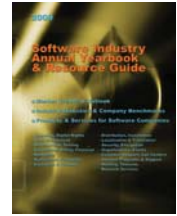


2009

Software Industry Annual Yearbook & Resource Guide

- 50,000 copies distributed via print and online!
- Digital copies provide direct internet connectivity
- Full-year exposure, promotion & online availability!
- Reach an estimated 50,000 targeted executives and managers of software companies in North America!



The Software Business media group of Webcom Communications is pleased to invite you to participate as a sponsor and/or advertiser in the **2009 Software Industry Annual Yearbook & Resource Guide**.

This special print and online annual resource publication is designed to reach a demographically targeted audience of executives and managers of software companies throughout North America. The audience consists of decision-makers involved in virtually all specialized products and services that are purchased by software companies.

This resource guide provides a unique opportunity for these buyers and specifiers to obtain a comprehensive view of the capabilities, products and services available, combined with the ability to readily interact with the vendor participants.

CONTENT :

To ensure the highest level of readership and distribution, the publication will include a mix of market and industry outlook articles, application profiles, and vendor product and service information. There are three principal components to the guide:

- Annual Market Outlook and Industry Review articles written by leading industry professionals, analysts and Webcom editors.
- Advertisements.
- Application Profiles and Product & Service Showcase articles from participating vendors.

DISTRIBUTION :

The guide will publish in March 2009 via a combined print and online distribution of 50,000 copies (10,000 print & 40,000 online) thus providing powerful and unparalleled exposure to the software industry marketplace in North America. Beyond the initial distribution, the guide will have a full-year's continuing distribution and promotion through online accessibility, continuing promotions, and distribution to attendees at numerous industry events during the year.

TARGET AUDIENCE:

Titles:

- C-Level Executives (Chairman, CEO, President, Owner, Vice President)
- Department Directors, Managers
- Product & Program Managers, Team Leaders

Functions:

- Corporate & Executive Management
- Sales & Marketing
- Distribution, Customer Support, Operations
- Development, Testing, Localization
- Accounting & Financial

EVENTS DISTRIBUTION:

- SIIA Conferences & Events
- Software Business Conferences & Events
- Leading IT Trade Shows such as NetWorld-Interop, Embedded Systems, Consumer Electronics, Software Development, CTIA Wireless & Entertainment

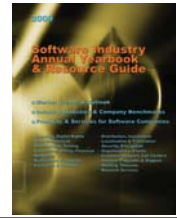
MARKETS:

- Independent Software Vendors (ISVs)
- Software As A Service Companies (SaaS)
- Enterprise Software Providers
- Applications Software Providers
- Systems Software Providers
- Entertainment & Games Developers
- Education & Content Software Providers
- Large Multi-Platform Software Companies



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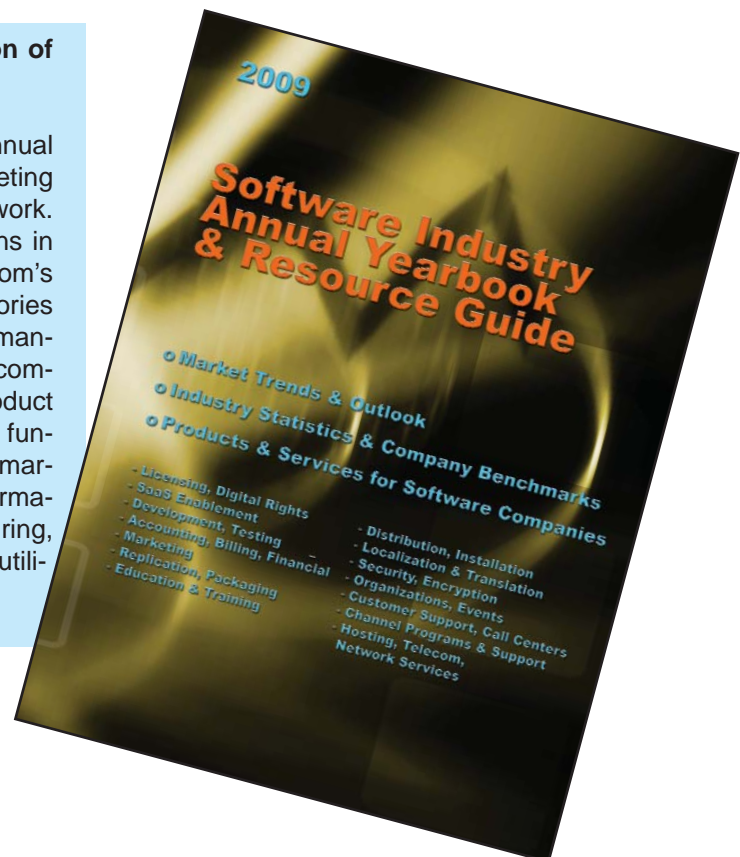


BENEFITS TO ADVERTISERS:

- Reach a large, targeted audience of executives and managers with software companies throughout North America, as well as worldwide.
- Full 12-month exposure in a powerful mix of print and online distribution.
- Reach a core buyer market of influencers and decision makers looking for insight, education and solutions. Reach buyers at all key purchasing and decision points: C-level executives, department managers, product and program managers throughout the software industry ecosystem. All functions represented including accounting & financial, development, sales & marketing, operations & customer support.
- Deliver your message visually and directly to this powerful audience. The unique combination of market and product/service information provides a supportive environment for gaining valuable market and mind share.
- Participants are specifically included in the editorial content of the guide, and benefit from its sourcing-oriented impact.
- Powerful lead generation - online interactivity is hot-linked directly to your site for immediate, direct response with no "middle-man" intervention. You control all follow-up and tracking. Print versions carry your web-link everywhere you are included - advertisement, profiles, articles.
- Benefit from cross-promotion via Webcom's Advanced Technology Network. Reach multiple markets for software industry products and services. Resource guides are cross-promoted across all Webcom ATN media platforms throughout the year in its print magazines, online publications and knowledge centers, conference promotions, and tradeshow distributions. You benefit from added exposure to many markets.

Leverage the marketing power and penetration of Webcom's Advanced Technology Network -

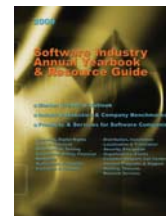
By participating in the 2009 Software Industry Annual Yearbook Resource Guide, you harness the marketing power of Webcom's Advanced Technology Network. As one of the world's premier media organizations in numerous fields of advanced technology, Webcom's publications, events, online media, industry directories and data products are important resources for management, engineering, scientific, and technology communities worldwide as they interface with product development, manufacturing and the provision of fundamental services for society. You reach multiple markets and industries in the fields of electronics, information technology, telecommunications, manufacturing, optoelectronics, materials sciences, healthcare, utilities, public safety, energy and power.



Reach 50,000 targeted executives and managers of software companies in North America!

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Distribution: 10,000 print distribution 40,000 e-distribution Available online to download for one year	Publish Date: March 2009	Format: 8-3/8" x 10-7/8" Full Color, High Quality Magazine Style, Approx 32 pages
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SPACE CLOSE: January 30, 2009	MATERIALS DUE: February 6, 2009
4-COLOR RATES	
Full Page (plus bonus full page of editorial)	\$6,670
1/2 Page (plus bonus half page of editorial)	\$4,670
1/4 Page (plus bonus 1/4 page of editorial)	\$3,270
1/4 Page Company Profile*	\$2,290
PREMIUM POSITIONS	
Outside Back Cover, additional...\$1,200	Inside Front Cover, additional.....\$800
Inside Back Cover, additional.....\$800	Preferred Page Positions, additional.....\$800

* **Company Profile Includes:** Company Name, Logo, 100-word Company Description and Contact Information

Display Ads

FULL PAGE AD	FULL PAGE EDITORIAL	1/4 PG AD.	1/4 PG. EDIT.
1/2 PG. (HORI) AD	1/2 PG. (HORI) EDITORIAL	When you buy an ad you receive comparable space for an editorial or product feature!	

Complete ads accepted in PDF, TIFF or EPS formats only. No Word documents are accepted. All ads *must* be converted to CMYK and at 300 dpi resolution. All fonts and graphics must be included with 300 dpi (minimum) versions of EPS or TIFF, and CMYK images. Send ads on IBM formatted zip disks or CD-ROMs. *Any materials sent on MAC formatted disks must be complete and ready for print.* You may e-mail small ad files (less than 5 mgs) to your Advertising Sales Manager or to the Production Manager.

SENDING FILES ELECTRONICALLY: For files less than 5 mgs, send file via e-mail to Julie Hammond, Production Manager, at julieh@infowebcom.com For files over 5 mgs, file can be uploaded to Webcom's FTP site using a compatible FTP software program.

FTP SITE INSTRUCTIONS:

- 1) Please e-mail Julie Hammond, Production Manager, at julieh@infowebcom.com, to indicate you are uploading a file. Include your company name, the file name, Software Industry Annual Yearbook & Resource Guide, and for which issue the advertisement is scheduled.
- 2) With an ftp Client
host name: www.infowebcom.com
username: webcom
password: Webcom21
- 3) Through Windows Explorer
<ftp://webcom@www.infowebcom.com>
username: webcom
password: Webcom21

All on-time materials complete and ready for print will incur no extra charge. Production charges will be billed to the client for any production work required by the publisher (i.e. laying out, creating, manipulating or resizing of ads).

A late fee will be incurred if materials are not received by deadline date. Publisher must receive a hard-copy color proof for all digital files to verify colors and fonts. Publisher assumes no liability for reproduction of ads received without a hard-copy color proof.

PRODUCTION CHARGES:

- Any four-color electronic ads that require production work by the publisher: \$200
- Any digital ad that is received past material deadline: \$200
- Any black and white electronic ads that require production work by the publisher (including all classified ads): \$ 50

Send production materials to:
Julie Hammond, Production Manager
720-528-3770 ext 119
julieh@infowebcom.com

Mechanical ad size dimensions (in inches)		
	WIDTH	HEIGHT
Full page	7	10
1/2 page (horizontal)	7	4-3/4
1/4 page	3-3/8	4-3/4
TRIM:	8-3/8" x 10-7/8"	
BLEED:	8-1/2" x 11"; live matter must be within 8-1/8" x 10-3/4". Full page only. No additional charge for bleeds.	

For advertising information, contact:

Jessi Albers, Director of Sales
720-528-3770 or 800-803-9488 ext 124
jessia@infowebcom.com