



## Magazine Telemarketing

**Universe/Base Rate**

**Count:** 138,484

**Price:** \$350/M

**Source:** Print and Online Community

**List Type:** Telemarketing

**Updated:** Quarterly

**Last Update:** 12/09

**Minimum Order:** 5,000 Names

### Profile

CIO Magazine – the core of business technology leadership.

CIO Magazine delivers the most powerful audience with the largest IT budgets of any publication. They are the IT leaders within their organizations – Chief Information Officers and other IT executives, with final purchase authority within their company.

CIO Magazine Audience:

- 100% personally involved in IT purchases for their organizations
- \$361 million average IT budget
- \$7.3 billion average company revenues
- 26,742 average number of employees
- CIO Magazine reaches more CIOs than any other publication

Sources: Intelliquest CIMS Fall Business Influencer Study, November 2007; CIO BPA, June 2007; IDG AdGauge Study, CIO December 1, 2007 Issue; CIO Open Editorial Survey, Research Results, February 2007.

CIOs are challenged by the dynamic context of today's IT business environment from regulators, security threats and continued economic constraints. They rely on CIO Magazine's trusted analysis, case studies, research and peer-to-peer advice to help them anticipate these challenges and make the right decisions.

Invest with the leader – CIO Magazine – deliver your message to the most influential CIOs and IT executives with the power and budget to buy.

### Multi-Channel Base Rate

### CPM

|                                 |         |
|---------------------------------|---------|
| Telemarketing and Postal Offers | \$605/M |
| Telemarketing and Email Offers  | \$630/M |

### Demographic Selects

### CPM

|   |        |
|---|--------|
| Geographic                              | \$15/M |
| Primary Job Title                       | \$25/M |
| Primary Job Function                    | \$25/M |
| Organization's Industry or Function     | \$25/M |
| Number of Employees at Organization     | \$25/M |
| Total Annual Revenue of Organization    | \$25/M |
| Amount of Technology Products Purchases | \$30/M |
| Operating Systems Used and/or Planned   | \$30/M |
| Products and Services Helps Acquire     | \$40/M |
| Products Planned to Purchase            | \$40/M |

### Media Output Formats

|            |        |
|------------|--------|
| Key Coding | N/C    |
| Email      | \$50/F |
| FTP        | \$50/F |

For inquiries or questions, contact Steve Tozeski.  
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Postal are available from the CIO Magazine for telemarketing/postal/email matching. For inquiries or questions, contact Steve Tozeski.



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**CIO Magazine Telemarketing**

**Demographic Selects and Counts - 12/09**

| <b>Organization's Industry or Function - \$25/M</b>                          |        |
|--|--------|
| Advertising/Marketing/Public Relations/Media (Publishing, Broadcast, Online) | 2,299  |
| Aerospace/Defense Contractor   | 807    |
| Agriculture/Forestry/Fisheries   | 180    |
| Business Services/Consultant   | 3,139  |
| Construction/Architecture/Engineering  | 4,798  |
| Education  | 11,622 |
| Finance/Banking/Accounting   | 10,920 |
| Government - Federal (Including Military)                                    | 5,533  |
| Government - State/Local   | 6,062  |
| Healthcare/Medical/Pharmaceutical/Bio-Tech                                   | 7,202  |
| Insurance/Real Estate/Legal  | 10,522 |
| Manufacturing & Process Industries   | 16,932 |
| Mining/Oil/Gas   | 1,733  |
| Retailer/Wholesaler/Distributor (Non-Computer)                               | 5,108  |
| Transportation/Utilities (Energy, Water, etc.)                               | 11,098 |
| Travel/Hospitality/Entertainment/Recreation                                  | 2,337  |
| Communication Carriers (ISP, Telecomm, Data Comm, Cable)                     | 3,778  |
| Computer/Network Consultant  | 3,536  |
| E-Commerce/Internet  | 586    |
| Retailer/Wholesaler/Distributor (Computer Related)                           | 2,087  |
| Manufacturing - Hardware/Software  | 6,247  |
| Service Provider (MSP, BSP, ASP, ESP, Web Hosting)                           | 1,705  |
| VAR/VAD/OEM  | 3,274  |
| Other  | 243    |

| <b>Primary Job Title - \$25/M</b>  |        |
|--|--------|
| CIO/CTO/CSO  | 23,646 |
| Executive Vice President, Senior Vice President                                  | 46,360 |
| Vice President   | 182    |
| Director   | 22,133 |
| Manager  | 402    |
| Supervisor   | 6      |
| Systems Integrator   | 32     |
| Technical Consultant   | 465    |
| CEO/COO/Chairman/President   | 13,357 |
| CFO/Controller/Treasurer   | 3,525  |
| Executive Vice President, Senior Vice President, Vice President, General Manager | 423    |
| Director, Manager  | 1,655  |
| Other Corporate, Business Manager  | 10,961 |
| Consultant (Non-Technical)   | 38     |
| Other: IT Staff  | 177    |
| Other: Non-Manager   | 433    |

| <b>Primary Job Function - \$25/M</b>           |        |
|--|--------|
| Executive IT (CIO/CTO/CSO/EVP/SVP/VP)          | 8,299  |
| IT Management (Director/Manager)               | 2,406  |
| Network/Systems Management                     | 2,266  |
| R&D Management                                 | 84     |
| Web-Based Business                             | 1,062  |
| Applications Development                       | 426    |
| Systems Engineering                            | 1,550  |
| Programming/Systems Analyst/Architect          | 190    |
| Telecommunications                             | 165    |
| Consultant/Integrator                          | 172    |
| Other IT Management                            | 21,370 |
| Corporate Management (CEO/COO/President/GM/VP) | 7,961  |
| Finance Management (CFO/Controller/Treasurer)  | 2,209  |
| Sales/Marketing                                | 2,551  |
| Human Resources/Training/Education             | 51     |
| Legal/Compliance                               | 15     |
| Other Management                               | 2,157  |
| Other: IT Staff/Technical Support              | 106    |
| Other: Non-Technical Consultant/Integrator     | 33     |
| Other: None of the Above                       | 151    |

| <b>Number of Employees at Entire Organization - \$25/M</b> |        |
|--|--------|
| 20,000 or more   | 23,009 |

|                  |        |
|------------------|--------|
| 10,000 to 19,999 | 8,094  |
| 5,000 to 9,999   | 11,578 |
| 1,000 to 4,999   | 20,157 |
| 500 to 999       | 13,727 |
| 100 to 499       | 22,919 |
| 50 to 99         | 236    |
| Less than 50     | 19,361 |

| <b>Total Budget of Entire Organization - \$25/M</b> |        |
|---|--------|
| \$1 Billion or more                                 | 3,824  |
| \$500 to \$999.9 Million                            | 1,929  |
| \$100 to \$499.9 Million                            | 5,255  |
| \$50 to \$99.9 Million                              | 3,186  |
| \$10 to \$49.9 Million                              | 7,303  |
| \$1 to \$9.9 Million                                | 6,263  |
| \$500,000 to \$999,999                              | 19,876 |
| \$250,000 to \$499,999                              | 153    |
| \$100,000 to \$249,999                              | 177    |
| Under \$100,000                                     | 179    |

| <b>Operating Systems Used and/or Planned - \$30/M</b> |        |
|---|--------|
| Windows Server 2003                                   | 63,554 |
| Windows XP  | 62,394 |
| VM/MVS  | 28,820 |
| Linux   | 37,614 |
| Unix  | 38,329 |
| Netware   | 15,204 |
| Mac OS  | 20,867 |
| Other   | 6,149  |

| <b>Total Annual Revenues of Entire Organization - \$25/M</b> |        |
|--|--------|
| Over \$40 Billion  | 8,123  |
| \$30 Billion to \$40 Billion                                 | 3,745  |
| \$15 Billion to \$29.9 Billion                               | 5,075  |
| \$10 Billion to \$14.9 Billion                               | 5,416  |
| \$5 Billion to \$9.9 Billion                                 | 9,153  |
| \$1 Billion to \$4.9 Billion                                 | 13,091 |
| \$501 Million to \$999 Million                               | 8,255  |
| \$101 Million to \$500 Million                               | 15,419 |
| \$50 Million to \$100 Million                                | 11,695 |
| Under \$50 Million   | 28,419 |

**Total Annual Amount of Technology Products and Services Currently Involved in Purchasing for All Locations Of Organization - \$30/M**

| <b>Technology Products and Services</b>             |  |
|---|--|
| E-Commerce  |  |
| Telecommunications                                  |  |
| Computer Systems                                    |  |
| Wireless  |  |
| Software  |  |
| Services  |  |
| Storage   |  |
| Security  |  |
| Peripherals   |  |
| <b>Dollar Value</b>                                 |  |
| \$250 million or more                               |  |
| \$150 to \$249.9 million                            |  |
| \$100 to \$149.9 million                            |  |
| \$50 to \$99.9 million                              |  |
| \$10 to \$49.9 million                              |  |
| \$1 to \$9.9 million                                |  |
| \$500,000 to \$999,999                              |  |
| \$250,000 to \$499,999                              |  |
| \$100,000 to \$249,999                              |  |
| \$50,000 to \$99,999                                |  |
| \$25,000 to \$49,999                                |  |
| Under \$25,000                                      |  |
| Please call your Account Representative for counts. |  |

| <b>Products and Services Helps Acquire Through Approval, Planning, Recommendation or Specification - \$40/M</b> |        |
|---|--------|
| Application Development Software  | 53,726 |
| Backup/Disaster Recovery Hardware   | 55,999 |
| Backup/Disaster Recovery Software   | 51,167 |
| Bridges/Routers/Gateways/Hubs   | 55,229 |
| Business Intelligence/Data Mining   | 48,273 |
| Consulting Services/Outsourcing: Domestic   | 51,896 |
| Consulting Services/Outsourcing: Off-Shore  | 30,056 |
| CRM Software  | 48,239 |
| Database Management Software  | 65,245 |
| Data Storage Products   | 56,280 |
| Desktop Security Hardware   | 53,598 |
| Desktop Security Software   | 53,993 |
| Desktop Systems   | 78,018 |
| E-Business Consulting Services  | 28,357 |
| EDI   | 35,773 |
| Electronic Commerce Tools   | 41,768 |
| Email/Groupware   | 54,216 |
| Encryption Software/Firewalls   | 45,976 |
| Enterprise Application Integration  | 43,375 |
| Enterprise Portals  | 2,356  |
| ERP Software  | 50,790 |
| Handheld PCs/PDAs   | 58,856 |
| Imaging/Document Management   | 3,747  |
| Java  | 3,776  |
| Knowledge Management  | 49,365 |
| LAN/WAN Hardware  | 57,676 |
| Laptop/Notebooks  | 74,577 |
| Mainframe/Midrange Application Software   | 42,767 |
| Mainframes  | 37,869 |
| Marketing/Sales Automation  | 37,411 |
| Midrange Computers  | 48,886 |
| Modems/Multiplexers   | 47,904 |
| Network Management Systems  | 47,204 |
| Network Operations Systems  | 52,156 |
| Network Security Hardware   | 57,210 |
| Network Security Software   | 53,310 |
| Network Servers (File, Web, Database)   | 70,851 |
| Operating Systems   | 48,412 |
| PC/Workstation Software   | 67,514 |
| Personal Productivity   | 42,493 |
| Printers  | 60,810 |
| Search Tools/Engines  | 45,698 |
| Security Software/VPNs  | 2      |
| Software Storage  | 45,965 |
| Supply Chain Management   | 36,406 |
| Video Conferencing/Webcasting   | 40,874 |
| Web Authoring Tools   | 47,961 |
| Web Services  | 49,695 |
| Wireless LAN/WAN  | 47,324 |
| Master Data Management  | 7,233  |
| Ajax  | 4,362  |
| Virtualization  | 10,540 |
| Universal Communication   | 2,959  |
| Identity/Access Management Software   | 30,043 |
| SOA Software  | 25,355 |

| <b>Products Planned to Purchase - \$40/M</b> |        |
|--|--------|
| Computer Hardware                            | 46,335 |
| Networking Equipment                         | 34,758 |
| Telecom Equipment                            | 26,389 |
| Storage Systems                              | 29,887 |
| Outsourced IT Services                       | 26,421 |
| Application Software                         | 33,235 |
| Security Software                            | 24,742 |
| Wireless/Mobility Solutions                  | 21,258 |

# COMPUTERWORLD Telemarketing

Telemarketing Offers

Count: 172,730

Price: \$325/M

Source: Controlled Circulation

Updated: Quarterly

Minimum Order: 5,000 Names

List Type: Telemarketing

Last Update: 12/09

## Profile

Computerworld – reaches the key influencers in large organizations.

While Computerworld reaches IT influencers of all types across its online and print audience bases, at the core are IT executives in larger organizations. For forty years, Computerworld has been the leading source of technology news and information for these decision makers worldwide.

Computerworld Audience:

Print -

- 67% at large organizations (1,000 + employees)
- 69% IT Management

Online -

- 47% at large organizations (1,000 + employees)
- 44% IT Management

Source: Online – Research Results Site Profile Study November 2007;  
Print – July 2007 BPA statement.

Computerworld connects you to IT leaders responsible for large budgets to purchase computer hardware and software and all related business products. Look no further to reach the business strategists that are driving IT for their companies.

## Multi-Channel Price

## CPM

|                                 |         |
|---------------------------------|---------|
| Telemarketing and Postal Offers | \$555/M |
| Telemarketing and Email Offers  | \$605/M |

## Demographic Selects

## CPM

|  |        |
|--|--------|
| Geographic                                 | \$15/M |
| Home/Business Address                      | \$15/M |
| Organization Industry or Function          | \$25/M |
| Primary Job Title                          | \$25/M |
| Primary Job Function                       | \$25/M |
| Number of Employees                        | \$25/M |
| Annual Budget for Information Services     | \$25/M |
| IT Functions or Services to Outsource      | \$25/M |
| Fortune 1000                               | \$25/M |
| Operating Systems/Network Environments     | \$30/M |
| Products and Services Purchase Involvement | \$40/M |
| Enterprise Software/Services Purchasing    | \$40/M |
| Hardware Products Purchase Involvement     | \$40/M |
| Products or Tech Purchase Involvement      | \$40/M |

## Formats

|            |        |
|------------|--------|
| Key Coding | N/C    |
| Email      | \$50/F |
| FTP        | \$50/F |

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**Computerworld Telemarketing**

**Demographic Selects as of 12/09**

| <b>Organization Industry or Function at Location - \$25/M</b> |
|---|
| Advertising/Marketing/Public Relations/Media                  |
| Aerospace/Defense Contractor                                  |
| Agriculture/Forestry/Fisheries                                |
| Business Services/Consultant (Non-Computer Related)           |
| Construction/Architecture/Engineering                         |
| Education   |
| Finance/Banking/Accounting                                    |
| Government - Federal (including Military)                     |
| Government - State/Local                                      |
| Healthcare/Medical/Pharmaceutical/Bio-Tech                    |
| Insurance/Real Estate/Legal                                   |
| Manufacturing & Process Industries                            |
| Mining/Oil/Gas  |
| Retailer/Wholesaler/Distributor (Non-Computer)                |
| Transportation/Utilities (Energy, Water, etc.)                |
| Travel/Hospitality/Recreation/Entertainment                   |
| Other   |
| Communication Carriers (ISP, Telecomm, Data Comm, Cable)      |
| Computer/Network Consultant                                   |
| E-Commerce/Internet   |
| Retailer/Wholesaler/Distributor                               |
| Manufacturing - Hardware/Software                             |
| Service Provider (MSP, BSP, ASP, ESP, Web Hosting)            |
| VAR/VAD/OEM   |
| Other   |

| <b>Primary Job Title - \$25/M</b>                            |
|--|
| CIO, CTO, CSO  |
| Executive Vice President, Sr. Vice President                 |
| Vice President   |
| Director   |
| Manager  |
| Supervisor   |
| Systems Integrator   |
| Technical Consultant   |
| CEO, COO, Chairman, President                                |
| CFO, Controller, Treasurer                                   |
| Executive Vice President, Sr. Vice President, Vice President |
| General Manager  |
| Director, Manager  |
| Other Corporate/Business Manager                             |
| Consultant (Non-Technical)                                   |
| Other IT Staff   |
| Other  |

| <b>Primary Job Function - \$25/M</b>           |
|--|
| Executive IT (CIO/CTO/CSO/EVP/SVP/VP)          |
| IT Management (Director/Manager)               |
| Network/Systems Management                     |
| R&D Management                                 |
| Web-Based Business                             |
| Applications Development                       |
| Systems Engineering                            |
| Programming/Systems Analyst/Architect          |
| Telecommunications                             |
| Consultant/Integrator                          |
| Other IT Management                            |
| Corporate Management (CEO/COO/President/GM/VP) |
| Finance Management (CFO/Controller/Treasurer)  |
| Sales/Marketing                                |
| Human Resources/Training/Education             |
| Legal/Compliance                               |
| IT Management & Strategy                       |
| Project Management                             |
| Infrastructure & Storage Management            |
| Supply Chain Management                        |
| Application Development/Management             |
| Security Management                            |
| Mobile/Wireless Management                     |

|  |
|--|
| Data Management/Business Intelligence                |
| Web Development/Management                           |
| E-Business   |
| Networking/Communications                            |
| IT Services/Outsource/Systems Integration/Consultant |
| Other Management                                     |
| Other: IT Staff/Technical Support                    |
| Other: Non-Technical Consultant/Integrator           |
| Other: None of the Above                             |

| <b>Number of Employees at Entire Organization - \$25/M</b> |
|--|
| 20,000 or more   |
| 10,000 to 19,999   |
| 5,000 to 9,999   |
| 1,000 to 4,999   |
| 500 to 999   |
| 100 to 499   |
| 50 to 99   |
| Less than 50   |

| <b>Annual Budget for Information Services - \$25/M</b> |
|--|
| \$1 Billion or more                                    |
| \$500 to \$999.9 Million                               |
| \$100 to \$499.9 Million                               |
| \$50 to \$99.9 Million                                 |
| \$10 to \$49.9 Million                                 |
| \$1 to \$9.9 Million                                   |
| \$500,000 to \$999,999                                 |
| \$250,000 to \$499,999                                 |
| \$100,000 to \$249,999                                 |
| Under \$100,000  |

| <b>Products and Services Involved in Purchasing - \$40/M</b> |
|--|
| <b>Can Choose From:</b>                                      |
| <b>A) For This Location      B) For all Other Locations</b>  |
| A) Electronic Commerce/Internet Business                     |
| B) Internet/Intranet/Extranet                                |
| C) Telecommunication Equipment/Services                      |
| D) PCs (Desktop/Notebook)                                    |
| E) Servers/Workstations                                      |
| F) Networking Products/Services                              |
| G) Large Distributed Systems (Mainframes/Midrange/Mini)      |
| H) Peripherals   |
| I) Software  |
| J) Mobile/Wireless/Handhelds                                 |
| K) Storage Management  |
| J) Systems Integrators/Consultants                           |
| \$250 Million or more  |
| \$150 Million to \$249.9 Million                             |
| \$100 Million to \$149.9 Million                             |
| \$50 Million to \$99.9 Million                               |
| \$10 Million to \$49.9 Million                               |
| \$1 Million to \$9.9 Million                                 |
| \$500,000 to \$999,999                                       |
| \$250,000 to \$499,999                                       |
| \$100,000 to \$249,999                                       |
| \$75,000 to \$99,999   |
| \$50,000 to \$74,999   |
| \$25,000 to \$49,999   |
| Under \$25,000   |

| <b>Operating Systems/Network Environments<br/>Used or Planned - \$30/M</b> |
|--|
| Windows Server 2003  |
| Windows XP   |
| Windows 2000   |
| Windows NT   |
| Windows 95/98  |
| Windows CE   |

|               |
|---------------|
| Palm OS       |
| OS/400        |
| VM/MVS        |
| Linux         |
| Unix          |
| Solaris       |
| Netware       |
| Mac OS        |
| Windows Vista |
| Other         |

| Enterprise Software/Services That Help Acquire and/or Plan to Acquire Through Approval, Planning, Recommendation or Specification - \$40/M |            |
|--|------------|
| C) Current   | P) Planned |
| <b>Enterprise Software/Services</b>  |            |
| Application Service Providers (ASPs)   |            |
| Enterprise Resource Planning (ERP)/Customer Relationship Management (CRM)  |            |
| Knowledge Management (KM)  |            |
| Groupware/Messaging - Email  |            |
| Systems Management   |            |
| Accounting/Financial   |            |
| Data Mining/Data Warehousing/Statistical Analysis  |            |
| Business Intelligence/Data Management  |            |
| Relational Database (RDBMS)  |            |
| Middleware   |            |
| Application Development Software   |            |
| Sales Automation/Marketing   |            |
| Document Management/Imaging  |            |
| Transaction Processing   |            |
| Human Resources (HR)   |            |
| Identity Management/Directory Services   |            |
| PC Applications/Suites   |            |
| Regulatory Compliance Products/Services  |            |
| <b>Application Development</b>   |            |
| Java   |            |
| .NET   |            |
| Application Development Management Tools   |            |
| Other Application Development Software   |            |
| Web Services   |            |

| Hardware Products That Help Acquire and/or Plan To Acquire Through Approval, Planning, Recommendation or Specification - \$40/M |            |
|---|------------|
| C) Current  | P) Planned |
| <b>Hardware</b>   |            |
| Mainframes  |            |
| Unix Servers  |            |
| Windows Servers   |            |
| Linux Servers   |            |
| Blade Servers   |            |
| PCs/Workstations  |            |
| Laptops/Notebooks   |            |
| Handheld PCs, PDAs, Pocket PCs, Wireless Devices  |            |
| <b>Peripherals</b>  |            |
| Printers/Copiers/Multifunction  |            |
| Removable High-Capacity Storage   |            |
| Tape Backup Systems   |            |
| Monitors  |            |
| Scanners  |            |
| UPS   |            |
| LCD Projection Devices  |            |

| Products or Technologies That Help Acquire and/or Plan to Acquire Through Approval, Planning, Recommendation or Specification - \$40/M |            |
|--|------------|
| C) Current   | P) Planned |
| <b>Networking Products and Technologies</b>  |            |
| Wired LANs   |            |
| Wireless LANs, Wi-Fi   |            |
| Switches, Routers, Hubs  |            |

|  |
|--|
| Security/Firewalls                         |
| Network Systems Management Software        |
| Network Security Software                  |
| Load Balancing                             |
| VoIP                                       |
| <b>Storage</b>                             |
| SAN (Storage Area Network)                 |
| NAS (Network Attached Storage)             |
| Storage Management                         |
| Disk Arrays (Fiber, SCSI)                  |
| Disaster Recovery/Business Continuity      |
| Desktop Storage                            |
| Other Storage                              |
| <b>Security</b>                            |
| Firewalls                                  |
| Intrusion Detection/Prevention             |
| VPN Services                               |
| Anti-Virus                                 |
| Smart Cards                                |
| Biometrics                                 |
| Security Management Services/Software      |
| <b>Internet Infrastructure</b>             |
| Web Applications/Authoring Tools           |
| Content Management                         |
| Web Site Management/Performance Monitoring |
| Supply Chain                               |

| <b>IT Functions or Services Currently or Plan to Outsource<br/>Within the Next 12 Months - \$25/M</b> |  |
|---|--|
| Application Development   |  |
| Application Support/Maintenance   |  |
| Help Desk/Call Center   |  |
| Network Operations  |  |
| Business Processes  |  |



## Magazine Telemarketing

**Telemarketing Offers**

**Count:** 23,615

**Price:** \$350/M

**Source:** Print and Online Community

**Updated:** Quarterly

**Minimum Order:** 5,000 Names

**List Type:** Telemarketing

**Last Update:** 12/09

### Profile

CSO - the single resource that connects security buyers and sellers.

With CSO you gain access to executives with the authority and budget to purchase your product and service. Almost all security purchases are driven by the CSO and require their buy-in. CSO Magazine provides access to this group of decision makers in this essential role.

CSO Magazine is the resource for security executives who are active knowledge seekers on such topics as IT security, leadership, physical security, laws and compliance, business continuity, risk analysis and privacy.

Profile of the CSO Magazine Reader:

- \$25 million average security budget
- Average company revenues are \$10.1 billion
- 97% set security goals, direction, budgets and standards
- 100% are personally involved in security purchases for their organizations

Sources: CSO Subscriber File, CSO, 09/07; CSO Open Editorial Study, Research Results, 02/06; IDG Research AdGauge Study; CSO, 12/07; CSO Reader Profile Study, Research Results, 09/04.

Interact with the CSO audience - who has the interest and authority to purchase your security products and services.

### Multi-Channel Base Rate

**CPM**

|                                 |         |
|---------------------------------|---------|
| Telemarketing and Postal Offers | \$605/M |
| Telemarketing and Email Offers  | \$630/M |

### Demographic Selects

**CPM**

|   |        |
|---|--------|
| Geographic                                | \$15/M |
| Home/Business Address                     | \$15/M |
| Job Title                                 | \$25M  |
| Organization's Business/Industry          | \$25/M |
| Number of Employees                       | \$25M  |
| Annual Company Revenue                    | \$25/M |
| Involvement Security Purchasing Decisions | \$25/M |
| Annual Budget for Security Products       | \$25/M |
| Security Products/Services Recommend      | \$40/M |

### Media Output Formats

|            |        |
|------------|--------|
| Key Coding | N/C    |
| Email      | \$50/F |
| FTP        | \$50/F |

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**CSO Magazine Telemarketing**

**Demographic Selects and Counts - 12/09**

| <b>Organization's Industry or Function - \$25/M</b>                          |       |
|--|-------|
| Advertising/Marketing/Public Relations/Media (Publishing, Broadcast, Online) | 467   |
| Aerospace/Defense Contractor   | 229   |
| Agriculture/Forestry/Fisheries   | 28    |
| Business Services/Consultant   | 560   |
| Construction/Architecture/Engineering  | 531   |
| Education  | 2,045 |
| Finance/Banking/Accounting   | 2,305 |
| Government - Federal (Including Military)                                    | 1,575 |
| Government - State/Local   | 1,382 |
| Healthcare/Medical/Pharmaceutical/Bio-Tech                                   | 1,325 |
| Insurance/Real Estate/Legal  | 1,482 |
| Manufacturing & Process Industries   | 2,129 |
| Mining/Oil/Gas   | 173   |
| Retailer/Wholesaler/Distributor (Non-Computer)                               | 1,226 |
| Transportation/Utilities (Energy, Water, etc.)                               | 1,515 |
| Travel/Hospitality/Entertainment/Recreation                                  | 15    |
| Communication Carriers (ISP, Telecomm, Data Comm, Cable)                     | 905   |
| Computer/Network Consultant  | 878   |
| E-Commerce/Internet  | 115   |
| Retailer/Wholesaler/Distributor (Computer Related)                           | 430   |
| Manufacturing - Hardware/Software  | 1,071 |
| Service Provider (MSP, BSP, ASP, ESP, Web Hosting)                           | 399   |
| VAR/VAD/OEM  | 608   |
| Other  | 791   |

| <b>Primary Job Title - \$25/M</b>  |       |
|--|-------|
| CIO/CTO/CSO  | 4,253 |
| Executive Vice President, Senior Vice President                                  | 3,909 |
| Vice President   | 25    |
| Director   | 6,914 |
| Manager  | 117   |
| Supervisor   | 1     |
| Systems Integrator   | 6     |
| Technical Consultant   | 958   |
| CEO/COO/Chairman/President   | 1,763 |
| CFO/Controller/Treasurer   | 368   |
| Executive Vice President, Senior Vice President, Vice President, General Manager | 383   |
| Director, Manager  | 1,513 |
| Other Corporate, Business Manager  | 687   |
| Consultant (Non-Technical)   | 8     |
| Other: IT Staff  | 36    |
| Other: Non-Manager   | 1,318 |

| <b>Primary Job Function - \$25/M</b>           |       |
|--|-------|
| Executive IT (CIO/CTO/CSO/EVP/SVP/VP)          | 1,367 |
| IT Management (Director/Manager)               | 981   |
| Network/Systems Management                     | 406   |
| R&D Management                                 | 18    |
| Web-Based Business                             | 103   |
| Applications Development                       | 83    |
| Systems Engineering                            | 186   |
| Programming/Systems Analyst/Architect          | 21    |
| Telecommunications                             | 148   |
| Consultant/Integrator                          | 83    |
| Other IT Management                            | 1,977 |
| Corporate Management (CEO/COO/President/GM/VP) | 712   |
| Finance Management (CFO/Controller/Treasurer)  | 118   |
| Sales/Marketing                                | 228   |
| Human Resources/Training/Education             | 22    |
| Legal/Compliance                               | 23    |
| Other Management                               | 163   |
| Other: IT Staff/Technical Support              | 106   |
| Other: Non-Technical Consultant/Integrator     | 9     |
| Other: None of the Above                       | 82    |

| <b>Number of Employees at Entire Organization - \$25/M</b> |       |
|--|-------|
| 20,000 or more   | 5,837 |

|                  |       |
|------------------|-------|
| 10,000 to 19,999 | 2,024 |
| 5,000 to 9,999   | 2,755 |
| 1,000 to 4,999   | 4,874 |
| 500 to 999       | 2,866 |
| 100 to 499       | 980   |
| 50 to 99         | 20    |
| Less than 50     | 2,733 |

| <b>Total Budget of Entire Organization - \$25/M</b> |       |
|---|-------|
| \$1 Billion or more                                 | 520   |
| \$500 to \$999.9 Million                            | 259   |
| \$100 to \$499.9 Million                            | 675   |
| \$50 to \$99.9 Million                              | 475   |
| \$10 to \$49.9 Million                              | 1,064 |
| \$1 to \$9.9 Million                                | 920   |
| \$500,000 to \$999,999                              | 1,857 |
| \$250,000 to \$499,999                              | 36    |
| \$100,000 to \$249,999                              | 35    |
| Under \$100,000                                     | 152   |

| <b>Operating Systems Used and/or Planned - \$30/M</b> |       |
|---|-------|
| Windows Server 2003                                   | 5,120 |
| Windows XP  | 5,105 |
| VM/MVS  | 2,563 |
| Linux   | 3,415 |
| Unix  | 3,426 |
| Netware   | 1,389 |
| Mac OS  | 168   |
| Other   | 591   |

| <b>Total Annual Revenues of Entire Organization - \$25/M</b> |       |
|--|-------|
| Over \$40 Billion  | 1,511 |
| \$30 Billion to \$40 Billion                                 | 719   |
| \$15 Billion to \$29.9 Billion                               | 1,117 |
| \$10 Billion to \$14.9 Billion                               | 803   |
| \$5 Billion to \$9.9 Billion                                 | 1,483 |
| \$1 Billion to \$4.9 Billion                                 | 2,113 |
| \$501 Million to \$999 Million                               | 1,204 |
| \$101 Million to \$500 Million                               | 1,960 |
| \$50 Million to \$100 Million                                | 1,356 |
| Under \$50 Million   | 2,753 |

| <b>Total Annual Amount of Technology Products and Services Currently Involved In Purchasing for All Locations Of Organization - \$30/M</b> |  |
|--|--|
| <b>Technology Products and Services</b>  |  |
| E-Commerce   |  |
| Telecommunications   |  |
| Computer Systems   |  |
| Wireless   |  |
| Software   |  |
| Services   |  |
| Storage  |  |
| Security   |  |
| Peripherals  |  |
| <b>Dollar Value</b>  |  |
| \$250 million or more  |  |
| \$150 to \$249.9 million   |  |
| \$100 to \$149.9 million   |  |
| \$50 to \$99.9 million   |  |
| \$10 to \$49.9 million   |  |
| \$1 to \$9.9 million   |  |
| \$500,000 to \$999,999   |  |
| \$250,000 to \$499,999   |  |
| \$100,000 to \$249,999   |  |
| \$50,000 to \$99,999   |  |
| \$25,000 to \$49,999   |  |
| Under \$25,000   |  |
| Please call your Account Representative for counts.  |  |

| Products and Services Helps Acquire Through Approval,<br>Planning, Recommendation or Specification - \$40/M |       |
|---|-------|
| Application Development Software  | 4,370 |
| Backup/Disaster Recovery Hardware   | 5,457 |
| Backup/Disaster Recovery Software   | 5,073 |
| Bridges/Routers/Gateways/Hubs   | 5,127 |
| Business Intelligence/Data Mining   | 3,848 |
| Consulting Services/Outsourcing: Domestic   | 4,325 |
| Consulting Services/Outsourcing: Off-Shore  | 2,227 |
| CRM Software  | 3,687 |
| Database Management Software  | 5,488 |
| Data Storage Products   | 5,065 |
| Desktop Security Hardware   | 5,265 |
| Desktop Security Software   | 5,402 |
| Desktop Systems   | 6,915 |
| E-Business Consulting Services  | 2,447 |
| EDI   | 2,877 |
| Electronic Commerce Tools   | 3,242 |
| Email/Groupware   | 4,778 |
| Encryption Software/Firewalls   | 5,184 |
| Enterprise Application Integration  | 3,480 |
| Enterprise Portals  | 237   |
| ERP Software  | 3,858 |
| Handheld PCs/PDAs   | 5,254 |
| Imaging/Document Management   | 428   |
| Java  | 444   |
| Knowledge Management  | 4,066 |
| LAN/WAN Hardware  | 5,375 |
| Laptop/Notebooks  | 6,649 |
| Mainframe/Midrange Application Software   | 3,429 |
| Mainframes  | 3,033 |
| Marketing/Sales Automation  | 2,687 |
| Midrange Computers  | 4,181 |
| Modems/Multiplexers   | 4,345 |
| Network Management Systems  | 4,557 |
| Network Operations Systems  | 4,984 |
| Network Security Hardware   | 5,686 |
| Network Security Software   | 5,464 |
| Network Servers (File, Web, Database)   | 6,395 |
| Operating Systems   | 4,048 |
| PC/Workstation Software   | 5,996 |
| Personal Productivity   | 3,206 |
| Printers  | 5,261 |
| Search Tools/Engines  | 3,758 |
| Software Storage  | 4,082 |
| Supply Chain Management   | 2,583 |
| Video Conferencing/Webcasting   | 3,502 |
| Web Authoring Tools   | 4,067 |
| Web Services  | 4,124 |
| Wireless LAN/WAN  | 4,405 |
| Master Data Management  | 906   |
| Ajax  | 523   |
| Virtualization  | 1,379 |
| Universal Communication   | 474   |
| Identity/Access Management Software   | 3,177 |
| SOA Software  | 1,826 |

| Security Products, Systems and/or Services<br>Recommend, Specify or Buy - \$40/M |       |
|--|-------|
| Access Control/Components/Equipment  | 5,991 |
| Alarms/Burglar Electronics Systems   | 3,104 |
| Antivirus Software   | 5,203 |
| Audit Software   | 3,745 |
| Biometrics   | 3,692 |
| CCTV Systems & Surveillance  | 3,126 |
| Certificate Authorities  | 3,757 |
| Consulting Services/Outsourcing Domestic   | 4,443 |
| Crypto Accelerators  | 2,080 |
| Digital Forensics  | 2,492 |
| Disaster Recovery/Business Continuity  | 4,413 |
| Email Scanning   | 4593  |
| Encryption Software/Firewalls  | 5,286 |
| Enterprise Security Management   | 4,259 |
| Executive Recruitment  | 1,394 |
| Facilities Systems   | 2,828 |
| Fire Protection/Detection/Controls   | 2,758 |
| Firewall/VPN Appliances  | 6,198 |
| Firewall Software  | 5,035 |
| Host/Legacy Single Sign-On   | 2,622 |
| Host Vulnerability Assessment  | 3,676 |
| IDS Appliances   | 4,132 |
| Integrated Systems/Monitoring Equipment  | 3,158 |
| Intrusion Detection Systems  | 6,037 |
| Managed Security Services  | 3,456 |
| Managed VPNs   | 2,481 |
| Network Vulnerability Assessment   | 4,075 |
| Outside Audit Services   | 2,214 |
| Penetration Testing  | 3,707 |
| Perimeter Security   | 2,893 |
| Provisioning   | 2,388 |
| Secure Email   | 4,555 |
| Security Hardware VPNs   | 5,244 |
| Security Software VPNs   | 4,812 |
| Smart Cards  | 4,391 |
| Tokens   | 3,507 |
| Training/Education   | 4,040 |
| Web Filtering  | 4,108 |
| Web Single Sign-On   | 3,535 |
| Wireless/Mobile Security   | 4,518 |

| Products Planned to Purchase - \$40/M |       |
|---------------------------------------|-------|
| Computer Hardware                     | 3,643 |
| Networking Equipment                  | 3,068 |
| Telecom Equipment                     | 2,294 |
| Storage Systems                       | 2,654 |
| Outsourced IT Services                | 1,994 |
| Application Software                  | 2,379 |
| Security Software                     | 2,999 |
| Wireless/Mobility Solutions           | 1,828 |

# InfoWorld Telemarketing

Telemarketing Offers

Count: 149,628

Price: \$325/M

Source: Online Community

Updated: Quarterly

Minimum Order: 5,000 Names

List Type: Telemarketing

Last Update: 12/09

## Profile

InfoWorld – How Technology Drives Business.

InfoWorld is the leading source of information on emerging technologies and is the only brand that explains to senior technology decision makers how these technologies work and how they can use them to drive their business.

InfoWorld Audience:

- 37% - IT Management
- 37% - Business Management
- 26% - IT Professional (Staff/Developer/Integrator)
  
- 90% - Rely on InfoWorld for purchase decisions
- 6 out of 10 - Visitors consider themselves innovators or early adopters
  
- 67% - Visitors identify products or technology requirements for their company
- 60% - Evaluate products, brands and services for their enterprise

Source: InfoWorld Profile Study, October 2007.

InfoWorld Telemarketing contains IT decision-makers who architect and implement new technology platforms - virtualization, enterprise data protection, SOA - in real world environments. They trust InfoWorld because for over 30 years it has been reporting on the cutting edge of business technology.

## Multi-Channel Base Rate

### CPM

|                                 |         |
|---------------------------------|---------|
| Telemarketing and Postal Offers | \$555/M |
| Telemarketing and Email Offers  | \$605/M |

## Demographic Selects

### CPM

|                                       |        |
|---------------------------------------|--------|
| Geographic                            | \$15/M |
| Home/Business Address                 | \$15/M |
| Industry                              | \$25/M |
| Job Title                             | \$25/M |
| Job Function                          | \$25/M |
| Number of Employees                   | \$25/M |
| Involvement with Strategic Technology | \$25/M |
| Amount of Computer Products Buys      | \$30/M |
| Operating Systems Used or Planned     | \$30/M |
| Involvement in IT Products/Services   | \$40/M |
| Involvement in Software/Services      | \$40/M |
| Involvement in Hardware/Peripherals   | \$40/M |
| Involvement in Products/Technologies  | \$40/M |

## Media Output Formats

|            |        |
|------------|--------|
| Key Coding | N/C    |
| Email      | \$50/F |
| FTP        | \$50/F |

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**InfoWorld Telemarketing**

**Demographic Selects as of 12/09**

|  |
|--|
| <b>Total Amount of Products and Services Subscriber Buys, Specifies, Recommends or Approves The Purchase of in a Year - \$30/M</b> |
| <b>Can choose from:</b>  |
| <b>A) For this Location</b>  |
| <b>B) For other Locations</b>  |
| <b>Product Category</b>  |
| Large Systems  |
| Client Computers   |
| Networking/Telecom (including Servers)   |
| Wireless   |
| Storage  |
| Peripheral Equipment   |
| Software   |
| Service/Support/Outsourcing  |
| \$100 million or more  |
| \$50,000,000 to \$99,999,999   |
| \$30,000,000 to \$49,999,999   |
| \$20,000,000 to \$29,999,999   |
| \$10,000,000 to \$19,999,999   |
| \$5,000,000 to \$9,999,999   |
| \$2,500,000 to \$4,999,999   |
| \$1,000,000 to \$2,499,999   |
| \$600,000 to \$999,999   |
| \$400,000 to \$599,999   |
| \$100,000 to \$399,999   |
| \$50,000 to \$99,999   |
| Less than \$49,999   |
|  |

|   |
|---|
| <b>Job Title - \$25/M</b>                       |
| CIO, CTO, CSO                                   |
| Executive Vice President, Senior Vice President |
| Vice President                                  |
| Director  |
| Manager   |
| Supervisor                                      |
| Systems Integrator                              |
| Technical Consultant                            |
| CEO, COO, Chairman, President                   |
| CFO, Controller, Treasurer                      |
| Executive VP, Senior VP, VP, GM                 |
| Director, Manager                               |
| Other Corporate, Business Manager               |
| Consultant (Non-Technical)                      |
| IT Staff  |
| Non-Manager                                     |

|  |
|--|
| <b>Job Function - \$25/M</b>                   |
| Executive IT (CIO/CTO/CSO/EVP/SVP/VP)          |
| IT Management (Director/Manager)               |
| Network/Systems Management                     |
| R&D Management                                 |
| Web-Based Business                             |
| Applications Development                       |
| Systems Engineering                            |
| Programming/Systems Analyst/Architect          |
| Telecommunications                             |
| Consultant/Integrator                          |
| Other IT Management                            |
| Corporate Management (CEO/COO/President/GM/VP) |
| Finance Management (CFO/Controller/Treasurer)  |
| Sales/Marketing                                |
| Human Resources/Training/Education             |
| Legal/Compliance                               |

|                                     |
|-------------------------------------|
| Other Management                    |
| IT Staff/Technical Support          |
| Non-Technical Consultant/Integrator |

|   |
|---|
| <b>Operating Systems Used or Planned at Location - \$30/M</b> |
| Windows XP  |
| Other Windows   |
| Mac   |
| Linux/Unix/Solaris  |
| Windows 2000  |
| Windows 2003  |
| Windows NT  |
| Windows 95/98   |
| Windows CE  |
| Mac OS  |
| Solaris   |
| Unix  |
| Linux   |
| MVS, VMS, ESA   |
| VM  |
| OS 400  |
| Netware   |
| Palm OS   |
| Other   |

|   |
|---|
| <b>Involved in Buying, Specifying, Recommending, Or Approving the Following IT Products/Services - \$40/M</b> |
| Service Oriented Architecture   |
| Virtualization Oriented Architecture  |
| Open Source Technologies  |
| Risk Management   |
| Customer Relationship Management  |
| Enterprise Resource Planning  |
| Business Process Management/Outsourcing   |
| Business Intelligence/Data Mining   |
| Financials/Payroll/Billing  |
| Performance/Application Management  |
| Other Software  |
| Networking  |
| Web Services  |
| Content Management  |
| Network and Systems Management  |
| VoIP (Voice Over IP)  |
| Telecommunications  |
| Wireless  |
| Remote Access   |
| Web/Video Conferencing  |
| Storage   |
| Storage Virtualization  |
| Disaster Recovery   |
| Security  |
| Anti-Virus/Content Filtering  |
| Firewall  |
| VPN   |
| Identity Management   |
| Authentication/Authorization  |
| Intrusion Detection & Prevention  |
| Encryption  |
| Other IT Products/Technologies  |
| Server Virtualization   |
| Servers   |
| Multi-Core Processors   |
| Notebooks/Laptops   |
| Mobile Data Center Devices  |
| PDAs/Handhelds/Pocket PC/Wireless   |

|                            |
|----------------------------|
| Flat Panel Displays        |
| Printers                   |
| Other Hardware/Peripherals |

| <b>Involved with Company's Strategic Technology Initiatives - \$25/M</b> |
|--|
| Integrate Technology with Company Goals                                  |
| Define Architecture  |
| Choose Technology Platforms  |
| Develop Technology Integration Strategy                                  |
| Test, Pilot, Implement Emerging Technologies                             |
| Scalability Planning   |
| Build, Run Web Services  |
| Internet/Network Infrastructure  |
| Customer Relationship Management   |
| External Partnership Management  |
| Budgeting  |
| Recruitment & Retention  |
| Other  |

| <b>Industry - \$25/M</b>                                       |
|--|
| Advertising/Marketing/PR/Media (Publishing, Broadcast, Online) |
| Aerospace/Defense Contractor                                   |
| Agriculture/Forestry/Fisheries                                 |
| Business Services/Consultant                                   |
| Construction/Architecture/Engineering                          |
| Education  |
| Finance/Banking/Accounting                                     |
| Government - Federal (Including Military)                      |
| Government - State/Local                                       |
| Healthcare/Medical/Pharmaceutical/Bio-Tech                     |
| Insurance/Real Estate/Legal                                    |
| Manufacturing & Process Industries                             |
| Mining/Oil/Gas   |
| Retailer/Wholesaler/Distributor (Non-Computer)                 |
| Transportation/Utilities (Energy, Water, etc.)                 |
| Travel/Hospitality/Entertainment/Recreation                    |
| Other  |
| Communication Carriers (ISP, Telecomm, Data Comm, Cable)       |
| Computer/Network Consultant                                    |
| E-Commerce/Internet  |
| Retailer/Distributor/Wholesaler (Computer-Related)             |
| Manufacturing - Hardware/Software                              |
| Service Provider (MSP, BSP, ASP, ESP, Web Hosting)             |
| VAR/VAD/OEM  |
| Other  |

| <b>Number of Employees at Organization - \$25/M</b> |
|---|
| 20,000 or More                                      |
| 10,000 to 19,999                                    |
| 5,000 to 9,999                                      |
| 1,000 to 4,999                                      |
| 500 to 999  |
| 100 to 499  |
| 50 to 99  |
| Less than 49  |

| <b>Involved in Buying, Specifying, Recommending, or Approving the Following Software and/or Services - \$40/M</b> |
|---|
| Enterprise/E-Business Applications  |
| Supply Chain/Procurement  |
| Knowledge Management  |
| Collaborative Applications/Groupware  |
| Project Management  |
| Database Management Systems   |
| Manufacturing   |

|  |
|--|
| Asset Management/Software Distribution   |
| Other Enterprise/E-Business Applications |
| Integration Software                     |
| Business Process Management              |
| Legacy Application Integration Tools     |
| Other Integration Software               |
| Application Development Products         |
| Application Servers                      |
| Java/J2EE                                |
| .XML                                     |
| Testing Tools                            |
| Other Application Development Software   |
| Other Software                           |

| <b>Involved in Buying, Specifying, Recommending, or Approving The Following Hardware and/or Peripherals - \$40/M</b> |
|--|
| Hardware   |
| Mainframes   |
| PCs/Workstations   |
| Network Printers   |
| Other Monitors   |
| UPS (Uninterruptible Power Supply)   |
| Network Copiers  |
| Other Hardware/Peripherals   |

| <b>Involved in Buying, Specifying, Recommending, or Approving the Following Products or Technologies - \$40/M</b> |
|---|
| LAN/WAN   |
| Switches/Routers/Hubs   |
| Caching/Load Balancing  |
| Grid Computing  |
| On Demand Utility Computing   |
| Email   |
| Traffic Monitoring and Analysis   |
| Traffic Management/QoS  |
| Other Networking  |
| High-End/Enterprise Class Storage   |
| Network Attached Storage  |
| Storage Area Networks   |
| Storage Management Software   |
| IP Storage  |
| Direct Attached Storage   |
| Storage Backup  |
| Removable/Portable Storage  |
| Other Storage   |
| Other Security  |
| Internet/Intranet/Extranet  |
| Web Servers   |
| Web Application Development   |
| Web Performance Management/Monitoring   |
| Content/Document Management   |
| Other Internet/Intranet/Extranet  |

# NETWORKWORLD Telemarketing

Telemarketing Offers

Count: 151,488

Price: \$325/M

Source: Qualified Print and Online

Updated: Quarterly

Minimum Order: 5,000 Names

List Type: Telemarketing

Last Update: 12/09

## Profile

Network World delivers the technology buyer's sweet spot - Network/IT Management.

Network World Audience:

- 85% Network/IT Management (CIO, IS, IT, CSO, VP & Consultant)
- 15% Corporate Management (CEO, COO, President, VP, Director)

Buys/Specifies IT Solutions:

- 85% Network/IT Management (CIO, IS, IT, CSO, VP & Consultant)
- 15% Corporate Management (CEO, COO, President, VP, Director)

Reach this targeted audience that maximizes your return on IT. They are 100% buy/specify audited and have the broadest purchase responsibility in the Network/IT market\*:

- 84% Applications/Software
- 65% Business Services
- 87% LANs/Internetworking
- 95% Security
- 95% Servers

\*Source: IntelliQuest 2007.

## Multi-Channel Base Rate

CPM

|                                 |         |
|---------------------------------|---------|
| Telemarketing and Postal Offers | \$555/M |
| Telemarketing and Email Offers  | \$605/M |

## Demographic Selects

CPM

|   |        |
|---|--------|
| Geographic                                | \$15/M |
| Home/Business Address                     | \$15/M |
| Organization's Industry/Function          | \$25/M |
| Primary Job Title                         | \$25/M |
| Primary Job Function                      | \$25/M |
| Responsibility/Involvement in Purchase    | \$25/M |
| Number of Employees                       | \$25/M |
| Total Budget                              | \$25/M |
| Purchase Involvement                      | \$30/M |
| Value of Technology Products and Services | \$30/M |
| Number of Sites Purchase Influence Over   | \$30/M |
| Number of Nodes Including Servers/Clients | \$30/M |
| Platforms Installed/Planned               | \$30/M |
| Hardware Platforms Installed/Planned      | \$30/M |
| Web/Security/LAN Purchase Involvement     | \$40/M |
| Servers/Systems/Peripherals Purchase      | \$40/M |
| Products/Services Purchasing Involvement  | \$40/M |

## Media Output Formats

|            |        |
|------------|--------|
| Key Coding | N/C    |
| Email      | \$50/F |
| FTP        | \$50/F |

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| Organization's Industry or Function - \$25/M                                 |
|--|
| Advertising/Marketing/Public Relations/Media (Publishing, Broadcast, Online) |
| Aerospace/Defense Contractor   |
| Agriculture/Forestry/Fisheries   |
| Business Services/Consultant   |
| Construction/Architecture/Engineering  |
| Education  |
| Finance/Banking/Accounting   |
| Government - Federal (Including Military)                                    |
| Government - State/Local   |
| Healthcare/Medical/Pharmaceutical/Bio-Tech                                   |
| Insurance/Real Estate/Legal  |
| Manufacturing & Process Industries   |
| Mining/Oil/Gas   |
| Retailer/Wholesaler/Distributor (Non-Computer)                               |
| Transportation/Utilities (Energy, Water, etc.)                               |
| Travel/Hospitality/Entertainment/Recreation                                  |
| Other (Non-Technical)  |
| Communication Carriers (ISP, Telecomm, Data Comm, Cable)                     |
| Computer/Network Consultant  |
| E-Commerce/Internet  |
| Retailer/Wholesaler/Distributor (Computer Related)                           |
| Manufacturing - Hardware/Software  |
| Service Provider (MSP, BSP, ASP, ESP, Web Hosting)                           |
| VAR/VAD/OEM  |
| Other (Technical)  |

| Primary Job Title - \$25/M                                      |
|---|
| CIO/CTO/CSO   |
| Executive Vice Presiden, Senior Vice President                  |
| Vice President  |
| Director  |
| Manager   |
| Supervisor  |
| Systems Integrator  |
| Technical Consultant  |
| CEO/COO/Chairman/President                                      |
| CFO/Controller/Treasurer  |
| Executive Vice President, Senior Vice President, Vice President |
| General Manager   |
| Director, Manager   |
| Other Corporate, Business Manager                               |
| Consultant (Non-Technical)                                      |
| IT Staff  |
| Non-Manager   |

| Primary Job Function - \$25/M                  |
|--|
| Executive IT (CIO/CTO/CSO/EVP/SVP/VP)          |
| IT Management (Director/Manager)               |
| Network/Systems Management                     |
| R&D Management                                 |
| Web-Based Business                             |
| Applications Development                       |
| Systems Engineering                            |
| Programming/Systems Analyst/Architect          |
| Telecommunications                             |
| Consultant/Integrator                          |
| Other IT Management                            |
| Corporate Management (CEO/COO/President/GM/VP) |
| Finance Management (CFO/Controller/Treasurer)  |
| Sales/Marketing                                |
| Human Resources/Training/Education             |
| Legal/Compliance                               |
| IT Staff/Technical Support                     |
| Non-Technical Consultant/Integrator            |
| Security Compliance                            |
| Data Center Management                         |
| Other Management                               |
| None of the Above                              |

| Estimated Value of Technology Products and Services That Subscriber Helps Influence the Purchase of Annually For this Location and for all Other Locations - \$30/M |                        |
|---|------------------------|
| <b>A) Estimated Value for this Location</b>   |                        |
| <b>B) Estimated Value for all Other Locations</b>   |                        |
| \$100 Million or more   | \$1 to \$9.9 Million   |
| \$50 to \$99.9 Million  | \$100,000 to \$999,999 |
| \$25 to \$49.9 Million  | \$50,000 to \$99,999   |
| \$10 to \$24.9 Million  | Under \$50,000         |
| <b>C) Product Category</b>  |                        |
| Large Systems (Mainframes/Minis)  |                        |
| Desktops (Micros/Laptops/Workstations)  |                        |
| Mobile/Wireless/Remote Access   |                        |
| Servers   |                        |
| WAN Equipment   |                        |
| WAN/Carrier Services  |                        |
| Internet/Web/E-Commerce/Intranet/Extranet   |                        |
| LANs/Internetworking (including Routers, Switches)  |                        |
| Storage   |                        |
| Peripherals (including Printers)  |                        |
| Applications/Other Software (including OS, DB, etc.)  |                        |
| Services/Support Services   |                        |
| Security  |                        |

| Number of Sites for Which Subscriber Has Purchasing Influence - \$30/M |
|--|
| 100 or more  |
| 50 to 99   |
| 20 to 49   |
| 10 to 19   |
| 2 to 9   |
| 1  |
| None   |

| Number of Nodes Installed/Planned in Entire Organization (Including Servers/Clients) - \$30/M |
|---|
| 100,000 or more   |
| 50,000 to 99,999  |
| 10,000 to 49,999  |
| 1,000 to 9,999  |
| 100 to 999  |
| 50 to 99  |
| 10 to 49  |
| 1 to 9  |

| Level of Responsibility and Involvement in Selecting And Buying Networking Products and Services - \$25/M |
|---|
| <b>A) Scope - Corporate/Enterprise</b>  |
| Entire Enterprise/Multiple Enterprises  |
| Multinational Enterprise  |
| Division/Multiple Divisions   |
| Department/Multiple Departments   |
| None  |
| <b>B) Involvement</b>   |
| Determine the Business Needs  |
| Create the Network/IT Strategy or Determine the Technology Solution                                       |
| Create the Short List of Products/Vendors to Review   |
| Recommend/Specify Brands/Vendors for Purchase   |
| Authorize/Approve Purchase of the Solution  |
| None  |

| Number of Employees at Entire Organization - \$25/M |
|---|
| 20,000 or more                                      |
| 10,000 to 19,999                                    |
| 5,000 to 9,999                                      |
| 1,000 to 4,999                                      |
| 500 to 999  |
| 100 to 499  |

50 to 99

Less than 50

**Total Budget of Entire Organization - \$25/M**

\$1 Billion or more

\$500 to \$999.9 Million

\$100 to \$499.9 Million

\$50 to \$99.9 Million

\$10 to \$49.9 Million

\$1 to \$9.9 Million

\$500,000 to \$999,999

\$250,000 to \$499,999

\$100,000 to \$249,999

Under \$100,000

**Web/Security/LAN/Internetworking/Wireless/Mobile/  
WAN Equipment/Carrier Services Currently  
Involved in Purchasing or Plan To Purchase - \$40/M**

**Network Infrastructure**

Firewalls/Application Firewalls

Anti-Virus/Spam/Spyware Tools

Identity Management/Authentication/Authorization Tools

Intrusion Detection/Prevention

VPN

Network Access Control

High Speed Ethernet/Ethernet Switches

Wireless LAN (includes 802.11, Wi-Fi)

Routers

Cell Phones/PDAs

IP PBX/PBX (VoIP)

Video Conferencing

Route Optimization/WAN Compression

Remote Access/Radius Servers

Frame/T1-3/OC3-12/ISP/Data Net Services

Managed Services (VPN/VoIP/Security Services)

Other Network Infrastructure

**Computing Infrastructure**

Laptops/Desktops

Servers

Visualization Tools

Network Attached Storage (NAS)

Storage Area Networks (SANS)

Compliance Tools

Printers/Network Printers/Copier (Hybrids)

Web/E-Commerce Tools

Other Computing Infrastructure

**Software/Applications**

CRM/SCM/Sales Automation

Enterprise Resource Planning (ERP)

Business Intelligence

SOA Tools

Email/Groupware

Database Management Systems (DBMS)

Network/Systems Management

Other Software/Applications

**1 (Currently Involved) 2 (Plan to Purchase) 3 (Both)**

Web Servers/Software

Web Traffic Management/Acceleration/Caching/Load Balancing

Electronic Commerce Tools

Web Development Tools/Content Management

Web Hosting Services

Web Security

Other Web

Encryption/Biometrics

Disaster Recovery/Business Continuity

Patch Management

Security Audit Tools/Services

Other Security

Storage Backup (Optical, Disk, Tape, RAID)

Storage Resource Management/Storage Virtualization

Other LAN/Internetworking

Wireless/Cell Phones

|                                       |
|---------------------------------------|
| PDAs/Integrated PDA Phone/3G Handsets |
| Other Remote/Wireless                 |
| Bandwidth Managers/Shaping/QOS Tools  |
| Optical Networks/Switches             |
| Modems/Cable Modems                   |
| Diagnostic/Test Equipment             |
| Call Center Tools                     |
| Other WAN Equipment/Services          |
| Internet Access Service/ISP           |
| Private Lines                         |
| Frame Relay Services                  |
| DSL/Broadband/Cable                   |
| T-1/T-3 Services                      |
| Wi-Fi/Wireless Data                   |
| Metro Ethernet/LAN Extension Services |
| OC-3/OC-12/Wavelength Services        |
| VPN Services                          |
| Other Carrier Services                |

|  |
|--|
| <b>Servers/Systems/Peripherals/Software/Applications/<br/>Business Services Currently Involved/Plan to Purchase - \$40/M</b> |
| <b>1 (Currently Involved) 2 (Plan to Purchase) 3 (Both)</b>  |
| <b>Servers/Systems/Peripherals</b>   |
| Intel-Based Servers  |
| Risc-Based Servers   |
| High-End Servers/Mainframes  |
| Blade Servers  |
| Printers/Network Printers/Copiers (Hybrids)  |
| Enclosures/Racks/Furniture   |
| KVM Switches   |
| Monitors/Flat Panel Displays   |
| Other Computer/Peripherals   |
| <b>Software/Applications</b>   |
| Supply Chain Management/RFID   |
| Application Servers/Middleware   |
| Email/Unified Messaging  |
| Groupware/Collaboration  |
| Enterprise Content Management (ECM) Document Management/<br>Imaging  |
| Directory Services   |
| Applications Development Tools/Java/.Net   |
| Application/Performance Management   |
| Network/Systems Management   |
| Other Software/Applications  |
| <b>Business Services</b>   |
| ASP/MSP/SSP Services   |
| Systems Integration/Consulting   |
| Education/Training Services  |
| Grid/Utility/On-Demand Computing   |
| Outsourcing/Other Services   |

|   |
|---|
| <b>Platforms (OS/Environments/Protocols)<br/>Currently Installed/Planned - \$30/M</b> |
| Windows Server OS (NT, XP, 2000, 98, 95, ME)  |
| Windows Desktop OS (NT, XP, 2000, 98, 95, ME)   |
| Novell (NetWare 6.X, 5.X, 4.X, 3.X, 2.X)  |
| Linux   |
| Unix  |
| Solaris   |
| IBM MVS/VM/VSE/ESA  |
| OS/400  |
| Macintosh   |
| Palm OS/Windows CE/Symbian  |
| TCP/IP  |
| 10/100/1000 Ethernet  |
| Other Operating Systems   |

| Hardware Platforms Installed/Plan to Install - \$30/M |
|---|
| Servers/Workstations/Desktops/Laptops                 |
| IBM   |
| HP/Compaq   |
| Unisys  |
| Sun Microsystems                                      |
| Dell  |
| Gateway   |
| Fujitsu   |
| Toshiba   |
| Sony  |
| Apple   |
| Samsung   |
| Other   |

| Purchase Involvement - \$30/M           |
|---|
| Authorize/Approve Purchase              |
| Evaluate/Recommend Products, Brands     |
| Specify Features/Technical Requirements |
| Determine Need to Purchase              |
| Create IT Strategy                      |

| Products/Services Purchasing Involvement - \$40/M |
|---|
| High-End Server/Mainframes                        |
| Servers/Blade Servers                             |
| Desktops/Laptops/Tablets                          |
| Cell Phones/PDAs/Smart Phones                     |
| Virtualization Solutions                          |
| Network/Systems Management                        |
| Printers/Network Printer/Copiers                  |
| Network Attached Storage/SANS                     |
| Storage Virtualization                            |
| Storage Backup (Optical, Disk, Tape)              |
| Virtual Tape                                      |
| ERP/CRM/SCM/Sales Automation                      |
| Business Intelligence                             |
| Email/Unified Messaging                           |
| Software Appliances                               |
| Application Servers/Middleware                    |
| Application Development Tools/Java                |
| Application Performance Management                |
| Database Management                               |
| Mobile Applications/Mobility Management           |
| Web/E-Commerce Tools                              |
| Other Software Applications                       |
| Bandwidth Managers/QOS Tools                      |
| IP PBX/PBX (VoIP)                                 |
| Wireless LAN (802.11/WiFi)                        |
| Remote Access/RADIUS Servers                      |
| Web Services/SOA                                  |
| Web Traffic Management/Acceleration               |
| Disaster Recovery/Business Continuity             |
| Switches  |
| Other Network Equipment                           |
| Firewalls/Application Firewalls                   |

|                                       |
|---------------------------------------|
| Anti-Virus/Spam/Spyware Tools         |
| Identity Management/Authentication    |
| Intrusion Detection/Prevention        |
| Encryption/Biometrics                 |
| VPN                                   |
| Network Access Control                |
| Managed Services (VPN/VoIP/Security)  |
| Web Hosting Services                  |
| Metro Ethernet/LAN Extension Services |
| Software as a Service                 |
| WiFi/Wireless Data                    |
| Carrier Services                      |
| Outsourcing/Other Services            |