Announcing a Special Supplement To SD Times!

Spotlight on Eclipse 2006
Leading Tools and Solutions for Eclipse

"Spotlight on Eclipse 2006" will be a stand-alone magazine-sized Supplement to the January 1, 2006 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.

CONTENT

The Eclipse platform has become the tool set of choice for many enterprise IT and embedded development professionals. The open, extensible IDE and framework that constitute the open-source Eclipse tools platform let software professionals assemble a strong cross-platform tool chain, while offering you—the tools vendor—an opportunity to leverage Eclipse to emphasize your own special expertise and added value to the application development life cycle.

Indeed, it's add-on tools and technologies that round out the Eclipse platform into a full tool chain. But many development managers are confused: How does your solution fit into the tools platform?

SD Times will help. Through technical white papers and vendor-sponsored custom profiles, the "Spotlight on Eclipse 2006" 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 the respective vendors a unique opportunity to highlight their vision, products and services, and to show why their solutions complement the Eclipse tool chain today—and tomorrow.

The Supplement will open with an introduction by Alan Zeichick, Editor-in-Chief of SD Times. This intro will be followed by an article provided by The Eclipse Foundation that describes how the organization works with third-party solutions providers, such as your company, and how those commercial offerings add value to an Eclipse tool chain.

These opening articles will be followed by vendor-sponsored profiles of companies and their products, authored by an independent writer, as well as white papers contributed by sponsoring vendors. While SD Times will manage the process, each sponsor will work with the independent writer and will have an opportunity to review and approve the company's specific profile.
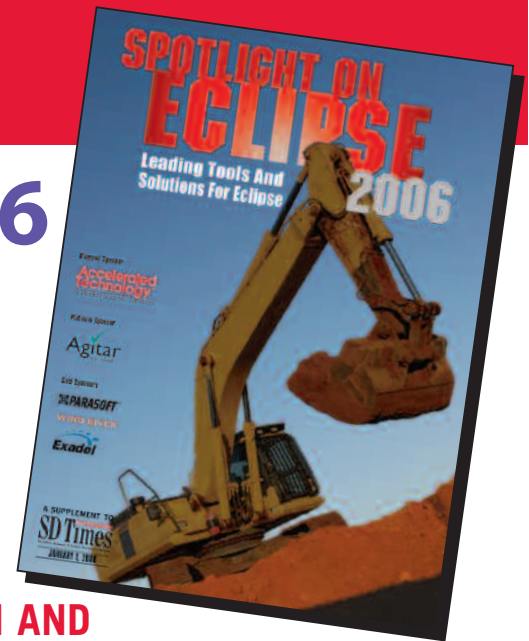
CIRCULATION AND EXTRA DISTRIBUTION

The "Spotlight on Eclipse" 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 2006, The Eclipse Foundation's conference scheduled for March 20-23 at the Santa Clara Convention Center.

• Subscribers to the Print edition of SD Times will receive the printed 40-48 page Supplement polybagged with the January 1, 2006 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 will receive a special reminder message and a 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 Print edition of the Supplement will be distributed at the EclipseCon Conference in March 2006.

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

Accelerated Technologies	Hewlett-Packard	OSGI Alliance
Agitar	IBM	Parasoft
Aonix	Innoopract	Perforce
Catalyst Systems	Instantiations	Real-Time Innovations
Enerjy	Intel	Spectrum Software
Exadel	M1 Global	Timesys
Genuitec	M7 Corp.	Wind River
	NEON Systems	

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SPONSORSHIPS AND RATES

Exclusive Diamond Sponsor — $18,895 (one only)
- Six pages in the Supplement, consisting of a two-page exclusive CEO Perspective (written by the 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 a facing one-page ad (one page each).
- Placement of the profile and facing ad as the first sponsor in the Supplement's Eclipse Solutions Leaders section.
- Company logo on the Supplement cover identified as the Diamond Sponsor.
- Identified as the Diamond Sponsor in the e-mail that carries the Digital edition of the Supplement.
- An additional advertisement on the Supplement's Back Cover.
- Two Gold Sponsorships in the EclipseSource newsletter, to be used in December 2005 or January 2006.

Platinum Sponsorship — $11,395
- Four pages in the 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 Sponsor profile and a facing one-page ad (one page each).
- Placement of the profile and facing ad in the Eclipse Solutions Leaders section of the Supplement.
- Company logo on the Supplement cover identified as a Platinum Sponsor.
- Identified as a Platinum Sponsor in the e-mail that carries the Digital edition of the Supplement.
- One Gold Sponsorship in the EclipseSource newsletter, to be used in December 2005 or January 2006.

Gold Sponsorship — $6,795 (one only for each section)
- A two-page spread, featuring a one-page SD Times-written profile of the Sponsor and a facing one-page ad in the Supplement.
- Placement as the first sponsor in the appropriate section of the Supplement.
- Company logo on the Supplement cover identified as a Gold Sponsor.
- Identified as a 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 December 2005 or January 2006.

Silver Spread Package — $4,895
- A two-page spread, featuring a one-page SD Times-written profile of the Sponsor and a facing one-page ad in the appropriate section of the supplement.

THE PROFILES IN THE SUPPLEMENT WILL BE ORGANIZED INTO THESE SPECIAL SECTIONS:*

Eclipse Solutions Leaders
(for Diamond and Platinum Sponsors)

Editors & Development Environments

Embedded Development Tools

Frameworks

Languages & Compilers

Modeling

Performance Management Tools

Productivity Tools

Source Management

Test/QA Tools

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: November 4, 2005
White Paper Materials Deadline: November 15, 2005
Ad Page Materials Deadline: November 15, 2005

DIMENSIONS AND REQUIREMENTS

For Advertisements and White Papers

We require digital files. Acceptable formats are: Advertisers placing full page ads only can submit a PDF X/1A compliant file. File must be to our exact mechanical requirements. We can also accept Illustrator CS eps files with fonts converted to outlines or any tif file at 300 dpi, CMYK. Any placed images should be at 100%, 300 dpi, CMYK. Please do not submit .pdf, TIFF-IT or native files. Fractional advertisements should be eps or tif 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.

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 Associate Publisher Charlie Shively at +1-508-893-0736, or cshively@bzmedia.com