



X. DBTA ADVERTISING: Sponsorship Rates & Production Specs

database
TRENDS AND APPLICATIONS

*Integrated Media Solutions Connecting You With **INFORMATION MANAGEMENT** Decision Makers*



2009 Magazine Advertising Rates and Opportunities

ADVERTISING & SPONSORSHIP RATES

2009 Advertising Opportunities

Issue	Ad Space Close	Ad Material Close	Street date
March	2/4	2/9	3/3
June	5/6	5/11	6/2
September	8/6	8/10	9/1
December	11/2	11/9	11/30

2009 Advertising Rates

Page Size	1X	2X	4X
Full Page	\$7020	\$6750	\$6620
1/2 Page Island	\$6480	\$6265	\$6180
1/2 Page	\$5575	\$5385	\$5295
1/3 Page	\$4680	\$4525	\$4490
1/4 Page	\$3980	\$3845	\$3795

Advertising Contacts

In the East

Thomas J. Wilson
 Tel: 973-665-1120
 Fax: 973-665-1124
 email: tom@dbta.com

Stephen Faig
 Tel: 973-507-9460
 Fax: 973-665-1124
 email: stephen@dbta.com



25% Discount from Gross Rate for Black and White advertisements.

Back Cover & Inside Front Cover: Add 20%.
 Center Spread, Inside Back Cover and other guaranteed Positions: Add 10%.

Payment Terms: Terms are net 30 days from date of invoice. 1.5% interest per month will be incurred on any unpaid balance past 30 days. Invoice date is always the first day of the month of the issue date.

Commissions: All recognized advertising agencies can earn a 15% commission on space and position. Commissions are earned by reserving space and submitting artwork on or before respective due dates. All commissions are forfeited on unpaid invoices more than 45 days past due.



Database Trends and Applications RATES/SPECS

2009 Magazine Production Specs

Magazine Production Specs

Publication Trim Size: 8" x 10.75" **Live Area:** 7.5" x 10.25"

Digital material is preferred

Quark Xpress version 4.1 or earlier (PC)/version 5.0 or earlier (Mac)

- All graphics and fonts used in advertisement must be included
- ALL FONTS MUST BE POSTSCRIPT
- Color and graphics must be converted CMYK
- Resolution of graphics must be 300 dpi or higher

Adobe Illustrator version 11.0 or earlier (PC)/version 13.0 or earlier (Mac)

- All graphics used in advertisement must be included
- Fonts must be converted to outlines or sent along with file
- Color and graphics must be converted CMYK
- Resolution of graphics must be 300 dpi or higher

Adobe Photoshop version 8.0 or earlier (PC)/version 10.0 or earlier (Mac)

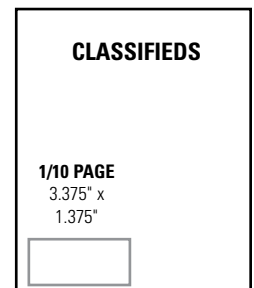
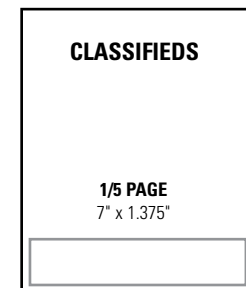
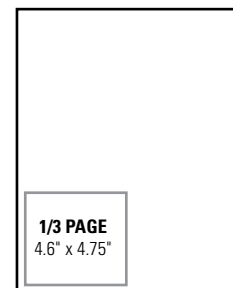
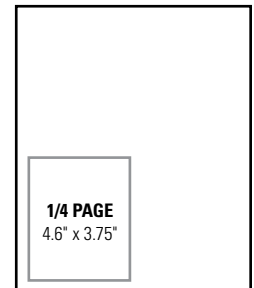
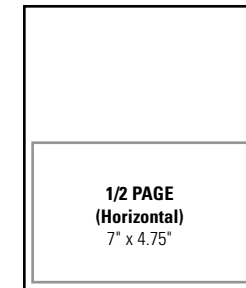
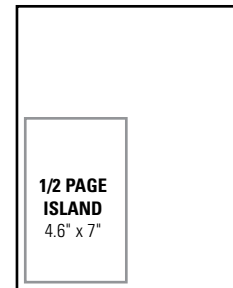
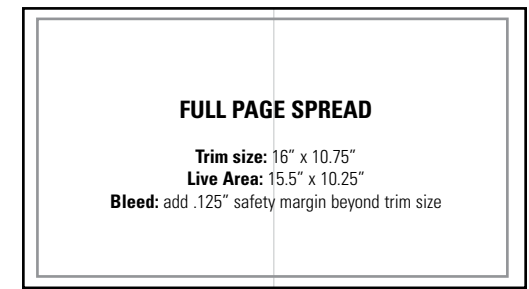
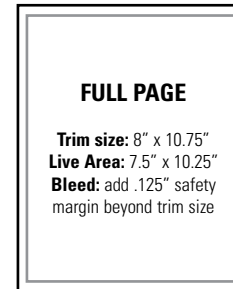
- Color and graphics must be converted CMYK
- Resolution of file must be 300 dpi or higher
- EPS, TIF, and JPG formats are acceptable for output

Artwork can be accepted on a ZIP disk (100 meg), a CD-ROM, or uploaded to our FTP site. For FTP information contact tina@dbta.com. **A color proof of the artwork MUST be included.**

NOTE: Receipt of non-standard materials will result in additional charges.

Ship materials and color proof to:
Database Trends and Applications

c/o Unisphere Media, L.L.C.
229 Main Street, Chatham, NJ 07928
Tel: 973-665-1120



Production Contacts:

Production Coordinator: Leslie Pinho, Tel: 973-665-1125, Fax: 973-665-1124, email: lpinho@dbta.com

Print Advertising Traffic: Kerri Fice, Tel: 203-761-1466, Fax: 203-761-1444, email: kerri.fice@infoday.com



2009 E-Newsletter Rates

5 Minute Briefing: Data Center (5MB:DC) has a rate base of 14,000.

Premium Text Ad specifications are 25 words of text to include the headline in boldface and an active link.

Graphic ad specifications are 75 words of text plus a headline and an active link. If you wish to run a logo above your ad, you must provide a 72 dpi .gif or .jpg that is 145 pixels wide x the proportionate height.

	1x	6x	13x	26x	50x
Top Sponsor (Graphic)	\$1275	\$1210	\$1150	\$1085	\$995
Premium Text Ad	\$1275	\$1210	\$1150	\$1085	\$995
Run-of-Publication (Graphic)	\$975	\$925	\$880	\$830	\$780

Issue dates for 2009 5MB:DC (every Monday) prior Thursday-noon				
1/5	1/12	1/20	1/26	2/2
2/9	2/16	2/23	3/2	3/9
3/16	3/23	3/30	4/6	4/13
4/20	4/27	5/4	5/11	5/18
5/26	6/1	6/8	6/15	6/22
6/29	7/6	7/13	7/20	7/27
8/3	8/10	8/17	8/24	8/31
9/8	9/14	9/21	9/28	10/5
10/12	10/19	10/26	11/2	11/9
11/16	11/23	11/30	12/7	12/14
12/21				

5 Minute Briefing: Data Integration (5MB:DI) has a rate base of 8,900.

Premium Text Ad specifications are 25 words of text to include the headline in boldface and an active link.

Graphic ad specifications are 75 words of text plus a headline and an active link. If you wish to run a logo above your ad, you must provide a 72 dpi .gif or .jpg that is 145 pixels wide x the proportionate height.

	1x	6x	13x	26x	50x
Top Sponsor (Graphic)	\$850	\$825	\$800	\$775	\$725
Premium Text Ad	\$850	\$825	\$800	\$775	\$725
Run-of-Publication (Graphic)	\$650	\$625	\$600	\$575	\$550

Issue dates for 2009 5MB:DI (every Tuesday) prior Thursday				
1/6	1/13	1/20	1/27	2/3
2/10	2/17	2/24	3/3	3/10
3/17	3/24	3/31	4/7	4/14
4/21	4/28	5/5	5/12	5/19
5/26	6/2	6/9	6/16	6/23
6/30	7/7	7/14	7/21	7/28
8/4	8/11	8/18	8/25	9/1
9/8	9/15	9/22	9/29	10/6
10/13	10/20	10/27	11/3	11/10
11/17	11/24	12/1	12/8	12/15

Please send materials to Leslie Pinho at lpinho@dbta.com.



Database Trends and Applications RATES/SPECS

2009 E-Newsletter Rates

5 Minute Briefing: Oracle (5MB:OR) has a rate base of 14,700.

Premium Text Ad specifications are 25 words of text to include the headline in boldface and an active link.

Graphic ad specifications are 75 words of text plus a headline and an active link. If you wish to run a logo above your ad, you must provide a 72 dpi .gif or .jpg that is 145 pixels wide x the proportionate height.

	1x	6x	13x	24x
Top Sponsor (Graphic)	\$1080	\$1025	\$975	\$920
Premium Text Ad	\$1080	\$1025	\$975	\$920
Run-of-Publication (Graphic)	\$900	\$855	\$810	\$765

Issue dates for 2009 5MB:OR (1st and 3rd Wednesdays of the month) prior Friday				
1/7	1/21	2/4	2/18	3/4
3/18	4/1	4/15	4/29	5/6
5/20	6/3	6/17	7/1	7/15
8/5	8/19	9/2	9/16	9/30
10/7	10/21	11/4	11/18	12/2
12/16				

5 Minute Briefing: MultiValue (5MB:MV) has a rate base of 5,300.

Premium Text Ad specifications are 25 words of text to include the headline in boldface and an active link.

Graphic ad specifications are 75 words of text plus a headline and an active link. If you wish to run a logo above your ad, you must provide a 72 dpi .gif or .jpg that is 145 pixels wide x the proportionate height.

	1x
Top Sponsor (Graphic)	\$650
Premium Text Ad	\$650
Run-of-Publication (Graphic)	\$500

Issue dates for 2009 5MB:MV (4th Wednesday of the month) prior Friday				
1/28	2/25	3/25	4/22	5/27
6/24	7/22	8/26	9/23	10/28
11/25	12/16			

Please send materials to Leslie Pinho at lpinho@dbta.com.



2009 E-Newsletter Rates

Unisphere 5 Minute Briefing (U5MB) has a rate base of 3,400.

Premium Text Ad specifications are 25 words of text to include the headline in boldface and an active link.

Graphic ad specifications are 75 words of text plus a headline and an active link. If you wish to run a logo above your ad, you must provide a 72 dpi .gif or .jpg that is 145 pixels wide x the proportionate height.

1x	
Top Sponsor (Graphic)	\$650
Premium Text Ad	\$650
Run-of-Publication (Graphic)	\$400

Issue dates for 2008 U5MB (2nd Wednesday of the month)				
1/14	2/11	3/11	4/8	5/13
6/10	7/8	8/12	9/9	10/14
11/11	12/9			

Please send materials to Leslie Pinho at lpinho@dbta.com.



Database Trends and Applications RATES/SPECS

2009 Online, Research, and Advertorial Rates

ADVERTISING & SPONSORSHIP RATES

2009 Online Rates

- **Rotating Banners:** \$300 per month (728 x 90 pixels, or 368 x 60 pixels)
- **Tile ads:** \$300 per month (130 x 200, or 250 x 300 pixels)
- **Skyscraper Ads:** \$300 per month (120 x 600 pixels)
- **Text Ads:** \$200 per month (30 words)

2009 Research Rates

- **Contact Publisher Directly For Details And Rates**

2009 Multimedia Advertorial Rates

Select Any Of These DBTA Multimedia Advertorials:

- The "First Look Program"
- The "Technical Note" Program
- The "Case Study" Program
- The "Integrated Advertorial" Program
- "Customer Reference Articles"
- "White Paper Extracts"
- "Webinars In Print"
- "Executive Q&As"

