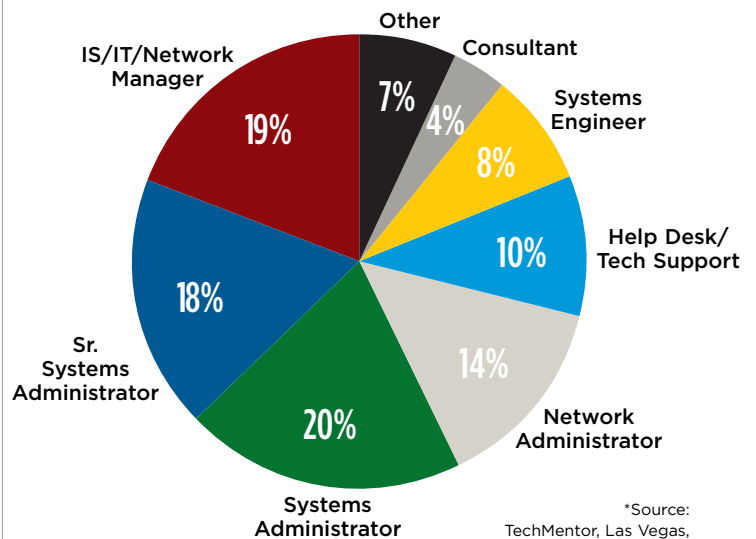
### 2007 Calendar

- March 26-30, Orlando, FL
- October 15-19, Las Vegas, NV

### 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\*



\*Source: TechMentor, Las Vegas, 2006 Attendee Survey

## 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](http://www.meritdirect.com).

# Specifications

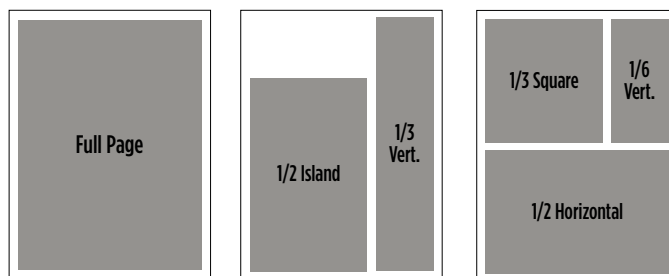
## Digital Advertising Specifications

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" x 10<sup>3</sup>/<sub>4</sub>"**

**Bleed Size: 8<sup>1</sup>/<sub>4</sub>" x 11"**

	Live Size	Bleed Size
Full Page	7 <sup>1</sup> / <sub>2</sub> x 10 <sup>1</sup> / <sub>4</sub>	8 <sup>1</sup> / <sub>4</sub> x 11
1/2 Horiz. Bleed	7 <sup>1</sup> / <sub>2</sub> x 4 <sup>3</sup> / <sub>4</sub>	8 <sup>1</sup> / <sub>4</sub> x 5 <sup>3</sup> / <sub>8</sub>
1/2 Horizontal	7 x 4 <sup>7</sup> / <sub>8</sub>	n/a
1/2 Island	4 <sup>3</sup> / <sub>8</sub> x 6 <sup>1</sup> / <sub>2</sub>	n/a
1/3 Vertical	2 <sup>1</sup> / <sub>8</sub> x 9 <sup>1</sup> / <sub>2</sub>	n/a
1/3 Square	4 <sup>3</sup> / <sub>8</sub> x 4 <sup>3</sup> / <sub>8</sub>	n/a
1/6 Vertical	2 <sup>1</sup> / <sub>8</sub> x 4 <sup>3</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 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 & distiller settings from our Web site at [www.101com.com/DigitalAdRes.aspx](http://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)

# Rate Card

## 2007 Black & White Rates

Ad Size	1x	3x	6x	12x	18x	24x	36x
Full Page	\$11,560	\$11,215	\$10,530	\$9,830	\$9,600	\$9,135	\$8,535
2/3 Page	\$9,135	\$8,866	\$8,315	\$7,755	\$7,585	\$7,220	\$6,740
1/2 Island	\$7,520	\$7,300	\$6,840	\$6,395	\$6,235	\$5,945	\$5,560
1/2 Horizontal	\$6,710	\$6,505	\$6,100	\$5,700	\$5,560	\$5,280	\$4,955
1/3 Page	\$4,625	\$4,485	\$4,215	\$3,930	\$3,815	\$3,655	\$3,430

## 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 lessen 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.

## Color Rates

4 Color Process \$1,970  
2 Color Process\* \$900

## 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.

## 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 short rate.

## 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: Jan. 1, 2007

 1105 MEDIA

# Redmond Media Group

## B-to-B Media Solutions Targeting the Microsoft Market.

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



THE REDMOND MEDIA GROUP IS DEDICATED TO SERVING ALL ASPECTS OF THE MICROSOFT MARKET: THE MICROSOFT CUSTOMER, DEVELOPER AND PARTNER COMMUNITIES.