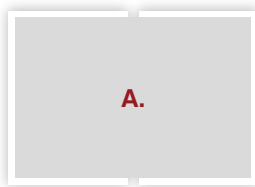


A print advertisement in *Information Management* is one of the most effective ways of getting your message in front of a receptive audience. Use *Information Management* as an advertising platform to reach, target and interact with our audience of over 75,000 IT Professionals through a variety of print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

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



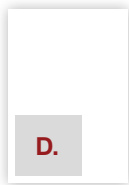
A. 2 Page Spread
Live Area: 15" x 10"
Optional Bleed: 16" x 10 3/4"
Trims to: 15 3/4" x 10 1/2"



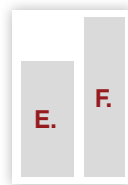
B. Full Page
Live Area: 7" x 10"
Optional Bleed: 8 1/8" x 10 3/4"
Trims to: 7 7/8" x 10 1/2"



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

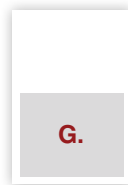


D. 1/4 Page Vertical
Live Area: 4 1/2" x 4 7/8"
No Bleed Available

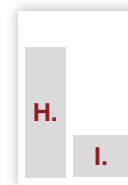


E. 1/2 Page Island
Live Area: 4 1/2" x 7 1/2"
No Bleed Available

F. 1/4 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 our 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

