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Reaching the NaSPA Community

NaSPA (Network and Systems Professionals Association): A rapidly growing association of IT Managers launched in 1986 with thousands of IT Management and Senior Technical members worldwide. We are a not-for-profit, independent corporation and are not owned in part by any manufacturer of software or hardware. Association members are Senior Systems Professionals with purchase decision-making authority or buying influence. *Technical Support* magazine is provided as a member benefit to all NaSPA members and other qualified requesters.

- **Purpose of NaSPA:** To provide connections, educational programs and publications to enhance career skills and success.
- **NaSPA Membership:** Senior Technical and Management IT Personnel involved in making and influencing buying decisions on products and services for network and security systems in large enterprises.

NaSPA's Membership Includes:

- IT Project Managers
- Program Managers
- Project Analysts
- Network Engineers
- Systems Architects
- Server Consolidation Engineers

Leo Wrobel, President

Dallas Office: 214-888-1300

President@NaSPA.com

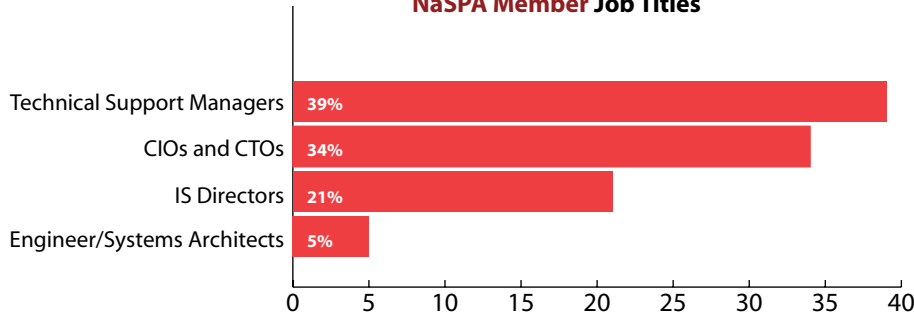
Don McMurray, Sales

414-908-4945 x111 or DMcMurray@NaSPA.com

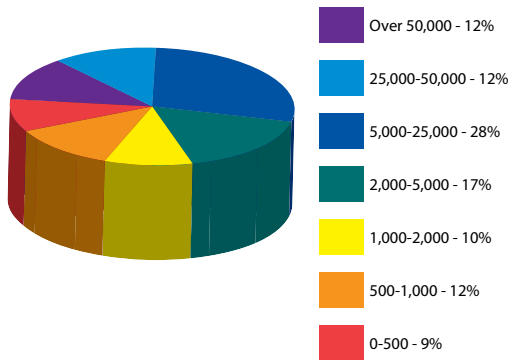
Member Profile

10,000 of NaSPA's total of 68,000 active and trial members receive *Technical Support*™ magazine (98% of this number are in the US & Canada)

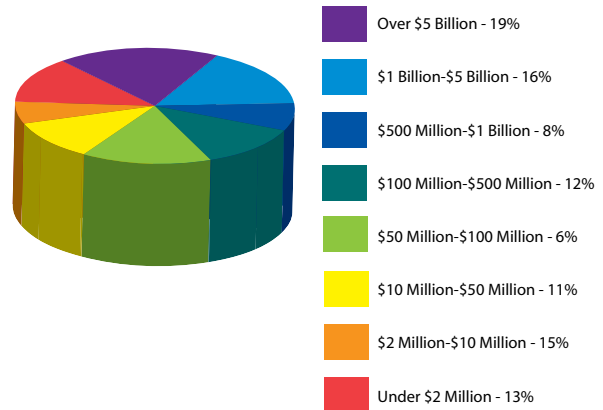
NaSPA Member Job Titles



Company Size by Number of Employees



Annual Revenue of Member's Company



Industry of NaSPA Members

- Insurance » 37%
- Government » 34%
- Computer Services » 16%
- Medicine, Healthcare, Pharmaceutical » 5%
- Security » 3%
- Transportation » 3%

NaSPA Members Make These IT Decisions

- Authorize Purchases » 21%
- Recommend Purchases » 46%
- Evaluate Brands/Vendors » 36%
- Determine IT Needs » 29%
- Manage Vendor Relationships » 15%
- Install and Maintain Products » 41%

Areas Where NaSPA Members Have Purchasing Authority

- Enterprise Wide IT Operations » 72%
- Location Wide IT Operations » 19%
- Department IT Operations » 9%

Operating Systems of NaSPA Members

- Virtual Operating Systems (VMWare, etc.) » 25%
- Windows Workstations » 100%
- Windows Servers » 100%
- Unix » 2%
- Linux » 6%
- Netware » 2%
- Macintosh » 1%
- MVS, Z/OS, VSE » 50%

IT Budgets of NaSPA Members' Companies

- \$100 million or more » 20%
- \$50 million - \$100 million » 9%
- \$25 million - \$50 million » 12%
- \$10 million - \$25 million » 5%
- \$5 million - \$10 million » 8%
- \$1 million - \$5 million » 12%
- \$100,000 - \$1 million » 13%
- Under \$100,000 » 18%

Writer's Guidelines

Editorial deadline

May 1, August 1, November 1

- 1. Topics:** We cover a variety of topics including "how-to" information that can be applied in the workplace, such as implementation experiences, tips and techniques for software upgrades, maintenance and tuning techniques, etc.
- 2. Who Should Submit:** *Technical Support*TM relies on articles contributed by experts in the industry. This includes computing professionals with a passion to share what they have learned, as well as vendors and freelance writers. Note: The writer needs to have practical experience with the topic in order to submit an article.
- 3. Summary of Article:** Please submit a short, one-paragraph summary of what you plan to cover in the article. In addition, the author should describe his/her practical experience with the topic and explain how that experience relates to the topic. Please send this information to editor@NaSPA.com.
- 4. Tone of Article:** Articles should be written to teach, inform, share experiences and strategies, and analyze trends and technologies. Keep in mind that articles should avoid a marketing tone.
- 5. Article Deadline:** Once the article topic has been approved, we will set a deadline for the article itself. If for some reason you cannot make the deadline, please let the managing editor know as soon as possible.
- 6. Article Submission:** All articles should be submitted in a plain, unadorned Word document. Please avoid fancy fonts, special headers, etc.
- 7. Graphics:** Graphics should be sent separately from the article itself as high resolution (300 dpi or higher) tif or Illustrator CS2 or higher eps files. Be sure to e-mail a caption with each graphic to help the readers.

8. Author Bio, Photo and Contact Information:

Please be sure to include a short author bio with the article and contact information for the author (e-mail address, mailing address, phone numbers, etc.). If you wish to include an e-mail address for publication, please do so. Also, if you wish, please e-mail a jpg image of the author to editor@NaSPA.com.

9. Word Count:

Ideally articles should be 1,500-3,000 words.

*Technical Support*TM magazine, the quarterly, digital, official publication of NaSPA (the Network and Systems Professionals Association), covers a wide variety of topics in IT:

- Security
- IT Trends
- Jobs and Training
- Enterprise Systems
- Cross-Platform Technologies
- Employment & Career Development
- Recruitment and Hiring
- Telecommunications and Interconnection
- What Do You Think is New and Interesting?
- Mainframes
- Distributed Systems
- Storage
- Disaster Recovery

*Technical Support*TM magazine relies on articles contributed by IT practitioners (NaSPA members, freelance authors, vendors, and other experts in the industry). Please e-mail editor@NaSPA.com for more details or to submit an article.

Note: While we aim to cover specific topics each quarter in *Technical Support*TM magazine, NaSPA does not publish a rigid editorial schedule in order to adapt quickly to the needs and demands of its members. We can however provide you, the advertiser, a rough idea of the content of each issue. We will call you when we spot an opportunity relevant to your organization to place an ad, submit an article, or both.

Why Advertise to the NaSPA Community?

1. Reach a targeted community of Senior IT Managers and other decision makers who are decision makers/influencers for buying technical products
2. Increase brand/product exposure through multi-media channels
3. Generate leads to maximize sales revenue

Why Technical Support™ Magazine?

1. Provides relevant, hands-on information for the population of NaSPA's readership. Editorial coverage ranges from information on new, enhanced, and emerging technologies to topics geared toward maximizing a site's critical mainframe and/or mid-range IT investment.
2. Provides timely, in-depth articles of interest to people working distributed systems and networking. Coverage includes emerging technologies within the networking world as well as topics geared toward maximizing a site's server investment. Security is also addressed in every issue as are the themes of disaster preparation and recovery.

Why NaSPA Web Site?

NaSPA has 68,000 active and trial members. While the aggregate web site traffic has gone up and down over the last two years, depending on promotions, a significant up trend in traffic is predicted in 2009 with new upcoming membership drives, publications and promotions.

- Page Views per Month » **367,300**
- Unique Visitors per Month » **26,000**
- USA Traffic » **94%**
- 68 Other Countries » **6%**

Contact: **Don McMurray, Sales**
414-908-4945 x111 or DMcMurray@NaSPA.com

BACK TO THE FUTURE pricing effective until 9/1/09 to welcome back *Technical Support*™ magazine. Take **50% off** all rates in this section. Article contributors may be eligible for additional discounts. E-mail president@NaSPA.com for details.

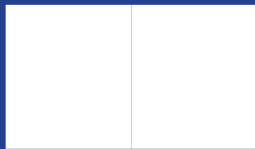









Banner Advertising on the NaSPA Web Site

- GIF, PNG or JPG format
- Animation allowed if less than 10 seconds in length
- 30K maximum file size
- Include URL linked to banner
- www.NaSPA.com

The NaSPA Web site offers 3 types of sponsor exposures:

	Leaderboard Banner	Half Banner	Button
size	728 x 90 pixels	200 x 60 pixels	100 x 30 pixels
placement	rotates at top	homepage of specific editorial	homepage of specific editorial
price	\$1275/month	\$925/month	\$610/month

Ad Sizes (Width x Height)

<p>Two Page Spread</p>  <p>Live: 15.5 x 9.75</p>		<p>Full Page</p>  <p>Live: 7.25 x 9.75</p>	<p>2/3 V</p>  <p>Live: 4.75 x 9.75</p>	<p>1/4 V</p>  <p>Live: 3.5 x 4.75</p>
<p>1/2 Island</p>  <p>Live: 4.75 x 7.25</p>	<p>1/2 V</p>  <p>Live: 3.5 x 9.75</p>	<p>1/2 H</p>  <p>Live: 7.25 x 4.875</p>		
<p>1/3 V</p>  <p>Live: 2.3 x 9.75</p>	<p>1/3 H</p>  <p>Live: 7.25 x 3.125</p>	<p>1/3 Square</p>  <p>Live: 4.75 x 5</p>		

Premium Positions

Premium positions available on a contractual basis. All premium positions are subject to contract in consecutive issues and must be specifically arranged with *Technical Support*TM magazine. Covers are sold on a non-cancelable basis.

Commissions

All recognized advertising agencies can earn a 15% commission on space and position. Commissions are earned by reserving space and submitting artwork on or before the respective due dates. All commissions are forfeited on unpaid invoices more than 45 days past due.

Terms

Net 30 days. A 1.5% charge will be assessed on outstanding account balances more than 45 days old.

Printed Material Requirements

Ads may be submitted as high quality print resolution pdf files e-mailed to **Don McMurray, Sales** at DMcMurray@NaSPA.com. Source files are not necessary. Any files requiring in-house alterations will be assessed a fee of \$60 per hour.

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AD RATES						
	Full	2/3	1/2 all	1/3 all	1/4 all	repeat run discount
1X	\$3000	\$2400	\$1980	\$1590	\$1350	--
3X	\$2700	\$2160	\$1782	\$1431	\$1215	10%
6X	\$2250	\$1800	\$1485	\$1193	\$1013	25%

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Webcasts, Podcasts, and Videocasts

Webcasts:

NaSPA Webcasts consist entirely of the sponsoring vendor's audio and slide presentation materials and are promoted on NaSPA Web site, in broadcast e-mails, and NaSPA's E-news broadcasts to the full NaSPA community. Webcasts include a full reporting of leads and are maintained for on-demand availability on the NaSPA Web site for one year.

- Up to 60 minutes in length
- **Live Webcasts** - \$600
 - A moderator is provided along with introducing of all participating presenters
 - Great for including a Question and Answer period
- **Pre-recorded Webcasts** - \$4000

Podcasts:

Produced on an on-demand basis—include your company's "how to" expert material.

- **4-5 minute podcast spot** (including an optional 60 second commercial) - \$2500
- **60 second podcast commercial only** - \$1000

Video Webcasts:

Promoted on NaSPA site, in e-mail blasts, and in NaSPA's E-news broadcasts—includes lead reporting.

- **5-10 minute video Webcast** - \$9000

Broadcast E-mails

Like Webcasts, this highly effective brand of online marketing vehicle consists entirely of the sponsoring vendor's material. Produced in text or HTML, this vehicle is sent out to the 68,000 opt-in NaSPA e-mail members. Each Broadcast E-mail is \$2000.

Article Reprints/E-prints

Share your technical expertise with *Technical Support*™ article paper reprints (1,000 min.) customized to your needs. Each paper reprint order includes the corresponding E-print (pdf file) to link on your Web site. E-prints also available to purchase separately. Call for pricing and specifications.

Contact: **Don McMurray, Sales**
414-908-4945 x111 or DMcMurray@NaSPA.com

Whitepapers

Have your Whitepaper posted to NaSPA's Whitepapers library for only \$600 per month. Price includes:

- Bi-weekly leads
- Easy access via NaSPA Web site
- Registration information/landing page to help with lead generation

NaSPA's Electronic Newsletter (E-News)

Broadcast once a month, this inexpensive, informative online marketing vehicle reaches the full 10,000 opt-in e-mail list.

Specifications:

Each E-News advertiser is entitled to:

- Use of the company logo
- Up to 10 lines of text (60-80 characters/line)
- One Web link URL

Rates:

- **Primary #1** advertiser's position - \$1500/broadcast
- **Subsequent #2** and above - \$1200/broadcast

Mailing List

The *Technical Support*™ mailing list is designed to meet your direct mail needs. You can target your mailing by using the following selection criteria:

- Job Title/Function
- Nth Select
- Country/Continent
- Zip Code/SCF
- Operating Systems
- Business Address

The list is CASS-certified and is updated quarterly. Sample mailing piece required. NaSPA/*Technical Support*™ reserves the right to refuse any list rental request. Minimum quantity: 5,000 names.

For more information, contact:
L.I.S.T. Incorporated
1983 Marcus Avenue, Ste. 120
Lake Success, NY 11042
Phone: (516) 358-5478

Other Custom Options

- Business Reply Cards
- MarketPlace Advertising
- Outsert Polybagging
- New Product Showcase for NaSPA sponsors
- Classified Advertising
- Inserts

NaSPA Sponsorships

Sponsorships are designed to give exposure and positive recognition to companies wishing to promote their products and services to the NaSPA members while receiving the most for their marketing dollar. Sponsors receive both print-based and online benefits as the perception of partnership with an industry leader. Each sponsorship is for an entire 12-month period.

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President's Sponsorship: ~~\$50,000~~ **Now \$25,000 until 9/1/09**

- Banner on the NaSPA Web site
- Link on Sponsors page of the NaSPA Web site
- Recognition at all formal meetings
- Two-time use of the mailing list
- Advertising in *Technical Support*[™] magazine (two full pg ads/issue)
- Advertising discount of 20% on additional ads
- Link under Sponsors in the NaSPA E-News
- Special rate consideration for NaSTEC conference sponsorship
- Recognition plaque

Platinum Sponsorship: ~~\$30,000~~ **Now \$15,000 until 9/1/09**

- Banner on the NaSPA Web site
- Link on Sponsors page of the NaSPA Web site
- Recognition at all formal meetings
- One-time use of the mailing list
- Advertising in *Technical Support*[™] magazine (1/2-page per issue)
- Advertising discount of 15% on additional ads
- Link under Sponsors in the NaSPA E-News
- Special rate consideration for NaSTEC conference sponsorship
- Recognition plaque

Gold Sponsorship: ~~\$20,000~~ **Now \$10,000 until 9/1/09**

- Banner on the NaSPA Web site
- Link on Sponsors page of the NaSPA Web site
- Recognition at all formal meetings
- One-time use of the mailing list
- Advertising in *Technical Support*[™] magazine (1/4-page per issue)
- Advertising discount of 10% on additional ads
- Link under Sponsors on NaSPA E-News
- Special rate consideration for NaSTEC conference sponsorship
- Recognition plaque

Become a NaSPA Advertising Partner and Reap the Rewards

- Increase awareness for your product.
- Add credibility to your product/service with placement near an article or column authored by esteemed industry professionals.
- Timeliness of insertion encourages immediate ad response.
- Increase your ad's "shelf-life." *Technical Support*[™] magazine is a highly respected industry tool.
- Add impact to your advertising plan by specifically targeting your audience by topic.
- 33% off all print ad/web advertising in 2009.