

# IBM Partner Rate Card

for DB2 Magazine print and on-line

## Full page offer - 30% discount

Special "IBM partner rate" - this is 30% discount - a full page full color ad for \$8,352. Additionally if you commit to two issues we will provide the following value added program:

- Free full page ad in a future issue
- Free banner ad for 3 months on db2mag.com
- Free white paper for 3 months on db2mag.com
- 25% discount on online offerings such as e-newsletter and playbooks
- Value: \$36,147
- Your investment \$16,704 for three full page ads

## Half page offer

Special "IBM partner rate" - a half page full color ad for \$5,000. Additionally if you commit to two issues we will provide the following value added program:

- Free half page ad in a future issue
- Free banner ad for 3 months on db2mag.com
- Value: \$23,364
- Your investment \$10,000 for two half page ads

## FREE each quarter

- Submit your press release for the partner update section. Contact is Kim Moutsos, kmoutsos@cmp.com
- Event listing on db2mag.com, if you have a show or an event that is relevant to the DB2 audience send us the information, we will include it on the events page.
- If you have a story idea that is relevant to an issue theme, submit ideas to Kim Moutsos, kmoutsos@cmp.com.

## New Marketplace Section

Your ad will include, logo, phone number, url and company description

Rate \$1,000 net per spot

Categories

- Application Development
- Business Intelligence
- Content Management
- Database Administration
- E-Business
- Information Integration

## DB2 Magazine Next two issues

### Q3 Application Development

Ad close date: June 14  
Street date: August 16  
Bonus Distribution: IDUG Europe,  
IBM Data Management Technical  
Conference, IDUG Tech  
Symposium

### Q4 White Hot Linux

Ad close date: Sept 9  
Street date: November 15

**DB2** magazine

81%

81% of DB2 Magazine Readers have database titles.

90%

90% of the DB2 Magazine audience has influence in the buying process.

72%

72% of DB2 Magazine readers say DB2 Magazine helps them identify and consider purchasing solutions from IBM partners.

92%

92% of DB2 Magazine readers visited a web site as a direct result of reading DB2 Magazine.

DB2 Magazine is distributed to over 300,000 readers worldwide, it is the only IBM Information Management specific magazine in the market.

DB2 magazine is the direct and on going support vehicle for IBM's customers and yours. Each issue educates and informs its readers, helping them to become more involved with the software. Every page of DB2 magazine is designed to assist database professionals with their interaction with the DB2 product and IBM's partners products.

For additional information, [www.db2mag.com/mediakit/](http://www.db2mag.com/mediakit/)

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