

A 101communications Publication

MICROSOFT[®]

Certified Professional Magazine

A man with short dark hair and glasses, wearing a white long-sleeved shirt and dark trousers, is leaning forward in a server room. He is looking at a server rack. The room is filled with rows of server racks on both sides, with a white tiled floor and a drop ceiling. A name tag is visible on his belt.

MANAGING THE WINDOWS NETWORK

2004 MEDIA KIT

The Media Mix

Microsoft Certified Professional Magazine is the premier vehicle for reaching Windows networking experts.

PRINT

Microsoft Certified Professional Magazine

Since 1995, *Microsoft Certified Professional Magazine* has been dedicated to providing in-depth, cutting edge information to network professionals who have a special expertise with the Microsoft Windows platform. They evaluate, purchase, implement and manage all of the component products that go into robust enterprise networks.

ONLINE

MCPmag.com

An extension of *Microsoft Certified Professional Magazine*, MCPmag.com presents technical and career information to a global community of network professionals with a shared interest in Windows technology and Microsoft certification.

E-newsletters

MCPmag.com News - delivers a Question & Answer column by Windows expert Bill Boswell, networking tips, product reviews, certification and exam news, career advice and more.

Security Watch - delves into news and analysis on network security issues from the editors of *Microsoft Certified Professional Magazine* and ENTmag.com.

Resource Guides

Available in PDF format only, these highly-targeted, technology-specific resource guides provide essential information for IT managers and professionals who must make informed decisions for their organization's technical needs.

EVENTS

TechMentor Events

Showcase your products to IT buyers at the TechMentor Conferences held throughout the year. Recognized industry experts lead in-depth sessions on topics such as Windows Server 2000 and 2003, network security, project management, Active Directory, Exchange, SQL Server and certification. These events allow for one-on-one exposure to the elite IT professionals who keep their corporations' networks running smoothly and efficiently.

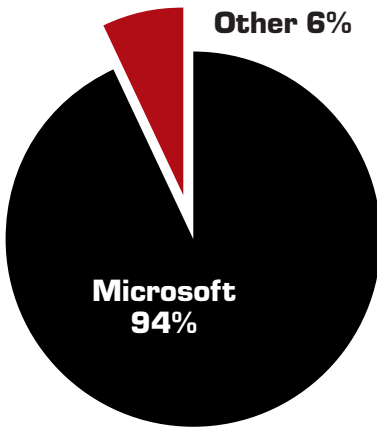
LIST RENTAL

List rental is an excellent choice for your business, hardware, software, seminar, trade show, recruiting, catalog, and training offers. Our highly respected publications and e-newsletters give you the ability to reach a large IT audience or target a specific niche. Choose from dozens of selections in postal and e-mail formats.

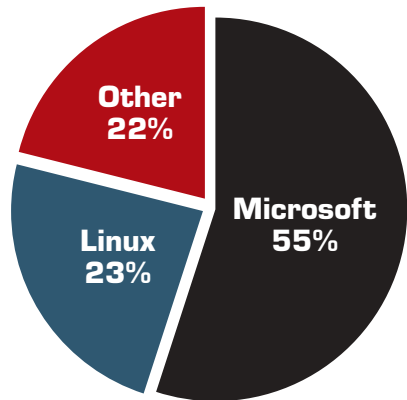
Windows Market Overview

» Microsoft's Windows operating system has become the standard for all business computing. It is pervasive in both the desktop and server environments. Microsoft will secure its dominance in the server market by leading the way in Web services. By incorporating .NET technology in all Windows server products, Windows will become a standard for Web-enabling operations across medium and large enterprises.

Windows dominates the desktop environment

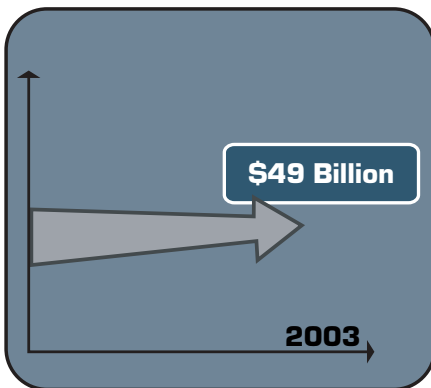


And is increasing its share of the server market

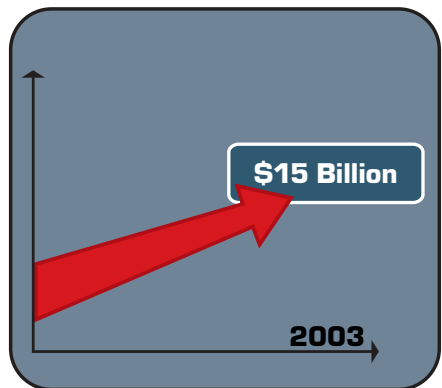


Source: IDC, 10/03

» Microsoft's MCP program delivers the IT professionals who are responsible for deploying and maintaining Windows NT/2000/2003 server networks and all of the "back office" applications such as Microsoft Exchange, SQL Server, Systems Management Server, and Microsoft Operations Manager. They implement and manage IT services for medium and large companies worldwide and are the key decision-makers in Microsoft partner companies. *Microsoft Certified Professional Magazine* readers have proven themselves to be leading-edge technologists in Internet-enabled networking.



The overall market for servers is flat . . .



... but Windows servers continue to grow and gain market share

Source: IDC, 9/03

Editorial Information

OUR EDITORIAL MISSION

Microsoft Certified Professional Magazine provides real-world, peer-to-peer technical and product information for experienced information technology professionals working with the Microsoft Windows Server System. Our readers are the influencers of the industry—IT managers and directors, systems engineers and network administrators—who establish the technical needs of their organizations, recommend specific solutions to business leaders for achieving the goals, then grapple with the implementation, integration and maintenance of the technology. Every issue of MCP Magazine hooks readers with articles addressing strategic implementation of Microsoft server and desktop technologies. Our editorial mission is to provide readers with the information they need to take control of managing the network for their enterprises and deliver secure and manageable IT infrastructures.

FEATURES AND COLUMNS

Product Coverage

Keeping the Windows infrastructure running smoothly frequently 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 given tools do their jobs.

Security Advisor

A monthly examination of Windows Server System security. Just as network breaches morph monthly, so too must the techniques our readers use in maintaining the security of their infrastructures. Security authority Roberta Bragg shares insights about tools, methodologies and strategies for keeping an organization's data, servers and clients safe.

Windows Insider

This highly technical column by acknowledged Windows heavyweight Bill Boswell delves into the inner workings of the Windows operating systems and Windows Server System, to provide valuable insights on deployment, integration, implementation and support.

Scripting for MCSEs

Systems engineers have little to no spare time in their work days. Where they can streamline, they do. Programming and systems administration expert Chris Brooke provides ready-to-run scripts for automating the operations and management of Windows networks.

Tips & Tricks

Readers love concise advice on making their work easier. That's why they gravitate to this monthly column by technology guru Don Jones, who shares monthly tips and tricks for getting more out of the tools used to keep the Windows Server System stoked and running optimally.



Editorial Biographies

INSIDE MICROSOFT CERTIFIED PROFESSIONAL MAGAZINE

Dian Schaffhauser, Editorial Director

Dian manages the team that produces *Microsoft Certified Professional Magazine*, MCPmag.com, ENTmag.com and CertCities.com and develops the program for the TechMentor series of conferences. As an editor and journalist for Computer Economics, Data Based Advisor, Pinnacle Publishing, and other high tech publishing firms, she's been tracking the efforts of IT people since 1983.

Keith Ward, MCSE, Senior Editor

Keith has been a reporter and editor since 1989. An MCSE, he worked in the Web hosting division of a large media company before joining the editorial staff of MCP Magazine. Keith manages all feature stories in the magazine and produces the weekly Security Watch newsletter.

Doug Barney, Reviews Editor

Doug has held senior-level editorial positions at Network Computing, Network World, InfoWorld, Computer World and AmigaWorld magazines. He has also been a frequent moderator for panels at

Comdex, Network+Interop and other events and has appeared on CNN multiple times as a computer expert. As Reviews Editor, Doug manages coverage of all product news and reviews in MCP Magazine and related online publications.

Michael Domingo, Editor, MCPmag.com

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 title, Access/Office/VB Advisor. As Editor of MCP Magazine's popular Web site, Mike manages development of the online community of IT professionals and monitors the training and certification news coming out of Microsoft.

Kristen Kazarian, Associate Editor

Kristen has been in publishing since 1987, with lengthy stints at Weider Publications and Primedia. She acts as a direct liaison between the magazine and the general public.

CONTRIBUTING EDITORS

Andy Barkl, MCT, MCSE, MCSE+Internet

Andy is the owner of MCT & Associates a Phoenix, Arizona-based provider of trainers and consultants. He's been in the IT industry for over 17 years.

Bill Boswell, MCSE

Bill, author of the "Windows Insider" column, is an independent consultant and trainer. He's the author of Inside Windows 2000 Server, Inside Windows Server 2003 and Inside Exchange Server 2003, from Addison Wesley. He's a popular lecturer at TechMentor Events.

Roberta Bragg, MCSE, MCT

Roberta, author of the "Security Advisor" column, consults and trains on security. Her recently published books include MCSE Windows 2000 Network Security Design, Windows 2000 Security, and MCSE ISA Server 2000. Her books about security in Windows Server 2003 will appear in 2004. She's also a columnist for Security Watch, MCP Magazine's popular weekly newsletter.

Chris Brooke, MCSE+Internet

Chris is the lead technical evangelist for ComponentSource, an online store that offers software components, companion products and development tools. He is the author of the "Scripting for MCSEs" column.

Mike Gunderloy, MCSE, MCSD, MCDBA

Mike, editor of Developer Central, is a Senior Consultant with MCW Technologies. He's the author of numerous books, including three MCSD Training Guides from Que and Mastering C# .NET from Sybex.

Don Jones, MCSE

Don, author of the popular "Tips & Tricks" column in the magazine, is a founding partner of BrainCore.Net, LLC and the author of a number of technical books, including Windows Server 2003 Delta Guide and other Delta Guide titles, from SAMS.

2004 Editorial Calendar

	ISSUE FOCUS	PRODUCT FOCUS	AD CLOSE**
JAN	Take Control—of Your Network, Your Users, Your Security and Yourself	Virtual PC Software	November 25
FEB	10 Best Scripts To Secure Your Network	Wireless Handhelds for Network Administration	December 31
MAR	Storage Drilldown: NAS	Windows-Powered NAS Devices	January 30
APR	Embedded Windows	Exchange Server 2003 Migration Tools	March 1
MAY*	10 DNS Errors That Can Kill Your Network	Windows Server 2003 Migration Tools	March 31
JUN	Virtual LANs	Sub-\$1,000 Servers	April 29
JUL	Group Policy	Biometric Security Tools	May 28
AUG	2004 Salary Survey of IT Professionals	Role-based Management Tools	June 30
SEP	"Yukon"—the SQL Server Issue	Remote Device Management	August 2
OCT*	Tales from the Trenches	Messaging Collaboration/ Application Outsourcing Tools	August 31
NOV	Troubleshooting Secrets	Auditing Software	October 1
DEC	Annual Readers' Choice Awards and The Best and Worst of Tech Support	MCSA/MCSE Computer-based Training Solutions	November 1

*Harvey AdQ Research Study

**Ad materials are due two business days after close.

EDITORIAL CONTACTS

All product news and reviews	Doug Barney	doug.barney@mcpmag.com
Article ideas and submissions	Keith Ward	keith.ward@mcpmag.com
General editorial questions	Kristen Kazarian	kristen.kazarian@mcpmag.com

Readership

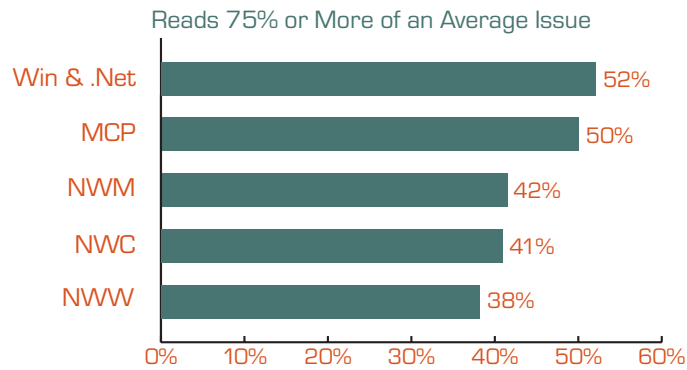
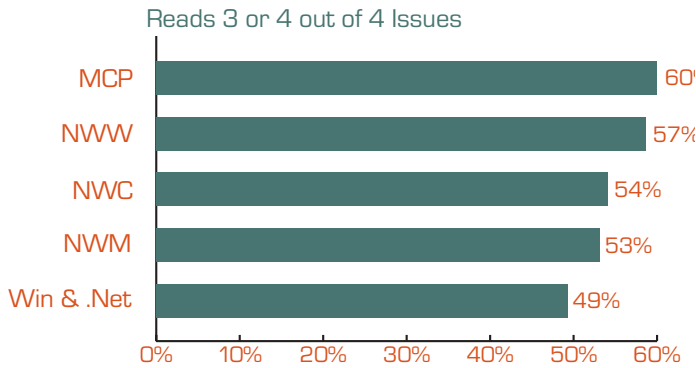
» Microsoft Certified Professional Magazine experienced the highest growth over any publication studied in CIMS v.10.0

	Total Study 02IQB (000's)	Total Study 03IQB (000's)	%change
Microsoft Cert Prof	586	996	70%
Network World	657	1101	68%
Discover	1827	2490	36%
Intellgnt Enterprse	250	340	36%
Spirit-Southwest Air	628	854	36%
LAPTOP	396	533	35%
Network Magazine	685	915	34%
Sky Magazine – Delta	1109	1433	29%
Black Enterprise	731	936	28%
Maximum PC	622	775	25%
CFO	735	905	23%
Hemispheres-United	595	727	22%
NW Air World Trvlr	840	1021	22%
Continental	442	536	21%
US News&World Rep	4820	5695	18%
Govt Computer News	327	385	18%
GQ	1206	1417	17%
Smart Computing	886	1039	17%
New York Times-Dly	3272	3830	17%
Macworld	1258	1467	17%
Rolling Stone	2678	3112	16%
Dr. Dobb's Journal	365	420	15%
Entertainment Weekly	3650	4192	15%
Software Development	472	541	15%
USA Today	7143	8174	14%
Communications News	474	540	14%
Esquire	972	1105	14%
New Yorker	1694	1924	14%
Popular Mechanics	2618	2961	13%
CIO Magazine	734	830	13%
Golf Digest	2073	2336	13%
Forbes	2577	2902	13%
Wired	1466	1650	13%
InfoWorld	1183	1331	13%
American Way	749	841	12%
Men's Journal	786	879	12%
People	10522	11714	11%
Time	9013	9995	11%
Federal Computer Wk	397	440	11%
Smithsonian	2654	2938	11%
Fortune	2585	2860	11%
Golf Magazine	1986	2182	10%
Sports Illustrated	6613	7204	9%

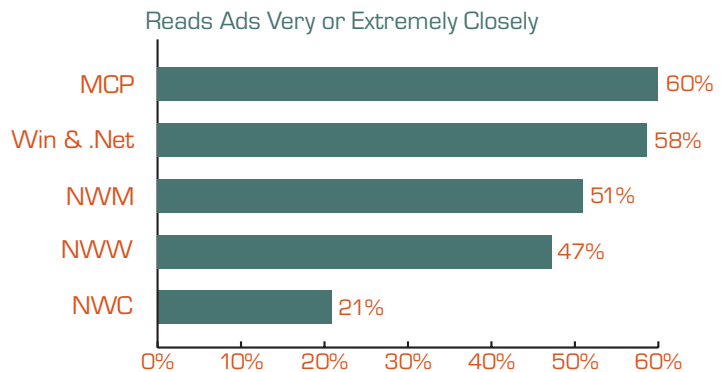
MCP Magazine's
Average Issue Audience
is 996,000 Readers

	Total Study 02IQB (000's)	Total Study 03IQB (000's)	%change
National Geographic	8190	8906	9%
Inc.	1052	1143	9%
Any Local Daily Nwsp	29632	32178	9%
eWeek	910	988	9%
Outside Magazine	1090	1182	8%
Scientific American	1249	1353	8%
Vanity Fair	1363	1466	8%
SmartMoney	1629	1741	7%
PC Magazine	3926	4190	7%
Business Week	3583	3789	6%
Totals	47022	49717	6%
Men's Health	2586	2716	5%
Newsweek	8323	8721	5%
Fast Company	897	922	3%
Economist	855	873	2%
Computerworld	1846	1869	1%
PC World	4223	4269	1%
Entrepreneur	1317	1326	1%
Wall Street Journal	4845	4870	1%
Kiplinger's Prs Fin	1978	1980	0%
Business 2.0	502	502	0%
Harvard Business Rev	647	645	0%
Atlantic Monthly	709	704	-1%
Popular Science	2772	2709	-2%
Money	3101	3024	-2%
Computer Shopper	2163	2098	-3%
Network Computing	1234	1191	-3%
Attache-US Airways	516	497	-4%
InformationWeek	1480	1410	-5%
Windows & .NET	1142	1054	-8%
Barron's	855	783	-8%
Premiere	807	734	-9%
IEEE Spectrum	383	331	-14%
Industry Week	370	310	-16%
Investor's Bus Daily	815	678	-17%
Los Angeles Tms-Dly	782	522	-33%
Oracle Magazine	754	446	-41%

» Loyal Readers: Microsoft Certified Professional Magazine is read more frequently than Windows & .NET, Network Computing, Network Magazine or Network World.



» Attentive to Advertising: Microsoft Certified Professional Magazine readers pay more attention to advertising than Windows & .NET, Network Computing, Network Magazine or Network World.

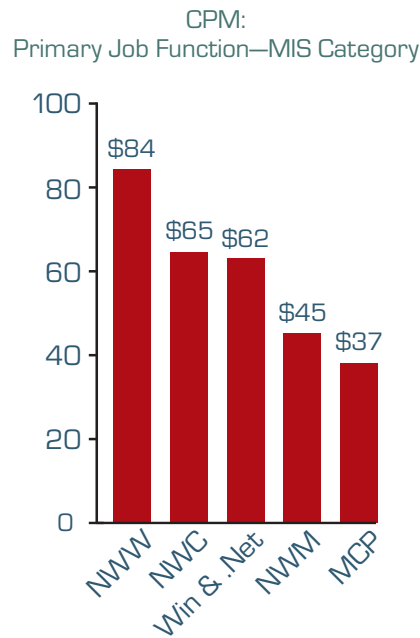
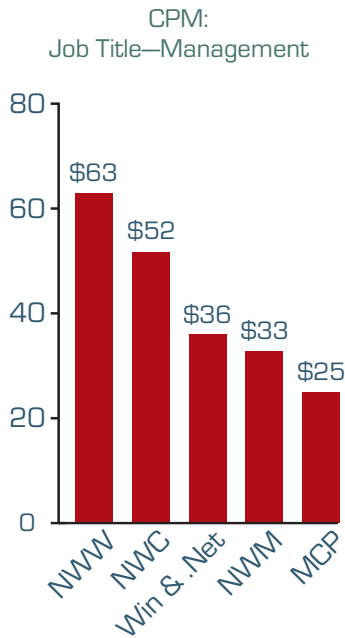


Readership



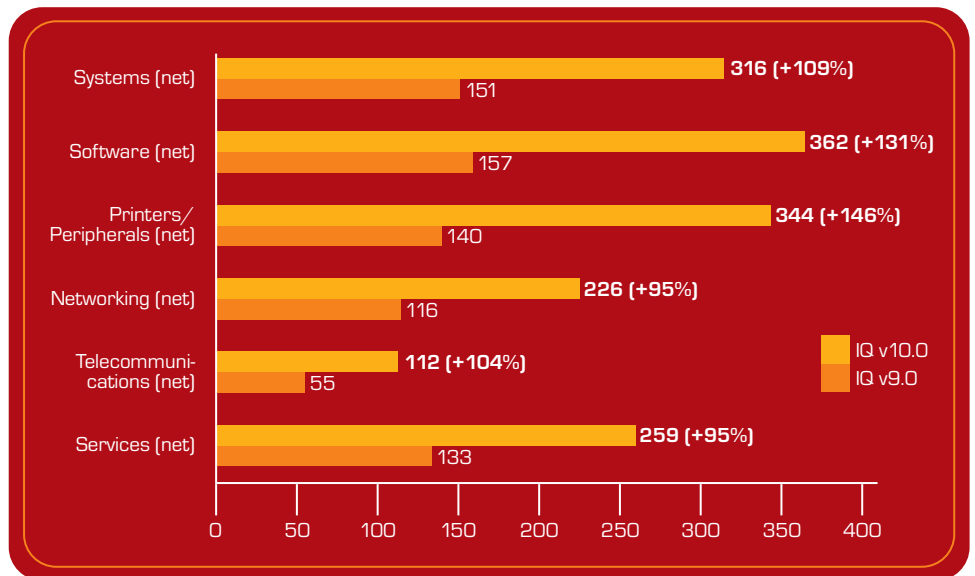
Most Cost Effective Reach of IT Buyers:

Microsoft Certified Professional Magazine delivers IT Professionals at a lower CPM than Windows & .NET, Network Computing, Network Magazine or Network World.



MCP = Microsoft Certified Professional Magazine
 NWC = Network Computing
 NWM = Network Magazine
 NWWW = Network World
 Win & .NET = Windows & .NET Magazine

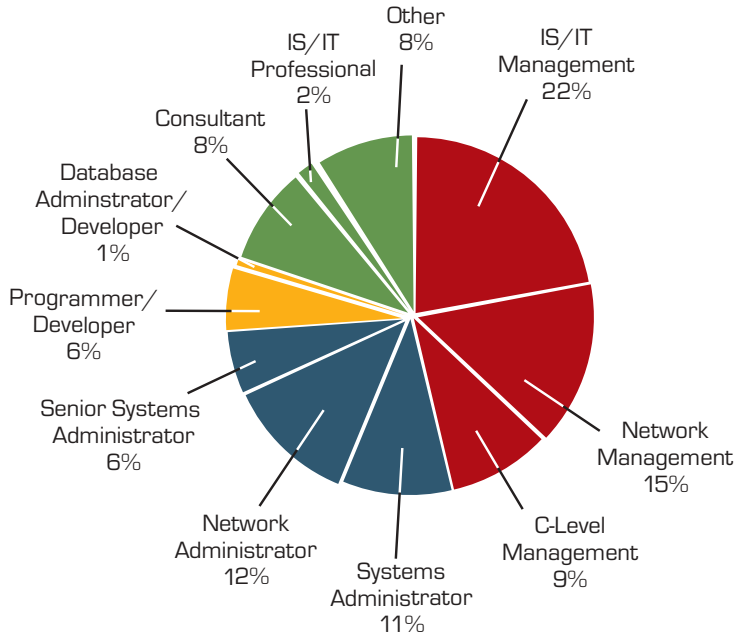
Microsoft Certified Professional Magazine reaches more influencers with authority to approve expenditures across all budget categories than last year.



Source for all Reader Demographics: IntelliQuest CIMS v10.0

Microsoft Certified Professional Magazine is audited annually by BPA International and all circulation numbers are verifiable.

JOB TITLE



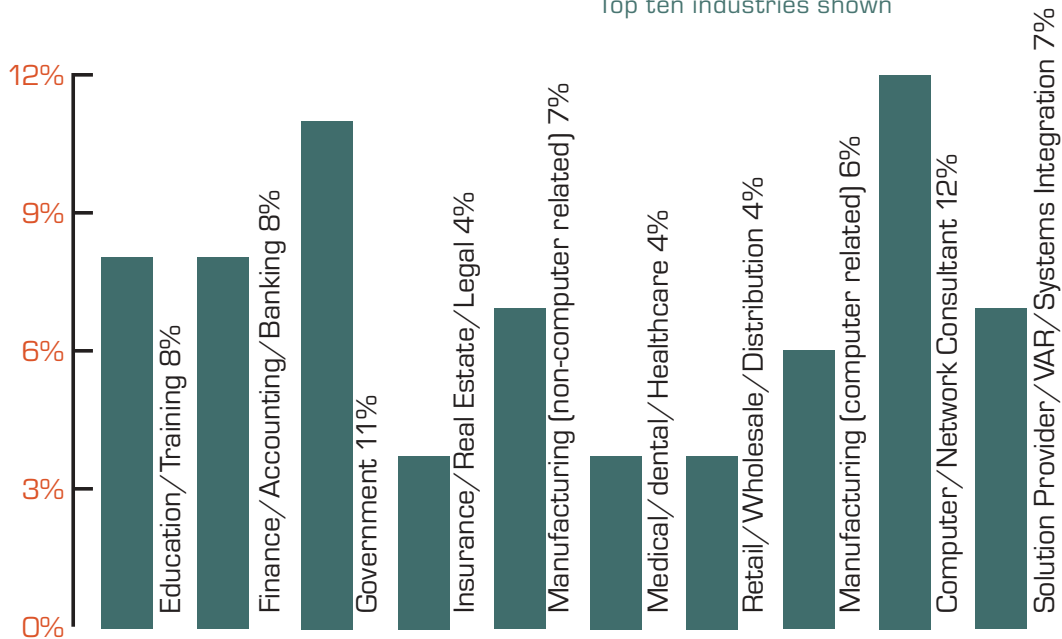
46% Management

28% Administrators

7% Programmers/Developers

JOB BY INDUSTRY

Top ten industries shown



Source: BPA June 2003 Audit Statement

Specifications

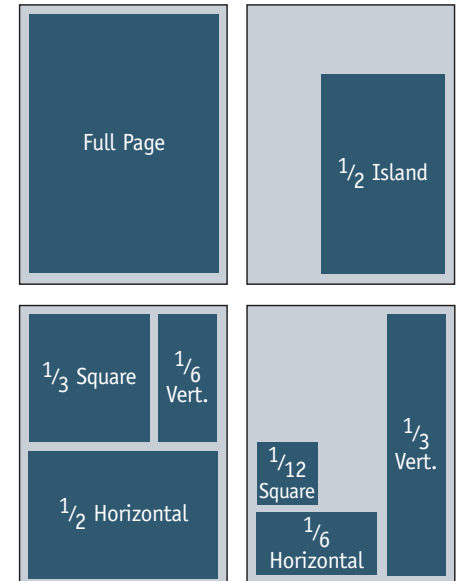
Digital Advertising Specifications

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: $7\frac{3}{4}$ " x $10\frac{1}{2}$ "

Bleed Size: 8" x $10\frac{3}{4}$ "

	Live Size	Bleed Size
Full Page	$7\frac{1}{4}$ x 10	8 x $10\frac{3}{4}$
$\frac{1}{2}$ Horizontal	$6\frac{3}{4}$ x $4\frac{5}{8}$	8 x $5\frac{1}{4}$
$\frac{1}{2}$ Island	$4\frac{3}{8}$ x 7	n/a
$\frac{1}{3}$ Vertical	$2\frac{1}{8}$ x $9\frac{1}{2}$	n/a
$\frac{1}{3}$ Square	$4\frac{3}{8}$ x $4\frac{5}{8}$	n/a
$\frac{1}{6}$ Vertical	$2\frac{1}{8}$ x $4\frac{5}{8}$	n/a
$\frac{1}{6}$ Horizontal	$4\frac{3}{8}$ x $2\frac{1}{4}$	n/a
$\frac{1}{12}$ Square	$2\frac{1}{8}$ x $2\frac{1}{4}$	n/a



Ad sizes are to scale.

Media Shipping

(not including pre-printed inserts)

Digital files should be provided on the following media: Macintosh formatted 100MB or 250MB Zip, 1 or 2GB Jaz 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:

Taura Scott, Production Coordinator
Microsoft Certified Professional [& issue date]
101communications LLC
9121 Oakdale Avenue, Suite 101
Chatsworth, CA 91311
818-734-1520, ext. 212
Fax: 818-734-1528
Email: taurascott@101com.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. Please include the magazine name and issue date on all packages.

File Format

We support files generated by Adobe Acrobat 4.0 and 5.0 using the DDAP Universal Print

Driver and DDAP Universal Job Options Settings for Distiller, with specifications as listed below. Download DDAP printer drivers & distiller settings from our web site. We offer 101certified, an online PDF certification program, to guarantee accurate reproduction of your PDF file. For step-by-step instructions visit www.101com.com/mediakits/adspecs.asp.

In order to generate printable PDFs, it is important that the native file (Quark XPress, Adobe InDesign or Pagemaker) is prepared accordingly.

Preparing native files for printable PDFs:

- 2 page spreads need to be submitted as single page files
- Set page geometry to 7.75" X 10.5" for full page ads
- Set page geometry to live or bleed size for fractional advertising
- Set bleeds $\frac{1}{8}$ " beyond trim
- All images/scans must be in CMYK mode, 300dpi resolution
- DO NOT use stylized fonts
- Use Postscript (Type 1) fonts only
- No True Type, Windows/PC or custom fonts accepted
- 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 DDAP Universal PPD Print Driver
- Use DDAP Optimized 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 (8.75" X 11.5")

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.

To certify your PDF and see additional guidelines please go to www.101com.com/mediakits/adspecs.asp

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 Advertisers expense, and make-goods due to reproduction quality will not be honored.

2004 Rate Card

Black & White

Ad Size	1x	3x	6x	12x	18x	24x	36x
Full Page	\$10,290	\$9,980	\$9,375	\$8,745	\$8,540	\$8,130	\$7,600
2/3 Page	\$8,130	\$7,885	\$7,400	\$6,900	\$6,750	\$6,425	\$6,000
1/2 Island	\$6,690	\$6,500	\$6,090	\$5,690	\$5,550	\$5,290	\$4,950
1/2 Horizontal	\$5,970	\$5,790	\$5,430	\$5,075	\$4,950	\$4,700	\$4,410
1/3 Page	\$4,115	\$3,990	\$3,750	\$3,500	\$3,400	\$3,250	\$3,050
1/4 Page	\$3,300	\$3,200	\$3,000	\$2,800	\$2,750	\$2,600	\$2,440

Classifieds—Solution Showcase and Career Opportunities

Ad Size	1x	3x	6x	12x
Full Page	\$7,110	\$6,470	\$6,115	\$5,830
1/2 Horizontal	\$4,770	\$4,340	\$4,100	\$3,900
1/3 Square/Vert	\$3,340	\$3,040	\$2,875	\$2,740
1/6 Vertical	\$1,850	\$1,680	\$1,600	\$1,500

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 non-delivery 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 lesson 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 101communications.
- 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 \$1,750
2 Color Process* \$800

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 shortrate.

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: January 1, 2004

FOUNDED IN 1998, 101communications is an integrated media company aimed at specialized targets within the information technology community. Our properties range across diverse formats—trade magazines and journals, e-newsletters, conferences and seminars, training courseware and associated web-based services. Target audiences include software development teams, networking and communications experts and senior information executives in major industries, the public sector and higher education. We pride ourselves on giving our audience the specific solutions they need to manage the information technology demands of their organizations.

We are organized into seven distinct areas of expertise: Software Development, Enterprise Technology, Windows Networking & Certification, Education Technology, Government Technology, Office Imaging Technologies and International IT.

Reaching more than 1.5 million IT professionals around the world, our current portfolio includes 9 magazines, more than 30 conferences and extensive digital offerings.

Mission Statement

We enable technology professionals to succeed by providing them with specialized, reliable, timely, relevant information. To the communities we serve, we aspire to have market-leading franchises and to be the best and the most trusted in the industry at connecting our audience to us, each other and our technology partners.

