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2011 MEDIA KIT

RIGHT AUDIENCE RIGHT CONTENT RIGHT MEDIA



LETTER FROM THE PUBLISHER



Dear IBM i Marketer,

We are excited to usher in 2011 with many new opportunities to offer our partners while continuing our focus for delivering the right program to the right audience at the right time.

The System iNetwork remains the ultimate community for engaging IBM i professionals through many offerings such as virtual conferences, webcasts, podcasts, e-newsletters, and with targeted technical content delivered in the System iNEWS ProVIP and Associate editions of our monthly publication. We continue to offer opportunities for aligning your programs and objectives with the leading industry luminaries and the highest quality content for putting your company and solutions in the spotlight.

In 2010, we developed a new leading-edge marketing strategy with the implementation of a state-of-the-art marketing automation platform to support our sponsored programs. Through this implementation, we've established a more updated approach for our marketing programs and the ability to provide more precise targeting and segmentation as well as lead scoring functionality for improved lead qualification. Within one year of adopting this platform, Penton Media's IT and Developer Division was awarded a Markie Award for the Marketing Center for Excellence which honors outstanding accomplishments for marketing impact and revenue generation. For 2011, we are excited to share our experiences in rolling out new lead nurturing services to help you identify the right leads at the right time.

System iNetwork ProVIP Sponsors will continue to experience the benefits of an integrated program through exclusive high visibility alignment with our ProVIP technical section of System iNEWS and corresponding topic channel on the System iNetwork site. With over 40K subscribers to System iNEWS and over 80K unique site visitors per month, System iNetwork ProVIP Sponsors experience the ultimate opportunity for engaging with IBM i professionals through brand awareness, thought leadership, and lead generation and nurturing. For 2011, the ProVIP sponsorship categories are: Programming, Systems Management, Database and Security.

Other notable opportunities for our partners are born from our custom approach for developing programs and services to help meet your individual objectives. We've introduced several new custom reading programs with hot topics like Mobile Application, RPGOA, Business Intelligence and more. Additionally, our custom e-newsletters have experienced significant success in providing exclusive content for sponsors delivered to a targeted IBM i audience. We look forward to learning about your solutions and objectives and finding new creative ways to put you in the expert seat in reaching the IBM i community.

As you partner with System iNEWS and the System iNetwork, we are confident we can offer you a program that meets your needs. Take advantage of working with leaders and a 25+ year track record of knowing and understanding the goals of IBM i professionals. Contact your sales manager today to discuss your objectives and learn more about our story.

Evelyn Bridge, Publisher

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THE VALUE OF MULTIMEDIA MARKETING

The era of single-shot marketing is over.

We know today's savvy business professionals optimize their search and buying process through multiple channels and technologies.

In fact, B2B professionals recently polled report that they are most likely to remember a company's brand and products when they see messages across multimedia channels.

How do you get the attention of this large audience of decision-makers?

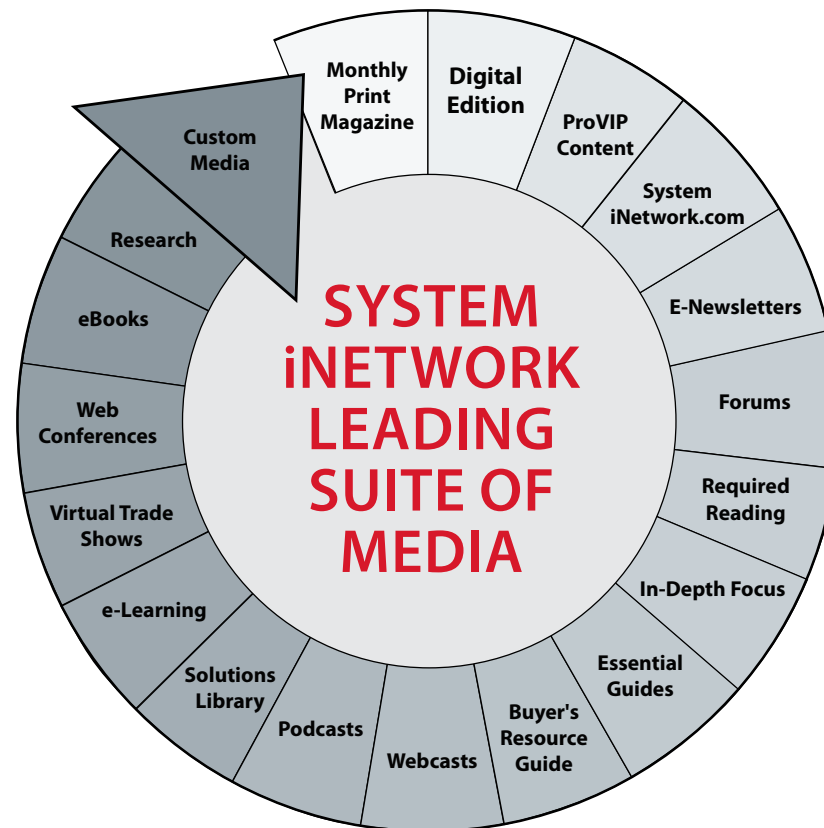
Build your brand by partnering with a media franchise that delivers critical information and analysis to the professionals who need it, when they need it, through their chosen media channel.

System iNetwork is the only media franchise that can deliver a multimedia marketing program that ensures your company will stand out during the crucial steps in the buying process.

Right Audience. Right Content. Right Media.

Marketing your products is more than finding the right content and right audience. With the influx of new media platforms making their way into our everyday business, it is now just as important to find the right media. Our integrated products uniquely blend the right audience, content and media, allowing you to:

- tailor each of your products and marketing message for the medium your prospective buyers prefer
- know which marketing tools will deliver your desired result: branding, thought leadership, lead generation
- employ multiple messages over multiple touch points

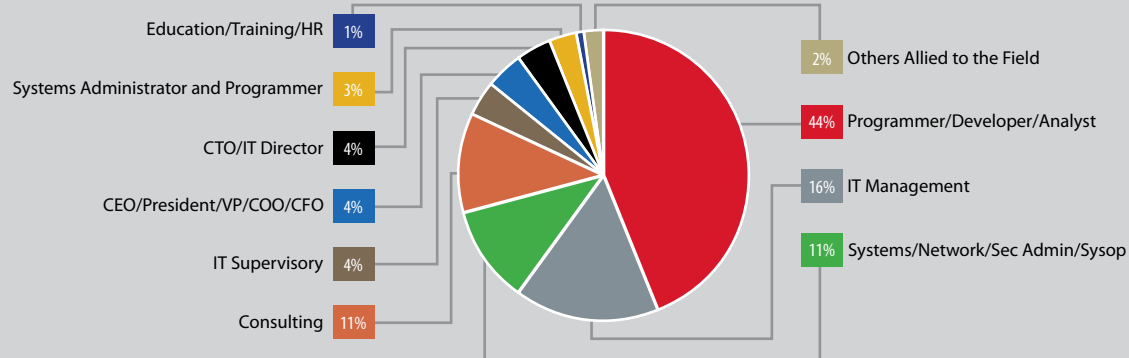


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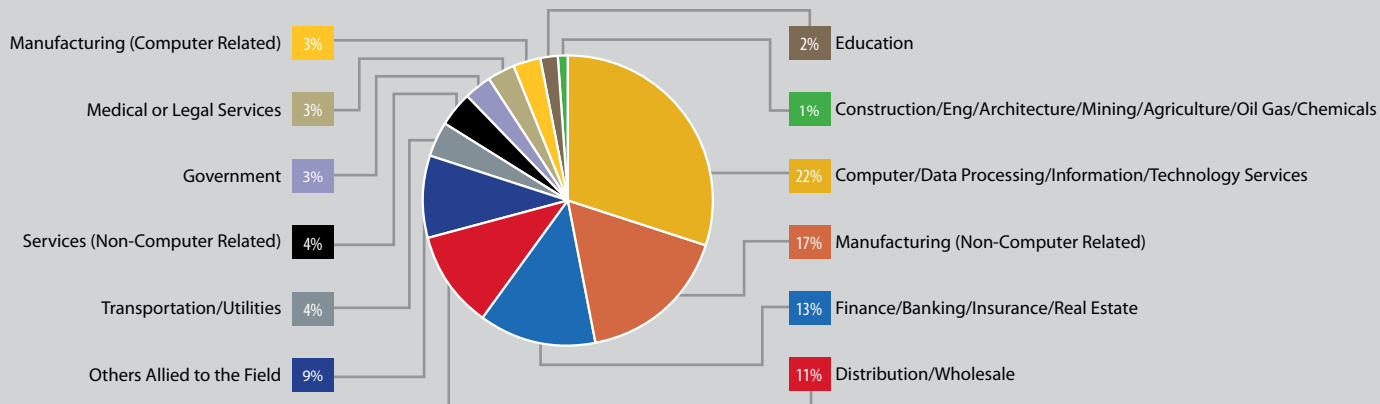
CIRCULATION / AUDIENCE

Your message will reach over 115,000 IBM i professionals through System iNEWS and SystemiNetwork.com

JOB FUNCTION



INDUSTRY



The ultimate resource for IBM i Pros!

CIRCULATION / AUDIENCE

Professionals are engaged with System i Network:

Readers spend an average of 1 hour and 7 minutes reading or looking through a typical issue of System iNEWS*



Each copy of the magazine is read by an average of 2.3 people.*

read System iNEWS to help them with their job and career**

67%

visit SystemiNetwork.com at least weekly**

60%

What readers say about System iNEWS:*

"It is an invaluable source of educational knowledge and product information. In a very great sense, it binds the i community together and helps give it a direction. I use the articles every month for continuing ed for myself."

"I have used this magazine in its various guises for over 20 years. I have utilized a lot of the tips, techniques and free codes. In the past, I have used some of the articles to assist with the selection process in purchasing 3rd party tools or to justify my opinion."

"I have read the magazine for many years (at least 15) and use it regularly. I look forward to receiving it each month, and have benefited many times from resources made available on the Web site."

Readers respond favorably to advertising in System iNEWS:*

feel that it provides education and is an important part of the publication

66%

feel that companies who advertise build trust and establish themselves as reliable sources

36%

have taken action in the past year as a result of advertisements and/or articles in System iNEWS:

79%

visited an advertiser's Web site

58%

discussed an ad/article with someone else in the company

44%

* 2010 AdProbe Report, Signet Research

** 2010 Reader Survey, Penton Media

MISSION STATEMENT

Our mission is to support and advocate for the IBM i community by providing information, resources, education and a robust network of users.

More specifically, System iNEWS publications are designed to deliver up-to-date news and solution information, analysis of trends and technical developments affecting IBM i-based enterprises, as well as technical how-to articles and provocative opinion pieces from respected experts.

All of our content is designed to help IT and developer professionals achieve their current and future information systems' objectives. Readers also get help with solving day-to-day, from-the-trenches problems they face via how-to tutorials, lively forum discussions where our moderators and readers offer peer advice, technical tips and techniques in the magazine, e-newsletters, and a comprehensive archive of information on the Web.

Celebrating over 25 years in print and publishing on the Web since 1995, this family of publications helps readers:

- Make strategic business decisions
- Solve business programming problems
- Broaden their knowledge of programming techniques
- Improve their IBM i Power Systems' productivity and security
- Assess IBM and third-party hardware and software products
- Enhance their careers

Editorial Inquiries

System iNEWS editors strive to keep readers in the know by focusing on specific topic areas that matter to the IBM i community. However, we need your help to do that. Please send the relevant subject matter editor (SME) your press releases about new products, upgrades and enhancements to existing products, partnerships with other companies, industry developments, and company changes. If you are unsure which editor you should contact, please send press releases to our general address at pressreleases@systeminetwork.com. If you'd like to set up a meeting with a SME to get acquainted, we welcome such requests and encourage you to contact the relevant editor.

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SYSTEM iNEWS – EDITORIAL CALENDAR

	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
COVER STORY	ILE RPG Enhancements	Mobile Apps as Relate to i	Application Modernization	PHP	RPG APIs	Dev and Testing in the Cloud	The State of RPG OA	RDI	Database	Security	Performance	PHP
CUSTOM OPPORTUNITIES	Annual Buyers Resource Guide		In-Depth Focus: Application Modernization Special Report: Web Development on the i	In-Depth Focus: Security Special Report: RPG OA Point Counterpoint		Special Report: Mobile Apps for the i	In-Depth Focus: Document Management	Ad Perception Study: For Qualified Advertisers	In-Depth Focus: Business Intelligence	Special Report: Power Systems	In-Depth Focus: HA/DR	
VIRTUAL CONFERENCE				Virtual Conference: IBM i Essentials					Virtual Conference: RPG & Beyond	Virtual Conference: Application Modernization	Virtual Conference: Power Systems	
WEBCAST	ILE RPG	Mobile Apps for the i	Application Modernization	Security (Auditing/Compliance)	.NET Integration	Power Systems Focus	RPG OA	SQL/ Database	Business Intelligence	Systems Management	HA/DR	Virtualization
BONUS DISTRIBUTION				COMMON	COMMON				RPG World	COMMON RPG & DB2 Summit IBM Power Systems Tech University		
RESERVATIONS DUE	Nov 24	Dec 28	Jan 20	Feb 17	March 22	April 20	May 20	June 22	July 20	Aug 23	Sept 21	Oct 20
MATERIALS DUE	Nov 24	Dec 30	Jan 26	Feb 23	March 28	April 26	May 26	June 28	July 26	Aug 29	Sept 27	Oct 26

ESSENTIAL GUIDES - YOU CHOOSE THE PUBLICATION DATE

- Document Management
- Security (Auditing/Compliance)
- SQL/Database
- Systems Management
- BI - Business Intelligence
- .NET Integration

*Additional topics can be added based on sponsor preference

INTEGRATED OPPORTUNITIES

In-Depth Focus

In five special issues of System iNEWS, our cover story features will engage readers with a deeper, more comprehensive focus. In these months, readers will receive a more in-depth focus than our typical cover stories by getting up to three articles that are strategic and tactical in nature. In-Depth Focus will appear in both editions of the magazine reaching 40,000 readers.

Associate your company brand with System i Network's In-Depth Coverage

Within each special section is a unique sponsorship opportunity — a two-page spread that features your company's full-page display ad and a full page, four-color advertorial, that is written and edited by the System iNEWS Custom Publishing staff. Use your advertorial page to highlight a case study, a product overview, or a company profile.

In-Depth focus coverage will explore the following:

- Application Modernization — March
- Security — April
- Document Management — July
- Business Intelligence — September
- High Availability — November

The only ads running in this section are the two-page spread sponsorships, allowing you to capture your customers' and prospects' attention when they are engaged on the topic and provide them with in-depth information on your company and its products.

Platinum Sponsorship of In-Depth Focus — (only two per focus)

- Two-page spread sponsorship in magazine's In-Depth Focus
- Includes one-page advertorial that is written and edited by System iNEWS Custom Publishing staff
- Sponsorship of one Editorial Webcast after publication of In-Depth Focus
- e-Reprint of advertorial from spread sponsorship*
- Net investment: \$14,500 net (no additional discounts apply)

Core Sponsorship of In-Depth Focus

- Two-page spread sponsorship in magazine's In-Depth Focus
- Includes one-page advertorial that is written and edited by System iNEWS Custom Publishing staff
- Net investment: \$7,750 net (no additional discounts apply)
Add an e-Reprint of your advertorial* for an additional \$500 net

* e-Reprint will be provided in PDF format and allows for minor modifications to advertorial from how it appears in print. Sponsor is allowed to distribute and host PDF.

INTEGRATED OPPORTUNITIES

Special Reports

A Special Report is a multi-sponsored supplement that addresses a high-level, technical topic in the industry. The Report is magnastripped into the full edition of System iNews, allowing subscribers to save the supplement separately and refer to it time and again.

Core Sponsorship Includes:

- A full-page within the report for a company ad, case study or product review to be provided by sponsor
- Lead generation from those who download the online report from SystemiNetwork.com. The Special Report will be hosted online for three months and marketed to the System iNetwork audience.
- Cost: \$7,750 net. Affiliate discounts do not apply

Platinum Sponsorship Includes:

- A full-page within the report for a company ad, case study or product review to be provided by sponsor
- Lead generation from those who download the online report from SystemiNetwork.com. The Special Report will be hosted online for three months and marketed to the System iNetwork audience.
- Exclusive sponsorship of an Editorial or Sponsor-Featured Webcast to be done after publication of the report.
- Cost: \$18,000 net. Affiliate discounts apply.

2011 Special Report topics:

- Web development on IBM i – March
- RPG OA Point Counterpoint – April
- Mobile Apps for the i – June
- Power Systems – October



Special Report

Essential Guides

An Essential Guide is a sponsored, “quick reference” six-page magazine insert that gives an independent expert presentation, in high-level detail — the essential information that a reader needs to know about a technology topic or issue.

Exclusive Sponsorship Includes:

- Initial input and choice of Essential Guide topic and publication date
- Two full-page, four-color display ads prominently placed in this barrel-fold supplement that will be tipped into an issue of System iNews
- 250 copies of the Essential Guide for your marketing use
- Lead generation from those who download the online guide from SystemiNetwork.com. The Essential Guide will be hosted online for three months and marketed to the System iNetwork audience.
- Cost: \$20,000 net. Affiliate discounts apply

2011 Essential Guide Topics:

- Document Management
- Systems Management
- Security (Auditing/Compliance)
- BI - Business Intelligence
- SQL/Database
- .NET Integration
- You name the topic!



Essential Guides

INTEGRATED OPPORTUNITIES

Demo Booth

The print and online Demo Booth program provides you with higher readership, brand awareness, and a boost to registration for your live event.

Readers who are interested in researching products have an opportunity to read about the products in the magazine and then attend the live demos to see products first-hand and get their questions answered.

Sponsorship Benefits:

- A full-page, four-color Demo Booth (technical walk through) in System iNEWS. You write the Demo Booth, and System iNetwork edits and lays it out with final vendor approval.
- An e-Reprint of your Demo Booth for posting on your Web Site or to print for trade show and sales distribution.
- A one-hour Demo Booth session. System iNetwork provides the webcast hosting, registration, and marketing to System iNetwork. You provide a speaker with a technical presentation of your product.
- Lead Generation: The sponsor may ask up to five qualifying questions and will receive the contact information (name, title, company, address, phone, and email) for every registrant. These are highly qualified, interested, and HOT leads!
- The event will be recorded, hosted, and posted online by System iNetwork in our Demo Booth library for two months after the event.
- A webcast recording file will be provided, so that you can host and market on your site as well!

Cost: \$7,000. Affiliate discounts apply

Top 10 Card

Think your company is an expert on a particular topic or technology? Share your knowledge with our readers in this unique way that is sure to stand out within the magazine. A Top 10 card is a 2-sided perforated card bound into System iNews and offering our readers the Top 10 tips, tricks or even myths about a particular topic or technology.

Sponsorship includes:

- Logo/company recognition on the card as the exclusive sponsor
- The ability to provide your own Top 10 tips.
- Lead Generation: System iNews will provide two additional tips that will be hosted online and only available by registration. Full contact information for registrants will be turned over to the sponsor.

Cost: \$5,000. Affiliate discounts apply



INTEGRATED OPPORTUNITIES

Buyer's Resource Guide

The premier, stand-alone Buyer's Resource Guide for the System i Market

Published in January of each year, the System iNEWS Buyer's Resource Guide serves as the IT professional's one-stop guide for the year to come when researching System i products and services.

The System iNEWS Buyer's Resource Guide offers you the following opportunities:

- Year-long presence in front of 40,000 System iNEWS subscribers — the largest qualified audience in the market
- Marketing power in the industry's premier stand-alone, dedicated Buyer's Resource Guide
- High-quality editorial content — the System iNEWS Buyer's Resource Guide also features a collection of the previous year's most popular Product Round-ups as published by System iNetwork editors
- The ability to reach the largest international System i audience — in both print and digital format

Plus, increase your exposure with the System iNetwork Online Buyer's Resource Guide

New and improved for 2011, our Online Buyer's Resource Guide offers the following opportunities:

Gold Sponsorship: \$1,000 net/year. Includes:

- Company name, address, phone/toll-free phone, fax, and email listed in 5 complimentary categories
- Active Web address link
- Full color logo on your company page
- 150-word optimized copy
- Additional information tabs
- 5 product spotlights (includes 300-word product description, video, photos and more)

Platinum Sponsorship: \$1,750 net/year. Includes:

- Company name, address, phone, toll-free phone, fax, and email listed in 10 complimentary categories
- Active Web address link
- Full color logo on your company page
- Priority placement in all categories
- 300-word company description
- 50 character tagline on search results page
- List additional contacts
- Additional information tabs
- Full media package: photos, videos, audio clips, brochures catalogs and product spotlights
- Targeted banner ad and boombox ad on your company page
- 10 product spotlights (includes 300-word product description, video, photos and more)

Category Sponsorship: \$2,500 net/year. Includes:

- Your company appears #1 on search results page
- Banner ad and boombox in sponsored category

Contact Jennifer McIntosh today for more information on the System iNetwork Buyer's Resource Guide.

Jennifer McIntosh

970-204-6854

Jennifer.Mcintosh@penton.com

PRINT RATE CARD

Display Advertising

Size	1x	Affiliate	Sponsor	Partner	Premier	Platinum
2 Page Spread	\$14,037	\$13,335	\$12,633	\$11,931	\$11,230	\$10,528
1 Page	\$7,733	\$7,346	\$6,960	\$6,573	\$6,186	\$5,800
2/3 Page	\$6,290	\$5,976	\$5,661	\$5,347	\$5,032	\$4,718
1/2 Page	\$4,932	\$4,685	\$4,439	\$4,192	\$3,946	\$3,699
1/3 Page	\$4,056	\$3,853	\$3,650	\$3,448	\$3,245	\$3,042
1/4 Page	\$3,400	\$3,230	\$3,060	\$2,890	\$2,720	\$2,550

All display rates quoted are four-color NET rates. No additional discounts apply.

Marketplace Advertising

Size	1x	Affiliate	Sponsor	Partner	Premier	Platinum
1 Page	\$4,738	\$4,501	\$4,264	\$4,027	\$3,790	\$3,554
1/2 Page	\$3,250	\$3,087	\$2,925	\$2,762	\$2,600	\$2,437
1/4 Page	\$1,797	\$1,707	\$1,618	\$1,528	\$1,438	\$1,348
1/8 Page	\$1,076	\$1,023	\$969	\$915	\$861	\$807

All Marketplace rates quoted are four-color, NET rates. No additional discounts apply.

Position Premiums

Guaranteed Position	Add 15%	Cover 4*	Add 25%
Opposite TOC*	Add 20%	Cover 3*	Add 15%
Cover 2*/Page 1	Add 20%	Cover 2*	Add 20%
Opposite All Columns	Add 15%		

* Four-color only

For System iNEWS advertising specifications and requirements, visit www.PentonDigitalAds.com

ONLINE OPPORTUNITIES

E-Newsletters Reach Potential Customers Directly at their Desktops

Our e-newsletters deliver the latest news, analysis, tips and training directly to the inboxes of highly-qualified professionals. E-newsletter sponsorships allow you to increase market awareness, while driving prospects to your Web site, microsite, white paper or webcast.

NEWS on i

Provides news, announcements, product information, trends, and expert analysis on the System i platform and software.

2x weekly (Monday & Thursday)

iNEWSWire UK

Editor Seamus Quinn returns with his unique and targeted content covering System i news, announcements, and products - as it relates specifically to the UK market. 2x Monthly (Second and fourth Wednesday)

System iNetwork Programming Tips

Edited by Scott Klement, System iNetwork Programming Tips offers RPG, COBOL, CL, DDS, and SQL tips for System i programmers. Also includes tips, addressing system APIs, file systems, and programming utilities.

2x Monthly (Second and fourth Thursday)

System iNetwork Systems Management Tips

Edited by Dan Riehl, covers System i system management issues, including software installation, configuration and maintenance, system performance, security, backup and restore, and other management and operations issues.

2x Monthly (First and third Wednesday)

My i-.NET

System iNetwork editor Craig Pelkie features articles and tips that assist System i IT professionals with System i and .NET integration. In addition, there is also a sponsored case study featuring real-world integration successes in each issue. Monthly (Third Tuesday)

Third-Party Emails

Send your Exclusive Message to our Audience

You create the message and we'll deploy it to our System i subscribers. After your email deploys, we'll send you detailed metrics, including deliveries, open rate, click-thrus by URL, etc. You'll need:

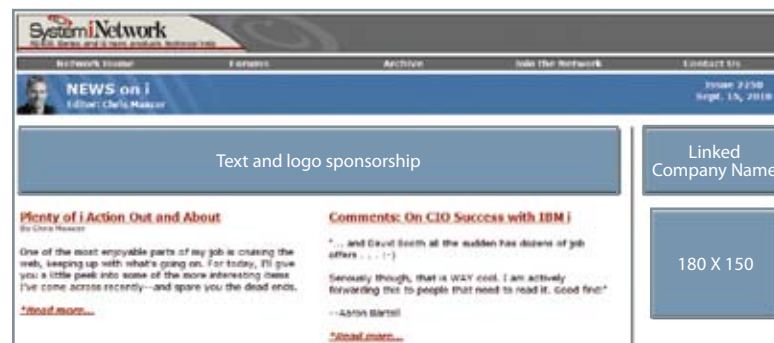
- HTML file with all links, images, etc. operational and live
- Suppression/seed lists as needed
- Subject line and email address for test recipients

E-Newsletter Sponsorship Opportunities

NEWS on i, iNEWSWire UK, System iNetwork Programming Tips, and System iNetwork Systems Management Tips offer a primary, secondary, and tertiary ad sponsorship.

All e-newsletter sponsors receive three points of contact with the reader, including:

- A linked company name
- A text (400 characters) and logo (120x60) sponsorship position
- 180x150 banner position



ONLINE OPPORTUNITIES

Custom E-Newsletters

Partner with System iNetwork to deliver an exclusive, custom e-newsletter to the IBM i market and position your company as an industry thought leader. You choose the frequency and publishing schedule (6 issue minimum). Includes one staff article, editorially chosen related articles, and one piece of your original content.

Sponsorship includes:

- You choose the topic coverage – security, programming, business intelligence – you name it. You become the exclusive custom newsletter partner with System iNetwork for that area of coverage.
- Choose the frequency and publishing schedule – minimum of six issues required.
- System iNetwork writers and staff will contribute one original piece of content to each newsletter and will choose appropriate, related articles from our archives to highlight.
- You contribute one piece of content – it can highlight a case study, upcoming events and webcasts or a technical article written by your company's guru.
- System iNetwork produces the newsletter and distributes it to a qualified list of at least 20,000 System iNetwork newsletter subscribers.
- You can also provide an additional list of customers to de-dupe against our list or to add to the newsletter distribution list.
- Sponsorship also includes the primary sponsorship position (logo plus text), a skyscraper banner, and up to four Resource Links – links to your web site (white papers, case studies, downloads, etc.)

Cost: \$5,000 net per issue (1x rate, Affiliate discounts apply). Minimum 6 issue commitment.

Additional Microsite/Lead Generation option:

System iNetwork will create a custom microsite to accompany your custom newsletter program. When readers click the "Read on" or "Read more" link within the newsletter article, they will be taken directly to the microsite to read the rest of the article. As the exclusive sponsor of this microsite, you will own all the ad positions within it– 180x150, 336x280 and 728x90 banners - and can provide additional assets, such as whitepapers, case studies, webcasts, etc. to be gated behind a registration form and generate leads for your sales pipeline.

The microsite will remain online with lead enrollment for the duration of your custom newsletter campaign.

Cost: \$2,500 net flat rate (in addition to cost of newsletters.) No Affiliate discounts apply.

E-NEWSLETTER RATE CARD

NEWS on i, System iNetwork Programming Tips, System iNetwork Systems Management

Size	1x	Affiliate	Sponsor	Partner	Premier	Platinum
Primary Sponsorship	\$2,500	\$2,375	\$2,250	\$2,125	\$2,000	\$1,875
Secondary Sponsorship	\$1,250	\$1,188	\$1,125	\$1,063	\$1,000	\$938
Tertiary Sponsorship	\$1,000	\$950	\$900	\$850	\$800	\$750
Text Link Sponsorship	\$500	\$475	\$450	\$425	\$400	\$375

iNEWSWire UK

Size	1x	Affiliate	Sponsor	Partner	Premier	Platinum
Primary Sponsorship	\$1,500	\$1,425	\$1,350	\$1,275	\$1,200	\$1,125
Secondary Sponsorship	\$1,000	\$950	\$900	\$850	\$800	\$750
Tertiary Sponsorship	\$900	\$855	\$810	\$765	\$720	\$675

My i - .NET Electronic E-Newsletter Rate Card

Size	1x	Affiliate	Sponsor	Partner	Premier	Platinum
Primary Sponsorship	\$1,900	\$1,805	\$1,710	\$1,615	\$1,520	\$1,425
Secondary Sponsorship	\$1,300	\$1,235	\$1,170	\$1,105	\$1,040	\$975
Text Link Sponsorship	\$400	\$380	\$360	\$340	\$320	\$300

Custom E-Newsletters Rate Card - Cost Per E-Newsletter, Minimum 6 Issues

Size	1x	Affiliate	Sponsor	Partner	Premier	Platinum
Exclusive Sponsorship	\$5,000	\$4,750	\$4,500	\$4,250	\$4,000	\$3,750

Third-Party Email Blasts - CPM Basis

Size	1x	Affiliate	Sponsor	Partner	Premier	Platinum
Exclusive Sponsorship	\$200	\$190	\$180	\$170	\$160	\$150

Electronic e-newsletter rates are quoted as NET rates (no other discounts apply).

ONLINE OPPORTUNITIES

Web Ads Build your Brand and Drive Prospects to your Web site

Online advertising connects you with potential customers, drives prospects to your Web site and provides quantifiable results so you can show your campaign's ROI.

Exclusive Content Categories

Our One-Stop content categories connect our readers with the latest forum threads, article posts, and news on the industry's hottest topics and technologies.

As the exclusive sponsor, you own all the advertising real estate within the category — a 180x150, 336x280 and 728x90 — exclusively positioning your brand alongside specific relevant content.

2011 System i One-Stop Categories:]

- RPG Programming (RPG, DDS, & CL)
- Other Language Technologies (PHP, Java, XML, CGI/DEV2, .NET)
- Application Development (WDS, ALM, SCM, Development Technologies, Project Management)
- Database/SQL (DB2, MySQL, IFS, SQL, Query, Business Intelligence)
- Availability (Backup & Recovery, High Availability)
- Security (Host Security, Network Security)
- Systems Mgmt (Operations, Performance, Printing, Work Mgmt, HMC, LPAR, Linux)
- Networking/Connectivity (iSeries Access, TCP/IP, NetServer)
- IT Management/Careers (Industry Analysis, New Technology, Professional Advice)

The screenshot displays the System i Network website interface. At the top, there is a navigation bar with links for Home, Articles, Code, Blogs, Publications, Webcasts, E-Learning, Leaders, Newsletters, and About Us. A search bar is located in the top right corner. Below the navigation bar, a prominent banner reads "Newly updated! State of IBM i Security Study 2010...". The main content area is divided into several sections: "Join the Network Now" (a call to action), "Security" (a category header), "From the Forums" (a list of forum threads with titles like "Series Access for Scheduling" and "Security Webcast"), "Technical Articles" (a list of article titles such as "Understanding iSeries Files Using Microsoft Access"), "Channel Focus" (a featured article titled "Dr. I Doctor - Always Good for a Little Security"), and a "Systems Management Newsletter" sign-up box. A large blue advertisement for PowerTech is positioned on the right side, offering a free copy of the "State of IBM i Security" study.

ONLINE OPPORTUNITIES

The screenshot shows the System iNetwork website home page. The layout includes a navigation bar at the top, a search bar, and several content sections. Four specific ad positions are highlighted with numbered callouts:

- 1:** A large horizontal banner at the top of the main content area, labeled "728X90".
- 2:** A smaller rectangular ad positioned below the navigation bar on the left side, labeled "180X150".
- 3:** A large rectangular ad on the right side of the page, labeled "336X280".
- 4:** A small rectangular ad at the bottom of the page, labeled "Sponsored Link".

Run-of-Site Banner ads

Maximize your reach, brand impact, and response on System iNetwork.com in one of our run-of-site positions. These ad positions give you plenty of room for your creative and maximize impact. Your ad will appear on the home page and all run-of-site pages.

- **728X90:** Attention-grabbing top banner position integrated into the site's horizontal navigation bar. Leaderboard ads also appear on System iNetwork's forum pages — one of the most visited areas. 39k file limit for .gifs, 6 loop max
- **336X280:** Appears on the home page along with positions within the article archives. Our editorial content flows around the boombox, increasing visibility of your message and giving you a unique position on our site. 39k file limit, 6 loop max
- **180X150:** 35k limit for .gifs, 6 loop max
- **Sponsored Link:** Sponsored text links appear at the bottom of every page, providing a high level of impressions and clicks at a very cost-effective rate.
 - 60 plain-text characters (including spaces & punctuation) & click-thru URL

All ad types need to include target URL

	Ad type	Dimensions	File Size
1	Leaderboard	728x90 pixels	39k file limit for .gifs, 6 loop max
2	Medallion	180x150 pixels	35k file limit for .gifs, 6 loop max
3	Boombox	336x280 pixels	39k file limit, 6 loop max
4	Sponsored Link	60 plain-text characters	15K max for gifs, 6 loop max

ONLINE OPPORTUNITIES

Roadblocks

This exclusive, high-impact and engaging marketing product is perfect for introducing major announcements and product launches.

The Roadblock's large creative area and ability to grab the attention of each visitor offer the opportunity for brand awareness, building as well as generating traffic to the sponsor's Web site. Prior to the reader accessing the desired page, the Roadblock appears on a full Web page, with a System iNetwork header. The visitor can then choose to access the sponsor's Web site or the System iNetwork. After 20 seconds, the ad is automatically redirected to the System iNetwork Web page.



Roadblock

Roadblocks are sold in 10,000 impression blocks

Specs:

- 640x480, 39k file limit, 6 loop max
- Target URL
- Reader auto-redirected after 20 sec.
- Alternate Text: 50 characters maximum
- A .gif/.jpg ad also needs to be supplied if a .swf file is supplies
- When sending Flash files be sure to send both the .swf and .gif files

Peel Backs

This high impact placement provides dynamic exposure on our site. The rich media creative resides in the upper right corner of site and "peels back" to reveal a secondary ad. Client must work with rich media company like Pointroll, Eyeblaster, Visual Steel to develop and supply creative. Cannot run at same time as Roadblock.



Peel Back

Podcasts

Podcasts are interviews and discussions on topics vital to IBM i IT developer professionals, presented and reported by System iNetwork staff and independent IBM i experts.

Podcasts are recorded in MP3 files that can be downloaded to a favorite MP3 player or played on a computer's media player. System iNetwork will suggest and confirm the independent speaker for the podcast. If you have suggestions, we welcome those as well.

Sponsorship Benefits:

- Mention as sponsor and a 30-second radio spot at the beginning of the recording
- Lead generation from all who download the podcast
- The podcast will be posted on the System iNetwork Podcast page for two months and promoted through System iNetwork e-newsletters

ONLINE OPPORTUNITIES

Solutions Library Hosting Capture Leads While Sharing Your Expertise

The System iNetwork's Solutions Library enables you to execute content syndication and lead generation, at an affordable, rate with the world's #1 System i resource.

We'll host up to two of your company's white papers, case studies or solution spotlights in the Solutions Library for one month. Hosting includes gating your assets behind a customized registration form with leads delivered to you twice per month. The Solutions Library homepage is one of our most visited pages, but we'll also promote the Library in our editorial e-newsletters and in banners or text links online.

Want more leads? Try our Premium Solutions Library Program

- We'll host up to 3 of your company's white papers, case studies or solution spotlights for two months.
- During the first month, your assets will receive "Featured" status and a dedicated marketing program to promote the papers.
 - Your marketing program will include at least one dedicated email blast to System iNetwork subscribers and at least two e-newsletter promotions to promote your papers and drive downloads.
 - A customized registration form will capture lead information and all leads will be delivered to you twice per month.
- At the end of one month, your papers will move to library status and the entire library will be marketed as a whole. Additional leads will be delivered as they come in.
- Cost: \$5,000 net. Affiliate discounts apply

Vendor Events: Your Event, Our Audience

While System iNetwork events are successful, we understand that there are instances when you host an event using your own format, speakers and service providers — but still have the need to market the event outside of your own database to attract new prospects and customers to the event.

Our webcast and podcast pages on the System iNetwork Web site have been designed to showcase both System iNetwork and vendor events — live and recordings — and we offer a dedicated marketing program to promote your event.

Monthly Program Details:

- You produce and host your event (either a webcast or podcast) and the registration or lead capture form
- System iNetwork will list your event on our webcast or podcast page for one month
- One dedicated email to 20,000 System iNetwork subscribers
- Two dedicated placements in System iNetwork editorial e-newsletter, subject to availability
- Cost: \$7,500 net. Affiliate discounts apply

ONLINE OPPORTUNITIES

Webcasts

Your most effective sale is to someone who is actively looking for solutions and education, and this is the key principle that makes webcasts so successful. Participants are self-selected; they choose webcasts that feature products they want to learn more about. As a webcast sponsor, you have the head start: you know these customers are ready for the solutions you can deliver.

Sponsor-Featured Webcasts

The System iNetwork's mission is to provide our readers with educational content in a comfortable, easy-to-understand setting. Our required model is a four-part webcast promoted and delivered via SystemiNetwork.com. The key ingredients are:

- Technology overview by an independent expert provided by the System iNetwork
- Presentation of the sponsor products and solutions
- Customer success story
- Q&A session

We Provide:

- An independent authority to discuss your topic. Independent speakers must be used for all System iNetwork webcasts. The System iNetwork is responsible for independent speaker fees at a non-negotiable rate of \$1,500, which we recognize as the current standard rate for this industry. Any rates incurred above that fee will be the responsibility of the sponsor.
- Data access for a one-hour presentation (maximum number of enrollments is 600)
- Marketing to attract customers to the webcast
- Training on how to use the software involved
- Archived webcast on SystemiNetwork.com for three months
- Prize giveaway to attendee(s) of live event
- Full contact information for all registrants of your webcast

You Provide:

- A presentation of your products that directly relates to the webcast topic
- A customer success story
- Your own experts to help answer participant questions

Editorial Webcasts

The System iNetwork strives to be the education leader in the i5/System i market by positioning itself as a consistent source for education available via webcasts. We are committed to delivering at least one Editorial Webcast each month, discussing the hottest topics in the market.

The format of an Editorial Webcast allows for a 45-minute presentation from an independent expert acquired by the System iNetwork, with a 10- to 15-minute Q&A session. Participants take part in this interactive webcast via a standard Web browser and Voice over IP.

As an Editorial Webcast

Sponsor, you will receive:

- Sponsorship mention in the form of a 30-second, radio-type ad promotion to be read by our moderator at the beginning of the webcast, with a dedicated PowerPoint slide
- Full contact information (delivered in real-time) for all webcast registrants
- Archived webcast on SystemiNetwork.com for two months

Editorial Webcast Calendar

JAN	ILE RPG
FEB	Mobile Apps for the i
MAR	Application Modernization
APR	Security (Auditing/Compliance)
MAY	.Net Integration
JUN	Power Systems Focus
JUL	RPG OA
AUG	SQL/Database
SEP	Business Intelligence
OCT	Systems Management
NOV	HA/DR
DEC	Virtualization

ONLINE RATE CARD

System iNetwork Web Site Products

System iNetwork Web site Products	1x	Affiliate	Sponsor	Partner	Premier	Platinum
System iNetwork Category Sponsorship	\$2,500	\$2,375	\$2,250	\$2,125	\$2,000	\$1,875
180X150 Medallion - CPM	\$50	\$48	\$45	\$43	\$40	\$38
728X90 Leaderboard - CPM	\$90	\$85	\$81	\$77	\$72	\$68
336x280 Boombox - CPM	\$100	\$95	\$90	\$85	\$80	\$75
Sponsored Links - Run-of-Site	\$2,500	\$2,375	\$2,250	\$2,125	\$2,000	\$1,875
System iNetwork Custom Surveys	\$10,000	\$9,500	\$9,000	\$8,500	\$8,000	\$7,500
Webcast: Sponsor-Featured	\$16,000	\$15,200	\$14,400	\$13,600	\$12,800	\$12,000
Webcast: Editorial	\$7,000	\$6,650	\$6,300	\$5,950	\$5,600	\$5,250
Webcast: Demo Booth	\$7,000	\$6,650	\$6,300	\$5,950	\$5,600	\$5,250
Webcast: Vendor Event Alert Program	\$7,500	\$7,125	\$6,750	\$6,375	\$6,050	\$5,625
Editorial Podcast Sponsorships	\$4,000	\$3,800	\$3,600	\$3,400	\$3,200	\$3,000
White Paper/Case Study Hosting (up to 3/months)	\$1,750	\$1,663	\$1,575	\$1,488	\$1,400	\$1,313
Premium White Paper Program	\$5,000	\$4,750	\$4,500	\$4,250	\$4,000	\$3,750

System iNetwork Web site Products - Sold on CPM basis	1x	Affiliate	Sponsor	Partner	Premier	Platinum
System iNetwork Roadblock All entry points- 10k guaranteed	\$500	\$475	\$450	\$425	\$400	\$375
Peelback	\$125	\$119	\$113	\$106	\$100	\$94

All electronic rates are quoted as NET rates (no other discounts apply).

ONLINE OPPORTUNITIES

eLearning

Valuable Content ■ Ownership of Mindshare ■ Lead Generation

System iNetwork has offered IBM i professionals eLearning courses that provide 5-6 hours of live, technical, online education over the course of 5-6 weeks with the industry's most respected instructors. With great success, we've recently introduced a one-day eLearning program that offers three hours of technical education.

Sponsorship provides:

- Branding aligned with highly valued education
- An opportunity to do a technical presentation
- Lead generation

Silver Sponsorship: The Masters of Education

- Logo representation on Web site and opening slide of each session
- Thirty second voice-over sponsorship message read at the beginning of the first session and conclusion of the last session
- Sponsor acknowledgement in marketing and promotions
- Logo and text in follow-up email to the registrants
- Full and unlimited contact with all registrants
- Investment: \$4,500 (1x rate, Affiliate discounts apply)

Gold Sponsorship: The PHD of Education

- A one-hour sponsor technical session that is presented in addition to the three hours of eLearning course instruction
- Logo representation on Web site and opening slide of each session
- Thirty second voice-over sponsorship message read at the beginning of the first session and conclusion of the last session
- Sponsor acknowledgement in marketing and promotions
- Logo and text in follow-up email to the registrants
- Full and unlimited contact with all registrants
- Investment: \$7,500 (1x rate, Affiliate discounts apply)

Possible eLearning Topics

- Developing a Modern DB2 for i Database
- Modernize RPG Applications
- IBM i System Administration
- Security



RPG & Beyond Web Conference September 2011

Align your company, its products, and sales message with targeted content and loyal, active readership, PLUS gain tangible leads.

Our RPG & Beyond Web Conference is an innovative, online education program offered by the System iNetwork. This online event features five free sessions — the 4 platinum Sponsor Webcasts, as well as a keynote session. In addition, readers can sign up for the paid conference and receive live and recorded access to 16 total sessions! These sessions will feature the System i market's most respected and knowledgeable experts.

Platinum Sponsorship – Only two available

You and one other company gain complete mindshare of conference attendees, allowing them to learn more about the products you offer and how they can assist in modernizing and advancing their business.

Sponsorship Benefits:

- Sponsorship of a Sponsor-Featured Webcast and/or a Technical Webcast, both of which are included in the Conference agenda and presented as a free session to attendees.
 - The Sponsor-Featured Webcast will include an independent expert presentation, a sponsor presentation, as well as a customer success story.
 - During the Technical Webcast, you provide a technical expert to present an educational topic or technical presentation.
 - Your one-hour webcasts are recorded, archived, and hosted by the System iNetwork for three months following the live event, continuing to generate high-quality sales leads for you.
- Opportunity to post company assets - white papers, press releases, case studies, and product demos — all for the viewing of conference registrants
- 180x150 logo on the Web Conference site
- Lead information for ALL conference registrants and ability to ask two qualifying questions on the registration form
- Sponsorship message in follow-up email to all attendees

“Scott, thank you for an EXCELLENT presentation. Lots of wonderful information. Also, thank you for providing the neat service program and all your great articles in System i Network. I really enjoy them and learn a lot from them.”

Virtual Conferences

IBMi Essentials ■ Power IT Pro ■ Application Modernization

System iNetwork Virtual Trade Conferences offer our readers free education, delivered using rich media to provide a superior user experience — conducted online using only a Web browser. Attendees will have the ability to see and hear presentations, participate in live Q&A, learn about products by visiting the Exhibition Hall, and network with their peers. This unique experience helps our readers gain education, learn about the products and services offered in this space, and collect resources on the topic. Think of it as a tradeshow — without ever leaving your office!

Sponsor Benefits

- Generate Highly Qualified Leads
- Build Greater Brand Awareness
- Extend Market Reach

2011 Schedule:

- March 2011 – IBM i Essentials
- Fall 2011 – Power IT Pro
- October 2011 – 4th Annual Maximizing the IBM i with Application Modernization

In 2010, more than 2,500 IBM i professionals participated in a System i Network virtual conference.



Sponsorship Opportunities

Platinum Level– Three (3) Sponsorships available

- Sponsor-Featured Webcast that allows the sponsor to provide general direction (within the outline for the event) on the topic for the session, as well as provide a technical expert to do a 20-25 minute presentation. System iNetwork is responsible for procuring an independent expert who will do a 20-25 minute presentation, followed by the sponsor presentation, a possible case study, and Q&A.
- Lead generation: The Platinum sponsors receive the contact information (name, title, company, phone, and email address) for every registrant of the event.
- Booth in the Exhibition Hall, which includes full reporting on all activity at your booth by each visitor, including contact information.
- Literature in the Resource Center
- \$18,000 net (1x rate, Affiliate discounts apply)

Gold Level – Two (2) Sponsorships available

- Sponsorship of an Editorial Webcast, which includes one PowerPoint slide at the beginning of the presentation, along with a 30-second voice-over sponsorship message (recorded by a System iNetwork moderator).
- Lead generation from all attendees of the sponsored Editorial Webcast (name, title, company, phone, and email address).
- Booth in the Exhibition Hall, which includes full reporting on all activity at your booth by each visitor, including contact information.
- \$9,500 net (1x rate, Affiliate discounts apply)

Exhibit-Only Sponsorship

- Booth in the Exhibition Hall, which includes full reporting on all activity at your booth by each visitor, including contact information.
- \$1,500 net (no additional discounts apply)

AFFILIATE PROGRAM

System iNetwork Affiliate Program

	AFFILIATE (\$10,000-\$24,999)	SPONSOR (\$25,000-\$59,999)	PARTNER (\$60,000-\$99,999)	PREMIER (\$100,000-\$174,999)	PLATINUM (\$175,000+)
Discount off 1x rate on all additional advertising items, including special projects	5%	10%	15%	20%	25%
Discount on one (1) System iNEWS or System iNetwork e-Reprint		25%	50%	Free	Free
FREE Advertising Effectiveness Study Enrollment					
FREE subscription to System iNEWS ProVIP for marketing staff (print)	up to 1	up to 2	up to 3	up to 4	up to 5
FREE Access to Direct Mail names, one-time usage		50% of total database	75% of total database	100% of total database	100% of total database
FREE NEWS on i Text Links		6	12	24	48
FREE insertion in System iNetwork Vendor Event Update to promote your own Web event		1	2	3	4
FREE Access to System iNetwork Affiliate email database				1	2
FREE System iNEWS or System iNetwork e-Reprint				1	1
FREE Sponsored Link on System iNetwork				2 months	4 months
FREE System iNetwork Survey posted. Vendor responsible for survey prize.				1 month	1 month
FREE posting of white paper or asset in Solutions Library				12 months	4 months
FREE one-year Gift Subscription to System iNEWS ProVIP (print only). System iNEWS sends offer and letter on advertiser's behalf.			50 customers	75 customers	100 customers

