

# Announcing a Special Supplement To SD Times!

## Spotlight on Eclipse Leading Tools and Solutions Within The Eclipse Environment

**“Spotlight on Eclipse” will be a stand-alone magazine-sized Supplement to the December 1, 2004, issue of SD Times. The 40-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 and will be polybagged with the regular issue of SD Times.**

### CONTENT

The Eclipse tools platform is rapidly becoming a de facto standard. The open, extensible IDE and framework that constitute the open-source Eclipse platform give enterprise developers the choice to assemble a strong cross-platform toolchain, while offering you — the tools vendor — an opportunity to offer solutions as a plug-in that emphasizes your own special expertise and added value to the applications development life cycle. But developers and development managers are confused: What is Eclipse, and 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” Supplement will explain what Eclipse is and how developers can use it, and will highlight leading solutions and plug-ins that help solve customer challenges via the Eclipse framework.

The vendor-sponsored profiles in the Supplement will give each vendor the unique opportunity to highlight its vision, products and services, and to show why its solutions complement the Eclipse toolchain today — and tomorrow.

The Supplement will open with an introduction by Alan Zeichick, editor-in-chief of SD Times. This will be followed by an article, authored by an expert in software development, that describes the scope and

vision of the Eclipse tools project and the unique possibilities that Eclipse has to offer.



Those opening features will be followed by vendor-sponsored profiles of companies and their products, authored by an independent writer, as well as white papers contributed by the vendor. 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” Supplement will reach more than 54,000 SD Times subscribers, who include IT software development managers, project leaders and software architects. It will also reach key conference attendees at EclipseCon.

- Subscribers to the Print Edition of SD Times will receive the printed 40-page Supplement polybagged with the December 1 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 December, all SD Times News on Monday newsletter subscribers (38,000) 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 January/February 2005.

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### SPONSORSHIPS AND RATES

#### Exclusive Diamond Sponsor — \$16,495 (one only)

- Six pages in Supplement, consisting of a two-page exclusive CEO Perspective (written by sponsor) and 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.
- Placement of profile and facing ad as first sponsor in the Supplement's Eclipse Solutions Leaders section
- Logo on Supplement cover identified as Diamond Sponsor
- Identified as Diamond Sponsor in the e-mail that carries the Digital Edition distribution of the Supplement
- Additional advertisement in the Supplement on back cover

#### Platinum Sponsorship — \$10,495

- Four pages in Supplement, consisting of two-page white paper (provided as ready-to-publish advertising materials) plus two-page spread featuring a one-page SD Times-written profile of the sponsor and facing one-page ad
- 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 carries the Digital Edition distribution of the Supplement

#### Gold Sponsorship — \$6,495 (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 of profile as first sponsor of appropriate section in 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

#### 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 — \$2,985

- 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

### 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%, 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 Horizontal: 7 1/4" x 4 5/8"    Bleed Size: 8 1/4" x 5 1/8"

Half 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)

Editors & Development Environments  
Embedded Development Tools  
Eclipse Components  
Frameworks  
Languages & Compilers  
Modeling  
Performance Management  
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: October 12, 2004  
White Paper Materials and  
Ad Page Materials: October 19, 2004

### 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.

Contact your sales manager to reserve your position today or publisher Ted Bahr at 631-421-4158 x101 or ted@bzmedia.com