



## VII. DBTA E-NEWSLETTERS:

Vertical Newsletters To Reach  
Special Interest Groups

**database**  
TRENDS AND APPLICATIONS

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

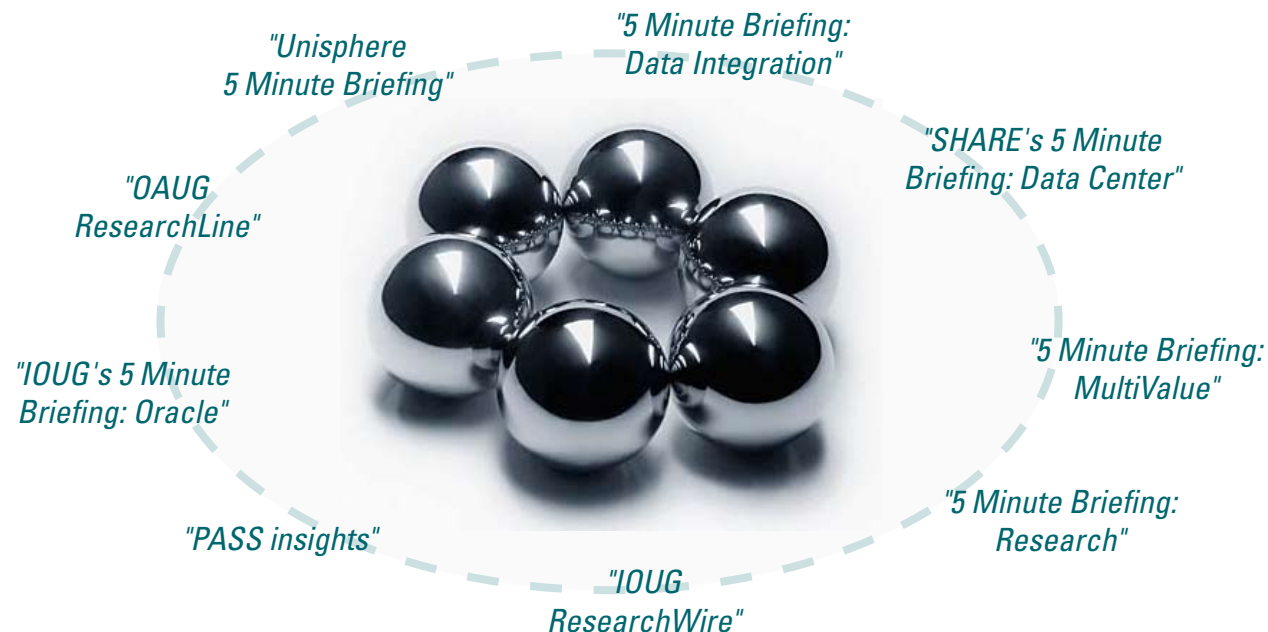


# Database Trends and Applications E-NEWSLETTERS

## 5 Minute Briefing Email Newsletters

### MARKETING OBJECTIVES

1. **Vertical Marketing:** Contact vertical user groups (or the market at large).
2. **User Group Buying Power:** Tap the concentrated buying power of database-related user groups.
3. **"Briefings"- A Desired Medium:** Market through a fast-paced publication welcomed by busy professionals.
4. **Compatibility:** Promote solutions in an editorially compatible environment.
5. **Repeated Contact:** Make contact on a regularly scheduled basis.
6. **Dual Methods Of Contact:** Deliver your message through e-mail and the DBTA Web site.
7. **Efficiency:** Make maximum use of marketing dollars by targeting high yield prospects.



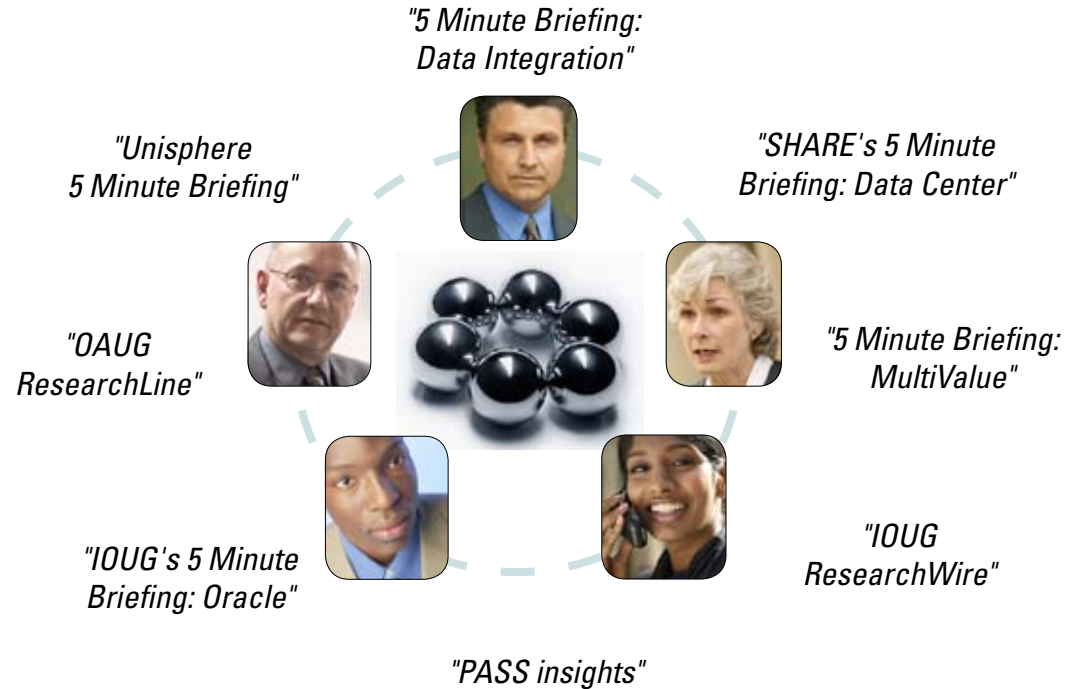


# EDITORIAL MISSION: Relevant, Vital News In Just 5 Minutes

The 5 Minute Briefing E-newsletters bring timely news, statistics and insights on ...

- Enterprise information management issues.
- Data center developments.
- Advances in the Oracle and MultiValue database communities.
- Data integration issues.

Each Briefing provides decision makers with ongoing, relevant updates on critical information management issues, in a fast-paced, "five minute" newsletter format.



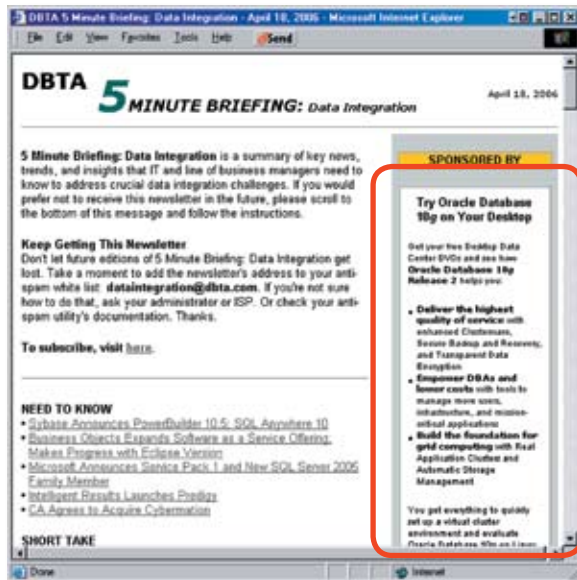


# SPONSOR ONE OR MORE VERTICAL NEWSLETTERS ...

DBTA E-NEWSLETTERS

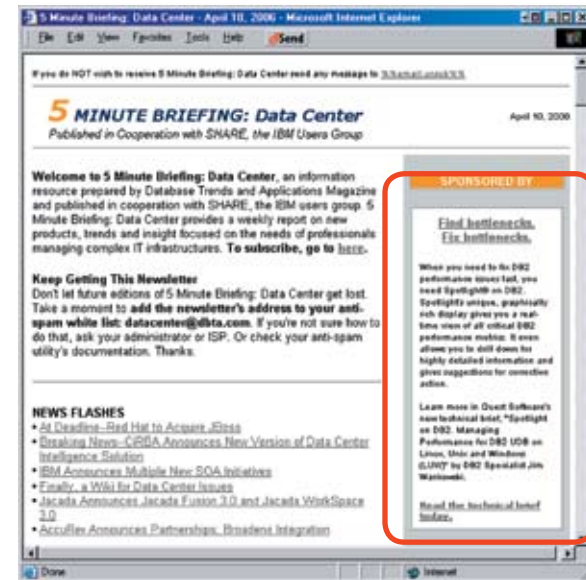
## 5 Minute Briefing: Data Integration\*

Emailed each week to 8,900 data architects, database professionals, IS and line-of-business managers. Summarizes the key news, trends, and insights they need to address crucial data integration challenges.



## SHARE's 5 Minute Briefing: Data Center\*

Emailed weekly to 14,000 SHARE user group members. Published in cooperation with SHARE, *Data Center* reports on new products, trends and insights for professionals who manage complex IT infrastructures.



\* **Sponsorship Opportunities:** Sponsorship of the newsletter provides you with either of the following – a text ad with 25 words of copy, a headline, and a link to your Web site, or a graphic Skyscraper ad.

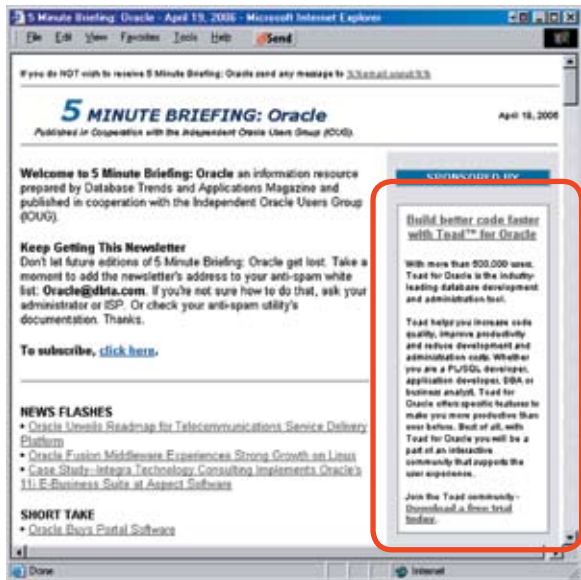


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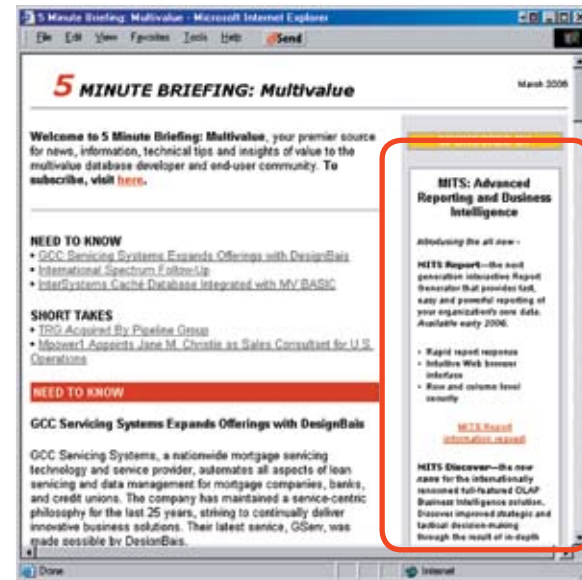
## IOUG's 5 Minute Briefing: *Oracle*\*

Emailed to 14,700 IOUG members twice monthly. Published in cooperation with the International Oracle Users Group, the newsletter provides a digest of key news, trends, and perspectives for users of Oracle products and services.



## 5 Minute Briefing: *MultiValue*\*

Emailed each month to 5,300 subscribers. *MultiValue* is a primary source of news, information, technical tips and insights for the MultiValue database developer and end-user community.



\* **Sponsorship Opportunities:** Sponsorship of the newsletter provides you with either of the following – a text ad with 25 words of copy, a headline, and a link to your Web site, or a graphic Skyscraper ad.

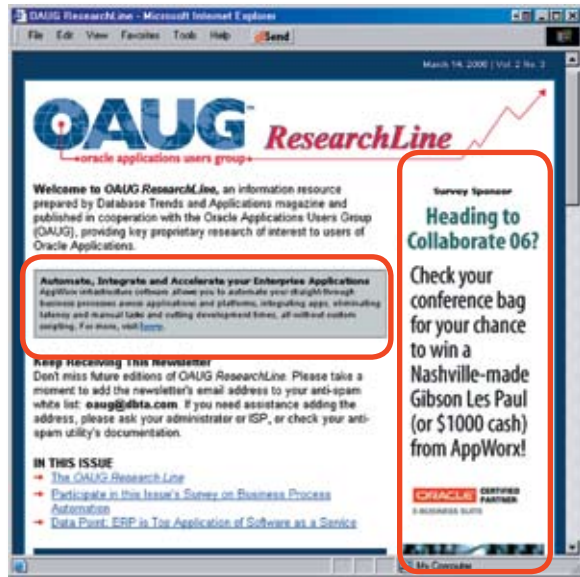


# SPONSOR ONE OR MORE VERTICAL NEWSLETTERS ...

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## OAUG ResearchLine\*

Database Trends and Applications magazine and the Oracle Applications Users Group (OAUG) have launched a research effort aimed at over 20,000 user and associate members of the OAUG. *The OAUG ResearchLine* is the email newsletter spear-heading the survey effort and the reporting of findings. *OAUG ResearchLine* projects include twelve separate email newsletter issues supporting six different research projects annually. Contact publisher for details.



## IOUG ResearchWire\*

Database Trends and Applications magazine and the Independent Oracle Users Group (IOUG) have partnered to create a research effort aimed at over 14,700 user and associate members of the IOUG. *The IOUG ResearchWire* is the email newsletter spear-heading the survey effort and the reporting of findings. *IOUG ResearchWire* projects include twelve separate email newsletter issues supporting six different research projects annually. Contact publisher for details.



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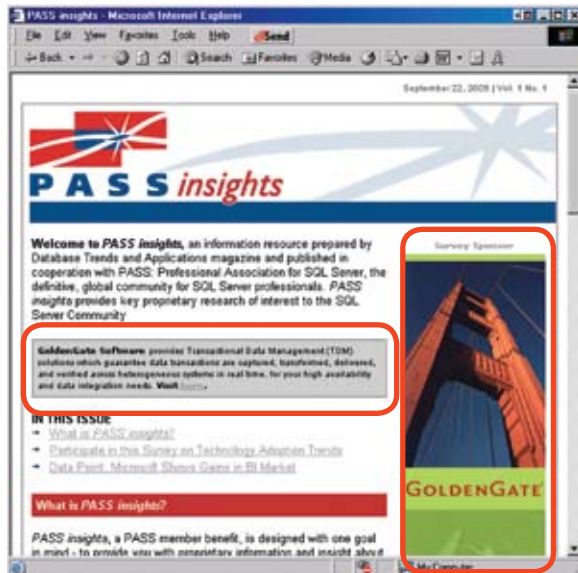


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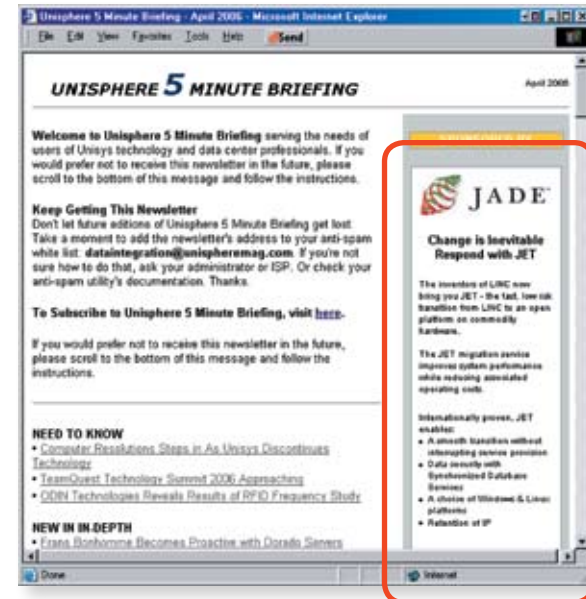
## PASS insights\*

Database Trends and Applications and the Professional Association for SQL Server (PASS) have partnered to create a research program aimed at over 32,000 members of PASS. PASS *insights* is the email newsletter spear-heading the research effort and reporting the findings. PASS *insights* projects include twelve separate email newsletter editions supporting six different research projects annually. Contact publisher for details.



## Unisphere 5 Minute Briefing\*\*

Emailed each month to 3,400 subscribers. *Unispheremag.com* is the source for news, trends and information for the Unisys technology community and data center professionals.



- \* **Sponsorship Opportunities:** Sponsorship of these newsletters provides you with both of the following: a text ad with a headline, 25 words of copy, and a link to your Web site; plus a graphic Skyscraper ad.
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