



CONNECT

2011 Media Kit

Advertising

The Connection, the bi-monthly magazine of Connect Worldwide, is one of the most powerful strategic tools available to HP's NonStop Enterprise Division-related software and hardware vendors, and systems integrators. Advertising now, puts you in the driver's seat.

The Connection is mailed to a worldwide IT community. The audience is a true consortium of HP's NonStop Enterprise Division users and platform-related professionals – hardware designers, software providers, systems integrators – all working with NonStop™ product solutions.

Major industries include: Banking/Financial; Health Care; Telecommunications; and Manufacturing.

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Circulation

The publication is mailed direct to more than 1,700 qualified users of HP's NonStop-related products. Connect Worldwide mails approximately 500 copies to distribute at chapter meetings/events. In addition, HP receives 1,000 copies that it distributes to employees, field sites, customers, and Alliance Partners. HP also promotes to their sales team on their internal web site.

That's more than 3,200 qualified readers for each advertisement and growing each day! In October 2010, Connect became the online community for HP ExpertONE Certified Professionals bringing new NonStop professionals into the Connect community daily.

The Connection 2011 Editorial Themes

Issue	Theme
Jan/Feb	Modern Application Development/Security and Compliance
Mar/Apr	NonStop Roadmap 2011/Security and Compliance
May/June	NonStop in the Converged Infrastructure/Security and Compliance
July/Aug	Non-Traditional Verticals (Manufacturing/Shipping/Oil/Auto)/Security and Compliance
Sep/Oct	Increasing Performance/Security and Compliance
Nov/Dec	Business Continuity/Disaster Recovery/Availability/Security and Compliance

* Issue themes are subject to change.

2011 Contract and Advertising Deadlines

Issue	Contract Deadline	Materials Deadline	Mailing Date
Jan/Feb	November 26, 2010	December 17, 2010	January 27, 2011
Mar/Apr	January 26	February 18	March 24
May/June	March 23	April 13	May 26
July/Aug	May 20	June 10	July 22
Sept/Oct	July 18	August 12	Sept 22
Nov/Dec	Sept 16	October 18	November 21

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The Connection 2011 Advertising Rates* (USD)

Premium Positions	1X	3X	6X	12X	24X
Inside Front Cover	\$4,000	\$3,600	\$3,000	\$2,600	\$2,200
Opposite Regional Update	\$3,600	\$3,200	\$2,800	\$2,375	\$2,000
Opposite SIG Highlights	\$3,600	\$3,200	\$2,800	\$2,375	\$2,000
Opposite Specific Article	\$3,600	\$3,200	\$2,800	\$2,375	\$2,000
Center Spread (2 Pages)	\$7,000	\$6,350	\$5,300	\$4,675	\$3,850
Inside Back Cover	\$4,020	\$3,600	\$3,000	\$2,600	\$2,200
Outside Back Cover	\$4,700	\$4,200	\$3,500	\$3,100	\$2,575

General Space	1X	3X	6X	12X	24X
Full Page	\$1,950	\$1,750	\$1,450	\$1,260	\$1,070
Half Page	\$1,375	\$1,240	\$1,040	\$900	\$765
Quarter Page	\$970	\$895	\$820	\$755	\$690
Classified (100 words)	\$325	\$300	\$240	\$210	\$180

* All rates are for black and white ads.

Color Rates: \$400 second color; \$850 four color.

For more information, please contact:

Signe Maximous
 Connect Partner Programs Manager
 smaximous@connect-community.org
 770-594-8353

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The Connection Mechanical Specs

Inserts

- Front Inserts are placed within the front third of The Connection at the publisher's discretion.
- Back Inserts are placed within the back third of The Connection at the publisher's discretion.

A maximum of two Inserts per issue; offered on a first-come, first-served basis. Insert specifications and mailing instructions may be obtained by contacting smaximous@connect-community.org.

Electronic Specifications

Connect Worldwide will accept the following:

1. Native files
2. EPS files

Please ensure all fonts and artwork are included. All disks should include a color or b/w laser proof. If Connect Worldwide does not receive a color proof, one will have to be created and \$125 will be added to your invoice. Four-color advertising is non-cancelable after closing date.

New in 2011: Connect Worldwide is pleased to offer creative services at discounted rates for valued partners. If you need assistance in creating your next ad, please consult with your advertising sales consultant

Media for Submission

Ads can be submitted either electronically or mailed to Connect Worldwide on disk. Ads mailed on disk should be on CD-ROM (Mac or PC-format CDs are acceptable).

Submit materials to:

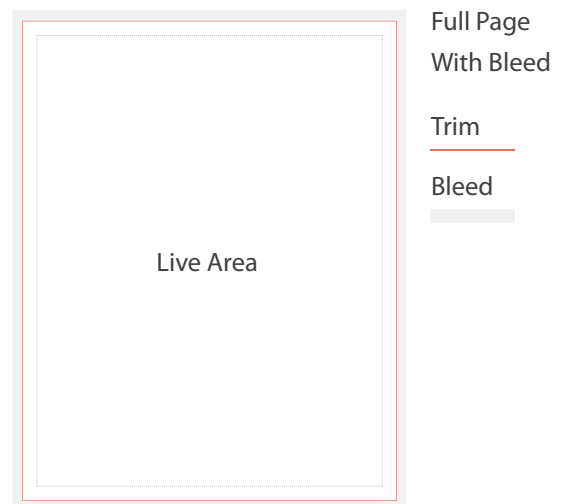
Stacie Neall, Connect Managing Editor – Publications
sneall@connect-community.org
512.656.4976

Classified Ads

Submit typed copy as it should appear in The Connection.

Ad Page Dimensions

Space	Width	Length
Full Page with Bleed	8 ¾"	11 ¼"
Trim Size	8 ½"	11"
Live Area	8"	10 ½"
Full Page with no Bleed	7.5"	10"
½ Page Horizontal	8"	5"
½ Page Vertical	4"	10"
¼ Page Horizontal	4"	5"



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Terms and Conditions

The Connection Advertising Policies

Connect Worldwide (The Publisher) bylaws prohibit price-comparative advertising. The Publisher also retains the right to reject advertising deemed unsuitable for its audience.

All advertising must be confirmed by written contract. Prepayment is required for non-member and first-time advertisers. When new advertising copy is not received from the advertiser or its agency by the closing date of the contracted issue, the Publisher reserves the right to repeat the most recent advertisement.

Advertisers and advertising agencies agree to indemnify, defend and hold harmless The Publisher from any and all liability for content, including text, illustrations, representatives, sketches, maps, trademarks, labels, copyrighted matter, of printed advertisements. This includes unauthorized use of any person's name or photograph arising from the advertiser's or agency's order. The Publisher is not responsible for content of artwork. Two-color advertisements must conform to preselected PMS colors.

Outstanding Balances

Connect Worldwide member companies with outstanding balances of any kind will not be permitted to advertise in The Connection, Connect Worldwide sponsored advertising, or at Connect Worldwide sponsored events until the balance has been paid. Connect Worldwide reserves the right to change from terms to prepay should member company show a pattern of maintaining past due balances. For questions regarding account status, please contact Signe Maximous at 770-594-8353, smaximous@connect-community.org.

Submission Guidelines

Technical Articles

Technical articles must have a strong user focus, illuminating the work of users of enterprise computing systems and related processes, and providing new perspectives on that work. We do not re-print press releases or anything resembling a straight product endorsement.

Articles can include case studies and user experiences with processes, problems or products. When referencing products used, authors should include, when possible, as many equivalent product options as possible. The editors reserve the right to edit articles to suit publication.

Articles should range from 1,500 to 2,500 words (space permitting). Articles should be submitted in Microsoft Word format. Illustrations should be saved as a .jpeg and be appropriate to the article's content. Please supply an original version of all graphics so that they are not embedded within the actual article document.

Bylines

1. Name, Title, Company, Location (City, State/Province, Country), Company website.
2. 50-word biography including information about your NonStop (Tandem) or related experience
3. Contact information including phone and fax numbers, e-mail address, mailing address.

Contact info:

Stacie Neall

Managing Editor

sneall@connect-community.org