

Dear Technology Market Advertiser,

After months of careful work mapping out the new face of business and technology, **Information Management** magazine (formerly DM Review) has officially launched. We did not undertake this decision lightly. Much time and research went into our decision, which included surveying and consulting with hundreds of readers who told us their likes, dislikes and most important, what they wanted and needed to read about in the world of corporate IT and business.

**Going forward you will find more practical, “feet on the ground” information in the form of:**

- Case studies, profiles and best practices
- New sections/departments for a consistent presentation of key topics
- Deeper dives into subjects of leadership, governance, compliance, architecture and business process
- “Interface;” a new section that will look at the different ways the Web is changing the way we work, collaborate and interact with information

Along with the launch of **Information Management** magazine is the Web site info-mgmt.com. There you will find the first of the new features we’ll be rolling out throughout this year and a new presentation that is easier to digest and follow. You will also find new content posted daily, providing you with more online marketing opportunities.

In today’s market you deserve a partner that attracts prospective customers and captivates them with content that’s related to your products and services. A partner that offers traditional advertising coupled with innovative online products and solutions; a partner who will work alongside you to create customized integrated packages that deliver the results you need. **Information Management** is that partner keeping your brand top-of-mind in the industry, whether times are challenging or not.

We look forward to helping you achieve your marketing goals in 2009.

**Information Management—How Your Business Works**



**Tony Carrini**

Associate Publisher  
Information Management  
anthony.carrini@sourcemediacom.com



HOW YOUR BUSINESS WORKS

**information**  
(formerly DM Review) **management**

# 09 EDITORIAL CALENDAR

	AD CLOSE	AD MATERIALS DUE	STRATEGY	INFRASTRUCTURE	DATA	CONTENT	INTEGRATION	ANALYTICS	BUSINESS INTELLIGENCE	INTERFACE
JAN/FEB	1/8	1/14	What is Information Management?	Debunking Mainframe Myths	Right-Time Data	Structured vs. Unstructured	Data Integration Beyond ETL	Web Analytics vs. Reporting	BI/Performance Management: On-Demand BI	Web 2.0/ Mashups
MARCH	1/23	1/29	Education/ Employment paths in Information Management	Green	Data Quality	ECM Fact and Fiction	Partner, Customer, Channel Integration	Using Analytics for Competitive Advantage	Operational BI	Collaboration
APRIL	2/20	2/26	Business Process Management	Cloud Computing	Enterprise Data Warehousing	Leveraging Third-Party Content	Service-Oriented Architecture (SOA)	Web/ Marketing Analytics	Reporting and Dashboards	Making Rich Internet Applications (RIAs) Work in the Workplace
MAY	3/26	4/1	How to Identify a Data Steward	Data Warehouse Appliances	Databases: columnar, relational, in-memory	Email Management	Master Data Management	Operational Analytics	Business Activity Monitoring	Mashups
JUNE	4/24	4/30	Governance without Bureaucracy	The Future of Data Centers	Data Modeling	Natural Language Query	Customer Data Integration	Customer Relationship Management (CRM)	Open Source BI	ATM/Kiosk Effectiveness
JULY/AUG	7/2	7/9	Requirements Gathering	Hosted Infrastructure and Outsourcing	How to Start a Data Warehousing Project	Document Records Management	Enterprise Data Integration (EDI)	GRC (Governance, Risk and Compliance)	BI Trends and Ownership Roles	Visualization for Customer Interactions
SEPT	7/24	7/30	Innovation in Information Management	Data as a Service (DaaS)	Data as a Service	Knowledge management	Product Information Management	Text Analytics	Performance Management	Taxonomies and Semantic Web
OCT	8/27	9/2	Performance-Based Compensation for Business and IT	Generic Hardware versus Appliances	RFID	Compliance	Web Services	Analytics and Business Rules Engines	Dashboard Design	Social Networking in the Workplace
NOV	9/25	10/1	Innovation	Application Service Providers	Identity/ Security	Software as a service (SaaS)	Data Integration	Predictive Analytics	Pervasive BI	Point of Sale Interaction
DEC	10/23	10/29	The Business Case for a Center of Excellence	Virtualization	Compliance	Web Content Management	Enterprise Application Integration	Statistical Analysis	Complex Event Processing	Enterprise Search

**EDITORIAL CONTACT:** Valerie Valentine, senior editor, [valerie.valentine@sourcemedia.com](mailto:valerie.valentine@sourcemedia.com) or Julie Langenkamp, editor-in-chief, [julie.langenkamp@sourcemedia.com](mailto:julie.langenkamp@sourcemedia.com). Case studies are published on a space available basis. For more information contact Adrienne Baker, associate editor, [adrienne.baker@sourcemedia.com](mailto:adrienne.baker@sourcemedia.com).



Brought to you by Information Management

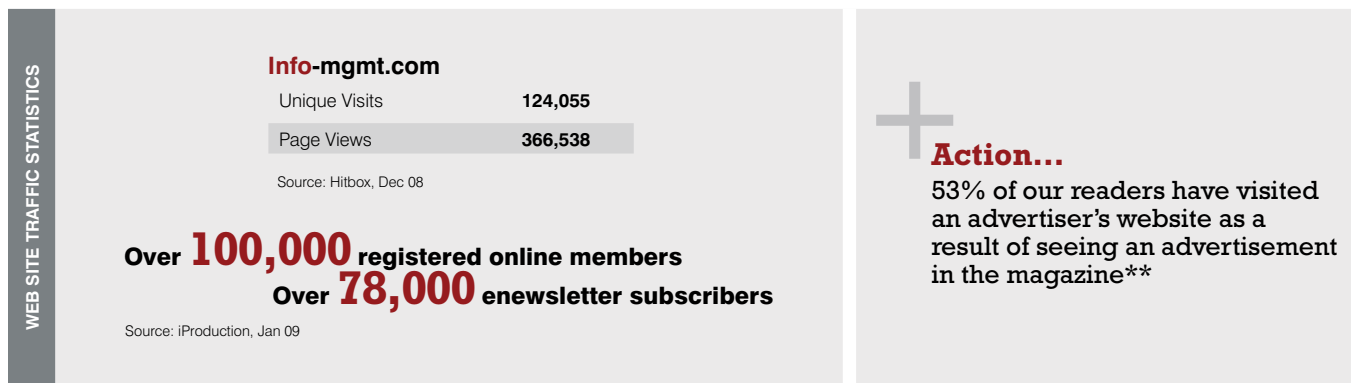
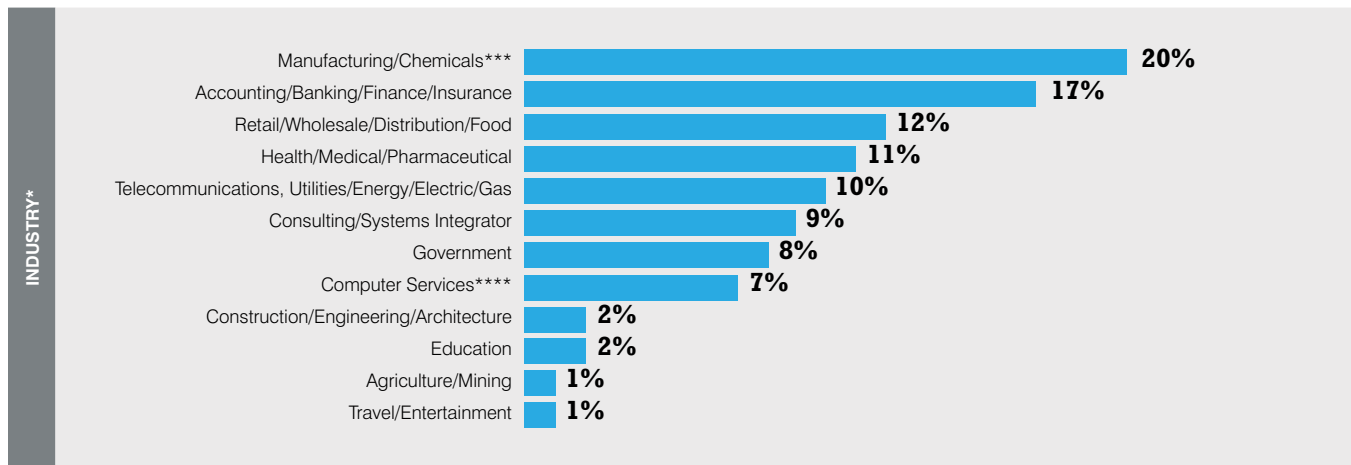
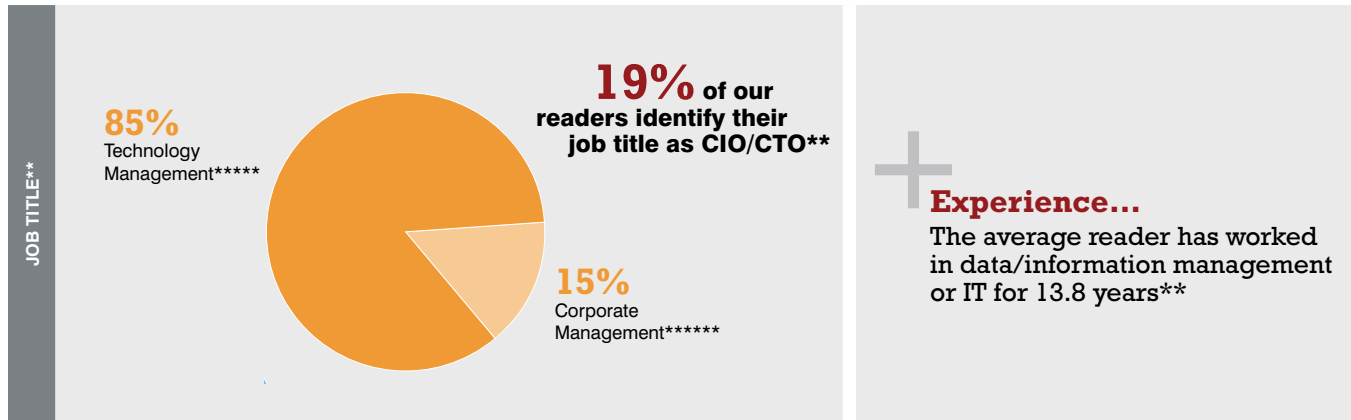
## Tune In. Brush up. Sound off!

DM Radio provides a casual talk radio format for detailed discussions about the people, products and services that comprise the IT industry. You have the option to promote yourself through traditional radio-style spots or sponsor a whole month to secure ads plus lead generation.

	DATE	TOPIC		DATE	TOPIC
JANUARY	1/8	Trends to Watch in 2009 & Beyond	JULY	7/2	Requirements Gathering: Well Begun Is Half Done
	1/15	The Time Is Right for Right-Time Applications		7/9	Business Intelligence Trends: Defining Roles and Responsibilities
	1/22	Is Mainframe Regaining Its Mojo?		7/16	Be Our Guest: Trends in Infrastructure Outsourcing
	1/29	The Business Side of Data Integration		7/23	Trends and Tactics for Enterprise Data Integration
FEBRUARY	2/5	The Future of Information Management	7/30	Now You See It: Emerging Trends for Data Visualization	
	2/12	The Virtual Enterprise: Trends in Application, Data Federation	AUGUST	8/6	The Nexus of BPM and BI: Pros and Cons
	2/19	Performance: Making Databases & Applications Work Faster		8/13	Can BI Save Us? How 2009 Might be Make-or-Break
	2/26	Just the Facts, Ma'am: All About Fact Tables		8/20	Function Over Form: The Evolution of Web Site Design
MARCH	3/5	Saving Green by Going Green		8/27	How to Manage Risk while Governing Compliance
	3/12	Automating Data Quality for Automatic Value	SEPTEMBER	9/3	Say What? Corporate Taxonomies and Semantic Technologies
	3/19	Operational BI in the Real World		9/10	Innovation in Information Management
	3/26	Advantage: Analytics! Why Analytical Enterprises Excel		9/17	Text Analytics in the Contextual Enterprise
APRIL	4/2	Optimizing Business Processes in a Tight Economy		9/24	Getting the Most out of Performance Management
	4/9	Implementation Strategies for SOA: 'Getting It Right'	OCTOBER	10/1	Where and How to Harness the Power of RFID
	4/16	Dashboard Redux: The Latest and Greatest		10/8	Integrating Web Services in Your Application Architecture
	4/23	The Economics of Enterprise Data Warehousing		10/15	Analytics and Business Rules Engines
4/30	Making Rich Web Applications that Work	10/22		One Size Does Not Fit All: Tips for Dashboard Design	
MAY	5/7	Second Annual Appliance Showdown: Start Your Engines!	10/29	Data as a Service: On Cloud Nine?	
	5/14	Year of the Database: Columnar, Relational, In-Memory & More	NOVEMBER	11/5	Software as a Service: The New Standard?
	5/21	Mash It Up: the Enterprise Will Take It		11/12	Trends in Enterprise Data Integration
	5/28	Beyond the Drawing Board: Mastering MDM		11/19	Predictive Analytics: The Enterprise Crystal Ball
JUNE	6/4	Know Your Customer with Modern CDI		11/26	Thanksgiving
	6/11	Will CDI Deliver the Ultimate Promise of CRM?	DECEMBER	12/3	Alternate Strategies for Pervasive BI
	6/18	Open-Source Business Intelligence: Moving Beyond SMB?		12/10	The Business Case for a Center of Excellence
	6/25	The Future of Data Centers: Virtual, Green, or Flashy?		12/17	Enterprise Application Integration: A New Day Dawns?
		12/24		Christmas Eve	
			12/31	New Year's Eve	

To learn more about Speaker opportunities on DM Radio, please contact:  
Eric Kavanagh, Host/Web Content Developer, (512) 847-7020, [eric.kavanagh@sourcemediacom](mailto:eric.kavanagh@sourcemediacom)

**Information Management reaches 75,000 IT Decision Makers monthly.**

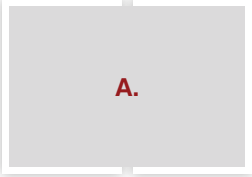


\* Publishers Own Data, Jan 09  
 \*\* Lodestar Research Study, Dec 08  
 \*\*\* Includes manufacturing/chemicals, consumer packaged goods, transportation/auto  
 \*\*\*\* Includes computer and data processing/software and data processing/software services, hardware/software, reseller VAR, VAD  
 \*\*\*\*\* Includes CIO, CTO, CKO, VP/Dir/Mgr IS/IT/DP, Database Mgr/DA/DBA, Apps Mgr/Project Mgr/Project Leader, DW Architect/Mgr/Analyst/Business Analyst, Database Specialists/Analyst/Programmer, Apps Dev, Systems Specialist, Consultants/Systems Integrators  
 \*\*\*\*\* Includes Executive Mgr (CEO, Pres, Owner, VP, Chmn, Partner, GM, Prod Mgmt), VP/Dir/Mgr Sales/Mktg/Database Mktg/Cust Srv, Financial/Admin/Mfg/Eng Mgr (CFO, VP/Dir/Mgr of Financial, Purchasing, Personnel)


# 09 PRINT RATES

A print advertisement in *Information Management* magazine is one of the most effective ways of getting your message in front of a receptive audience. Use *Information Management* magazine as an advertising platform to reach, target and interact with our audience of over 75,000 IT Professionals through a variety of print advertising solutions.

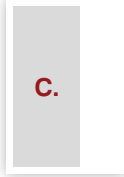
4 COLOR RATES	1X	3X	6X	9X	12X	24X	PREMIUM POSITIONS
<b>2-PAGE SPREAD</b>	\$25,427	\$24,859	\$23,956	\$22,393	\$21,493	\$21,343	<b>BACK COVER (COVER 4)</b> 25%
<b>FULL PAGE</b>	15,538	15,190	14,639	13,684	13,371	13,122	<b>INSIDE FRONT COVER (COVER 2)</b> 20%
<b>2/3 PAGE</b>	12,916	12,633	12,166	11,453	11,174	10,994	<b>INSIDE BACK COVER (COVER 3)</b> 15%
<b>1/2 PAGE</b>	10,074	9,943	9,579	8,937	8,713	8,598	<b>OPPOSITE TOC</b> 15%
<b>1/3 PAGE</b>	7,448	7,348	7,108	6,675	6,601	6,500	<b>SPECIFIED POSITION</b> 10%
<b>1/4 PAGE</b>	6,042	5,966	5,791	5,484	5,436	5,409	<b>B/W RATES: 15% OFF 4-COLOR RATES</b>




**A. 2 Page Spread**  
Live Area: 15" x 10"  
Optional Bleed: 16" x 10 3/4"  
Trims to: 15 3/4" x 10 1/2"



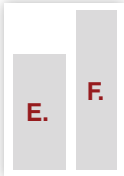
**B. Full Page**  
Live Area: 7" x 10"  
Optional Bleed: 8 1/8" x 10 3/4"  
Trims to: 7 7/8" x 10 1/2"



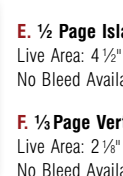
**C. 2/3 Page Vertical**  
Live Area: 4 1/2" x 10"  
No Bleed Available



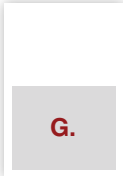
**D. 1/2 Page Vertical**  
Live Area: 4 1/2" x 4 7/8"  
No Bleed Available



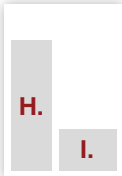
**E. 1/2 Page Island**  
Live Area: 4 1/2" x 7 1/2"  
No Bleed Available




**F. 1/2 Page Vertical**  
Live Area: 2 1/8" x 10"  
No Bleed Available



**G. 1/2 Page Horizontal**  
Live Area: 7" x 5"  
No Bleed Available



**H. 1/4 Page Vertical**  
Live Area: 2 1/8" x 7 1/2"  
No Bleed Available



**I. 1/4 Page Square**  
Live Area: 4 1/2" x 3 3/4"  
No Bleed Available

## MECHANICAL REQUIREMENTS

- Trim Size 7 7/8" x 10 1/2"  
Live Area 7" x 10"
- Materials High-res pdf file. Two (2) matchprints or progressive proofs required with all color ads. All materials must conform to SWOP standards.
- Line Screen 133 for 4/c ads, 280% maximum density
- 120 for B&W and 2/c ads, 180% maximum density.
- Binding Saddlestitch Printing Web Offset

## INSERTION ORDERS MUST INCLUDE:

- Month(s) of insertion
- Frequency and rate
- Identification of ad (headline or other identifier)
- Size of advertisement(s)
- Material instructions (new or pickup from previous issue)
- Invoicing instructions
- Purchase order number (if applicable)
- Additional special requests (position, 5th color, etc.)

## TERMS

Net 30 days. A 1.5% charge will be assessed on bills over 60 days and every additional month thereafter. A 15% discount is available to accredited advertising agencies. All discounts are forfeited on invoices over 45 days.

## SHORT RATE

Advertisers will be short-rated if, within a 12-month period from date of first insertion they do not use the amount of space (frequency) upon which their billings have been based. Advertisers will be rebated if, within a 12-month period from date of first insertion, they

have used sufficient additional space to warrant a lower rate than at which they have been billed. Rebates will be offered as a credit toward future advertising scheduled or as a cash reimbursement.

## CANCELLATION

Cancellations accepted only before final date for reservation and must be in writing. 90 day advanced notice is required for preferred positions. Cover positions are non-cancelable. Advertisers will be responsible for late cancellations.

## PDF SPECIFICATIONS

We prefer to receive digital advertising files in Adobe's PDF format created from an Adobe application using the PDF/X-1a:2001 specification. Typically, PDF files are created from Postscript files utilizing Adobe Acrobat Distiller, but PDF's created directly from InDesign will work as well. We do NOT recommend exporting PDF files directly from your native operating system, Quark or other non-Adobe applications. The results of exporting from non-Adobe applications can be unreliable and will not meet our specifications because the profiles listed below were not used in the creation process.

## CREATING PDFS FROM INDESIGN

From the File -> Adobe PDF Presets menu, choose PDF/X-1a:2001. Then choose Export from the File menu.

## CREATING PDFS FROM QUARK

First you will need to create a Postscript file from Quark and then create the PDF with Acrobat Distiller. There are two files you should download and utilize in the creation of both your Postscript and PDF files from out FTP site:

### PostScript Printer Description File

The PostScript Printer Description (PPD) file is used by Quark and the PostScript for the creation of your Postscript file. Download this file, uncompress, and then place in the following folder for your respective operating systems:

Ftp://AdDrop:rainbow@Ftpfiles.sourcemedia.com/Distiller%20Settings/DDAPv3\_PPD.sit

OS 9: Macintosh HD/System Folder/Extensions Folder/Printer Descriptions Folder/

OS X: Macintosh HD/Library/Printer/PPDs/Contents/Resources/en.proj/

Ftp://AdDrop:rainbow@Ftpfiles.sourcemedia.com/Distiller%20Settings/DDAPv3\_PPD.zip

Windows: C:\WINNT (or WINDOWS in XP)\system32\spool\drivers\w32x86\3

### Adobe Acrobat Distiller Setting File

This Adobe Acrobat Distiller job profile will automatically setup Distiller with the correct settings to create PDFs from your Postscript files. Download this file, uncompress and then place in the following folder for your respective operating systems:

Ftp://AdDrop:rainbow@Ftpfiles.sourcemedia.com/Distiller%20Settings/SourceMedia.joboptions.sit

OS 9: Macintosh HD/Application/Adobe Acrobat X/Distiller/Settings/\*

OS X: Macintosh HD/Users/Shared/Adobe PDF X/Settings/\*

Ftp://AdDrop:rainbow@Ftpfiles.sourcemedia.com/Distiller%20Settings/SourceMedia.joboptions.zip

Windows: C:\Program Files\Adobe\Acrobat X\Distillr\Settings\*

\* X denotes the Adobe Acrobat version. The installation location of your Adobe Acrobat may vary.

## CREATING PDF ADS IN ADOBE DISTILLER

1. Create a PostScript file from your page layout application, using the DDAP PPD that you downloaded. Make sure you only output 1 page per Postscript file.
2. Launch Acrobat Distiller
3. Select the SourceMedia Distiller Job Option
4. Drag your PostScript file on to the Distiller window to create your PDF file.

## PROOFS

All color documents must include a SWOP standard color proof. We will attempt to color-match on press, as closely as possible, to what is provided. All B/W documents must include a composite laser.

## POSTSCRIPT CHECKLIST

Prior to making the Postscript file, please check your file to make sure that it meets the following SourceMedia's specification:

### 1. Check Page Size

- Page size should not be larger than the maximum allowable dimensions. Maximum single page image area is: 11" W X 17" H and maximum spread image is: 22" W X 17" H.
- All pages should be built to trim size. All bleed elements should extend 1/8" or more beyond trim size. The trim sizes for our publications are detailed in our rate card.

### 2. Check Colors used

- Ensure all color NOT intended to separate as a spot color is defined as Process color (CMYK)

### 3. Check Fonts

- Ensure that all fonts used are PostScript type 1 fonts. We do not accept TrueType or MultipleMaster fonts.

### 4. Check Images

- All images must be CMYK or Grayscale TIFF or EPS between 200 & 300 DPI.
- Do not nest EPS file into another EPS file.
- Do not embed ICC profile with images.
- Total area density should not exceed SWOP standard of 300%.

## FILES CAN BE SENT ON:

1. CD/DVD ROM
2. FTP

## FTP INFORMATION (WITH PROOFS SENT TO THE INDICATED ADDRESS):

Set your FTP Client software to the following configuration:

1. FTP Site Address: ftpfiles.sourcemedia.com
2. User Name: AdDrop
3. Password: rainbow
4. Upload files to: /dropbox/AdMaterials

When files are uploaded, please notify Production Department or your sales representative via email.

## SEND FILES WITH PROOFS TO:

SourceMedia/Information Management  
One State Street Plaza, 27th Floor  
New York, NY 10004  
Attn: Information Management — Trafficking  
(212) 803-8200



# 09 ONLINE RATES

SITE SPONSORSHIPS	PRODUCT	MONTHLY PRICE	DESCRIPTION
<b>SPONSOR SPOT</b>	Text ad within news stories	\$3,000	4 available
<b>eBOOKS</b>	Sponsored content	5,000	Turnkey — using Information Management or contributed content—full marketing and creation (3 months minimum)
<b>WEB SEMINARS</b>	<b>1x</b> Turnkey Espresso Shot Series On Demand	\$30,000 20,000 22,500	Turnkey service with e-mail, Web, print and service features Web Seminars focused on solutions that address targeted "pain points" Pre-recorded event includes limited marketing programs
<b>DM RADIO</b>	DM Radio on air rates		<i>Please contact your account manager for details.</i>
<b>WEBCAST SUPPORT PACKAGE</b>	Webcast Marketing Support	\$5,500	Leaderboard (25,000 impressions), 3 Webcast Directs
<b>WHITE PAPER LIBRARY</b>	Full white paper posting Print component	\$5,250	Per white paper, lead generation program <i>Please contact your account manager for details.</i>

## E-NEWSLETTERS

Drive your message directly to the Information Management IT community of thousands using our opt-in lists to target the right audience for your message.

Multi-Sponsored E-Newsletters with 3 Available Ad Spots:

**POSITION 1 is a 468x60 banner (15 K limit)**

**POSITION 2 is a text ad after second story 50-75 words with a URL**

**POSITION 3 is a second text ad after 4th story 50-75 words with a URL**

## INFOMANAGEMENT DIRECT

RATES

**Position 1:** \$4,500 net **Position 2:** \$4,000 net **Position 3:** \$3,500 net

## BUSINESS INTELLIGENCE

RATES

**Position 1:** \$4,500 net **Position 2:** \$4,000 net **Position 3:** \$3,500 net

## MDM REPORT

RATES

**Position 1:** \$4,000 net **Position 2:** \$3,500 net **Position 3:** \$3,000 net

## ADDITIONAL E-NEWSLETTERS:

### WEBCAST DIRECT NEWSLETTER

**Rate:** \$1,750 net

### WHITE PAPER DIRECT NEWSLETTER

**Rate:** \$1,750 net

## BANNER ADVERTISING

PRICE

CPM

PLACEMENT

### A. LEADERBOARD (728X90)

Position	Impressions	Price	CPM	Placement
Position 1	50,000	\$4,463	\$89	Run-of-site
	100,000	6,000	60	Run-of-site
Position 2	50,000	\$3,300	\$55	Run-of-site
	100,000	5,000	50	Run-of-site

### B. RECTANGLE (300X250)

Position	Impressions	Price	CPM	Placement
Position 1	50,000	\$3,938	\$79	Run-of-site
	100,000	5,000	50	Run-of-site
Position 2	50,000	\$3,600	\$72	Run-of-site
	100,000	4,500	45	Run-of-site

### C. TOP BUTTON (120X90)

Impressions	Price	CPM	Placement
50,000	\$3,600	\$72	Run-of-site
100,000	4,500	45	Run-of-site

### D. VERTICAL BANNER LEFT NAV (120X240)

Impressions	Price	CPM	Placement
50,000	\$3,400	\$68	Run-of-site
100,000	5,500	55	Run-of-site

## SITE SPONSORSHIPS

MONTHLY PRICE

DESCRIPTION

### E. CHANNELS

\$3,500

Niche-site sponsorship of aggregated content

**Contact your sales manager for additional online opportunities.**



HOW YOUR BUSINESS WORKS

**information**  
management  
(formerly DM Review)

ADVERTISEMENT TECHNICAL SPECIFICATIONS	DIMENSIONS (PIXELS)	MAX FILE SIZE	ANIMATION	LOOPING MAX
Rectangle	300w x 250h	25k	Yes	No
Leaderboard	728w x 90h	23k	Yes	No
Top Button	120w x 90h	10k	Yes	No
Vertical Banner Left Nav	120w x 240h	15k	Yes	No
Logos (color or B/W)	140w x 40h		No	

(with Active URL)

### TEXT AD

Text	230 characters of ad copy (only 170 with bold headline)
URL	58 characters

### SPONSORSHIPS

#### E-MAIL NEWSLETTER SPONSORSHIPS:

50 words (max) With Active URL and Animation

#### WEBCAST SUPPORT PACKAGE:

Text message: 50 to 70 words (max) including:  
Title, date and time of event

#### WEBCAST DIRECT/WHITE PAPER DIRECT:

Text Message: 50 to 75 words (max)  
Including: Title, date and time of event (Webcast Direct)  
With Active URL destination

#### CHANNEL SPONSORSHIP:

Up to 250-word description  
Leaderboard: Both positions  
Rectangle: Both positions  
Vertical Banner  
Top Button  
Logo  
Option to post sponsored content

**To learn more about Information Management's marketing opportunities, please contact your Account Manager today!**

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#### David Boone

National Sales Manager  
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#### Catherine Bryant

Classified Sales Manager  
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catherine.bryant@sourcemediacom



HOW YOUR BUSINESS WORKS