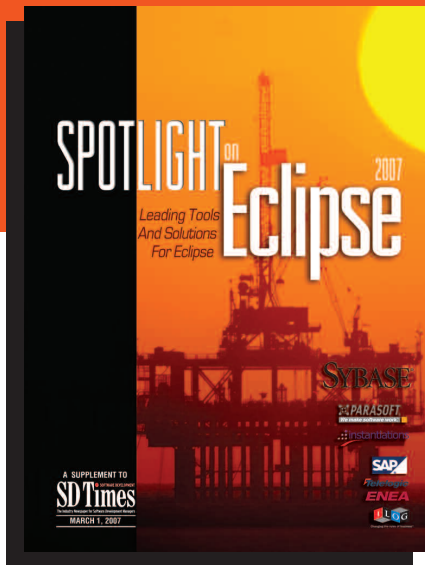


Announcing a Special Supplement to SD Times!



Spotlight on Eclipse 2007 Leading Tools and Solutions for Eclipse

"Spotlight on Eclipse 2007" will be a stand-alone magazine-sized Supplement to the March 1, 2007 issue of SD Times. The 40–48 page Supplement will have a cover printed on heavy 70-pound Pubgloss 82 paper with interior pages printed on high-quality 60-pound Pubgloss 82 paper, and will be polybagged with the regular issue of SD Times.

EDITORIAL CONTENT

The 5-year-old Eclipse platform has reached a depth of technology and breadth of maturity, making it ideal for many enterprise development teams. The Eclipse Foundation — a coalition of many of the leading tools and platform makers — continues to drive the core IDE and toolchain forward, while expanding it into new areas with new functionality, better performance, tighter integration and outstanding third-party support.

Through technical white papers and vendor-sponsored custom profiles, the "Spotlight on Eclipse 2007" SD Times Supplement will highlight leading solutions and plug-ins that help solve customer challenges via the Eclipse framework.

Each vendor-sponsored profile in the Supplement will give vendors the unique opportunity to highlight their vision, products and services, and to show how their solutions complement the Eclipse toolchain today — and tomorrow.

The Supplement will open with an introduction by Alan Zeichick, Editorial Director of SD Times, and will be followed by company-sponsored profiles of Eclipse products and solutions, authored by an independent writer, as well as white papers contributed by sponsoring companies. While SD Times will manage the process, each sponsor will work with the independent writer and have an opportunity to review and approve its specific profile.

CIRCULATION AND EXTRA DISTRIBUTION

The "Spotlight on Eclipse 2007" Supplement will reach more than 60,000 SD Times subscribers, who include IT enterprise development managers, project leaders and software architects. It will also reach key conference attendees at EclipseCon 2007, the Eclipse Foundation's conference scheduled for March 5-8, 2007 at the Santa Clara Convention Center.

- Subscribers to the Print Edition of SD Times will receive the printed Supplement polybagged with the March 1, 2007 issue.
- Subscribers to the Digital Edition of SD Times will receive a special Digital e-mailing with the Supplement. The Digital Edition is delivered as a PDF that's identical in every way to the printed Supplement, with the addition that all company profiles, white papers and advertisements will be hotlinked to the sponsor's Web site.
- In early January, all SD Times News on Monday newsletter subscribers (78,000), as well as every subscriber to EclipseSource (35,000) will receive a special reminder message and link for downloading the Digital Edition of the Supplement.
- A link to the Digital Edition of the Supplement will be posted on the home page of sdtimes.com for two months.
- 2,000 extra copies of the printed Supplement will be distributed at the EclipseCon Conference in March 2007.

Spotlight on Eclipse 2005/2006 Sponsors Formed a "Who's Who" in Eclipse!

Accelerated Technologies	DDC-I	ILOG	mFoundry	Spectrum Software
Actuate	ENEA	Innoopract	NEON Systems	Sybase
Agitar	Enerjy	Instantiations	OSGI Alliance	Telelogic
Altova	Exadel	Intel	Parasoft	TimeSys
Aonix	Genuitec	Ivis Technologies	Perforce	Wind River
AvantSoft	Hewlett-Packard	M1 Global	Real-Time Innovations	
Catalyst Systems	IBM	M7 Corp.	SAP	

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SPONSORSHIPS AND RATES*

Exclusive Diamond Sponsor — \$21,895 (one only)

- Six pages in Supplement, consisting of a two-page exclusive CEO Perspective (written by sponsor) and a two-page white paper (provided as ready-to-publish advertising materials). This will be followed by a two-page spread featuring a one-page SD Times-written profile of the Sponsor and facing one-page ad (one page each)
- Placement of profile and facing ad as first sponsor in the Eclipse Solutions Leaders section of the Supplement
- Logo on Supplement cover identified as Diamond Sponsor
- Identified as Diamond Sponsor in the e-mail that announces the Digital Edition of the Supplement
- Additional advertisements in the Supplement on Back Cover
- Two Gold sponsorships in the EclipseSource newsletter, to be used in Spring 2007

Platinum Sponsorship — \$12,395

- Four pages in Supplement, consisting of a two-page white paper (provided as ready-to-publish advertising materials) plus a two-page spread featuring a one-page SD Times-written profile of the Sponsor and facing one-page ad (one page each)
- Placement of profile and facing ad in the Eclipse Solutions Leaders section of the Supplement
- Logo on Supplement cover identified as Platinum Sponsor
- Identified as a Platinum Sponsor in the e-mail that announces the Digital Edition of the Supplement
- One Gold sponsorship in the EclipseSource newsletter, to be used in Spring 2007

Gold Spread Package — \$6,795 (one only for each section)

- Two-page spread featuring a one-page SD Times-written profile of the Sponsor and facing one-page ad in the Supplement
- Placement as first sponsor of appropriate section of the Supplement
- Logo on Supplement cover identified as Gold Sponsor
- Identified as Gold Sponsor in the e-mail that carries the Digital Edition of the Supplement
- One Silver sponsorship in the EclipseSource newsletter, to be used in Spring 2007

Silver Spread Package — \$4,895

- Two-page spread featuring a one-page SD Times-written profile of the Sponsor and facing one-page ad in the appropriate section of the Supplement

Bronze Package — \$3,195

- One page featuring a half-page SD Times-written profile of the Sponsor and a half-page ad in the appropriate section of the Supplement

*All prices are net and include 4-color and agency discounts.

DIMENSIONS AND REQUIREMENTS

For Advertisements and White Papers

We require digital files. Acceptable formats are: Photoshop TIFF, 300 dpi, CMYK. We also accept Illustrator 8.0 EPS files, with fonts converted to outlines. Any placed images should be at 100%. Do not submit native files, such as Quark, PageMaker, InDesign, Microsoft Word or OpenOffice/StarOffice. 300 dpi, CMYK. Please do not submit PDF, TIFF-IT or native files.

Full-Page Trim Size: 8" x 10 7/8"

Bleed Size: 8 1/4" x 11 1/8"

Half-Page Horizontal: 7 1/4" x 4 5/8"

Bleed Size: 8 1/4" x 5 1/8"

Half-Page Vertical: 3 1/8" x 10 1/8"

Bleed Size: 3 5/8" x 11 1/8"

On bleed ads, please keep live matter 3/8" from edge.



The profiles in the Supplement will be organized into these special sections:

Eclipse Solutions Leaders (for Diamond & Platinum Sponsors)

Application Servers & Runtimes	Process & Project Management
Components	Profiling & Performance Management
Database Development	Productivity Tools
Eclipse Developer Suites	Rich Client Development
Editors & Development Environments	SCM & Build Tools
Embedded Development Tools	Source Management
Languages & Compilers	Test/QA Tools
Mobile Development Tools	User Interface Solutions
Modeling Solutions	Web Development Solutions
Packaging & Deployment	

Additional sections may be added, as appropriate.

COMPANY PROFILE:

The right-hand page is a profile of your company's Eclipse-based solution, written by an independent writer commissioned by SD Times. We will require a publication-quality logo and a picture of the company principal or spokesperson. The profile can incorporate a screen shot, product photograph or picture of company headquarters, if it is submitted by the materials deadline. The second (left-hand) page is for your advertisement. The profile/ad spreads are positioned in the chosen section of the Supplement, led by the Gold sponsorship profile, followed by the Silver sponsors in the order of signed insertion order received.

DEADLINES:

Reservations Deadline: January 11, 2007

White Paper Materials Deadline: January 18, 2007

Ad Page Materials Deadline: January 18, 2007

DIMENSIONS AND REQUIREMENTS FOR PROFILE ARTWORK

Web-resolution artwork does not have the proper resolution for a printed supplement. Screen shots should be sent to us as native unaltered bits, in BMP or TIFF formats. Head shots or other non-screen-shot artwork should be sent as megapixel resolution TIFF or JPEG files. For pictures of people, professional photographs of the subject are preferred but are not required. Please do not edit or alter the photographs or screen shots using Photoshop or another image editing product. Instead, send us the unaltered, uncropped digital image.

**Call your sales manager to reserve your position today, or contact
Publisher Ted Bahr at +1-631-421-4158 x101 or ted@bzmedia.com.**