

Research, Best Practices and Strategies for CIOs.



Media Kit 2007

Market Overview

Information technology has evolved to be the cornerstone of all business activity. Business strategy and technology solutions have become so intertwined that IT is now the driving force behind business success. Gone are the days when companies invested in technology just for technology's sake. Technology investments now need to create measurable payoffs to the bottom line.

As a result of this convergence, a new type of Chief Information Officer has emerged. These CIOs spend the majority of their time on business strategy, working hand-in-hand with business colleagues, not just supporting but actually driving business success.

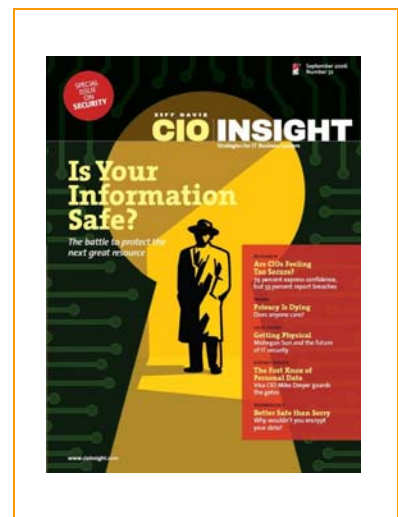
Today's CIOs need to be strategic thinkers, able to move beyond reactive and even responsive behavior. They need to be predictive, setting the technology agenda based on their understanding of where business and technology are moving. And they need to ensure that all technology investments are driven by business strategy and that IT is being used to ensure agility and innovation throughout the organization.

With the evolution of these strategic CIOs comes a whole new set of information needs and challenges. These leaders need:

- Techniques for aligning IT with business strategy
- Insight on communicating the business value of IT
- Ideas for leveraging technology for global business advantage
- Strategies that will create tangible business payoffs

These CIOs require new insight and perspective into what drives business success and what causes failures and setbacks. These executives are the final decision-makers responsible for the end results of the technology decisions and implementations; therefore, *CIO Insight*, a Ziff Davis Media publication, has become their information source of choice.

Every month, *CIO Insight* provides subscribers with cutting-edge IT business strategies, management techniques, peer and expert business and technology perspectives, proprietary research and analysis, and actionable tools – all designed to help subscribers achieve success. *CIO Insight* is clearly a must-read for today's CIO.



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Editorial

Mission:

CIO Insight provides strategic, thought-provoking research and analysis in a journal-like format that offers valuable insight to CIOs.

The publication focuses on strategy, technology, management and leadership, and examines how CIOs can use IT to help a company meet its strategic business objectives.

Its comprehensive yet concise articles are written by proven experts in their field or journalists who are well-versed in technology and management issues. Because of *CIO Insight's* elevated editorial approach, readers rely on each editorial section for the much-needed strategic insight about tomorrow's technology trends.

Editorial Sections:

Research	Monthly, proprietary, online research with IT executives about significant business and technology issues that concern them most.
Mid-Market	Monthly snapshot of the key issues and trends affecting CIOs in mid-market companies.
Expert Voices	Views/opinions of thought leaders that will help CIOs stay ahead of the curve.
Case Studies	In-depth examination of a company's strategy and the role of IT in leveraging technology to meet those business goals, with emphasis on decision-making, lessons learned and the business payoff.
Trends	Analysis of timely business, management or technology issues.
Strategic Technology	The strategic impact of emerging technologies, giving CIOs a real-world business context in which to make IT investments. A pullout Fact Sheet summarizes the key points for CIOs.
Columns	Provocative views from highly respected industry experts on business and IT trends that will impact organizations now and in the future.
Foreword	Upfront department including short and newsy articles, focusing on trends, opinions and strategies.

Editorial

Editorial Team:

John McCormick, Vice President and Editor-in-Chief, john.mccormick@ziffdavis.com

John joined the staff in the fall of 2006. He oversees the editorial for both *CIO Insight* and its sister publication, *Baseline*, where he is Editor-in-Chief. John has almost 20 years experience managing magazines. He was the editor of Ziff Davis's *Inter@ctive Week*, the editorial director at SIGS Publications, and the editor of both the print and online editions of CMP Media's *InformationWeek*. In 2005, he won the Jesse H. Neal Gold Award for Best Single Article. He was also a Neal finalist in the Best Single Article category in 2003. In addition, he has picked up close to a dozen ASBPE awards for his columns, features and case studies, including two top editorial prizes in 2006 – one for best company profile and one for best feature. Additionally, he has served as Editor-in-Chief of *InfoDaily*, and has appeared as an analyst on CNBC's Technology Edge program.

Eric Chabrow, Executive Editor, eric.charbrow@ziffdavis.com

Eric is a multimedia journalist. As a long-time editor at *InformationWeek*, Eric wrote and edited stories for the magazine as well as produced online blogs and audio and video podcasts. A prolific contributor to The News Show, an off-beat daily videocast, he served as its backup anchor. Eric was an editor on the team that developed Time Inc.'s teletext venture, a precursor to today's Internet news and information services. Earlier in his 35-year career, Eric taught journalistic writing at Bowling Green State University and worked for a number of daily newspapers, including an eight-year stint as business editor of the *Daily Record*, situated in the heart of New Jersey's Fortune 500 country.

Allan Alter, Executive Editor, allan.alter@ziffdavis.com

Allan has been with *CIO Insight* since its inception in 2001. He has covered information technology management, strategy and leadership for 20 years. Before joining the magazine, he was editor-in-chief and the director of new content development for the MIT *Sloan Management Review*. He has been a columnist and department editor at *Computerworld*, and special projects editor, senior editor and senior writer for *CIO*. Earlier, Alter was an associate editor for *Mass High Tech*. He has edited two books: *The Squandered Computer: Evaluating the Business Alignment of Business Technologies* and *Redesigning the Firm*.

Aileen Hengeveld, Art Director, aileen.hengeveld@ziffdavis.com

Aileen has more than 15 years of experience in graphic design. Since joining *CIO Insight* as art director two years ago, she has led the publication's overarching artistic presentation, and has been the mastermind behind several of award-winning layouts. Recent accolades for *CIO Insight* include: finalist for Folio's Best Feature Design (Spring 2006 issue), the ASBPE Gold Award for Best Information Graphics (March 2005 issue) and ASBPE Gold Award for Best Opening Spread (December 2004 issue). Hengeveld holds a B.A. from Brown University and an M.F.A. from the School of Visual Arts.

Editorial, cont'd

Edward Cone, Senior Writer, edward_cone@ziffdavis.com

Edward has worked as a contributing editor at *Wired*, a staff writer at *Forbes*, and a freelancer for a wide range of publications, including the *International Herald Tribune* and *Playboy*. He contributes an opinion column to his hometown newspaper, *the News & Record of Greensboro, NC*, and writes the popular weblog EdCone.com. A frequent speaker on blogging and related media, his *Baseline* magazine case study on the Howard Dean presidential campaign's use of the Internet won an ASPBE national award for excellence.

Debra D'Agostino, Online Editor, debra_d'agostino@ziffdavis.com

Debra D'Agostino was part of the original team that launched *CIO Insight* in May 2001, and has held several positions during her tenure, serving first as copy chief, then senior reporter, and currently as online editor, overseeing content and strategy for CIOInsight.com. Prior to joining Ziff Davis Media, her work focused largely on travel and leisure, and her articles have appeared in *Consumer Reports' Travel Letter*, *The Elite Traveler*, *Agenda New York*, *Travel Agent*, *Westchester*, *Wine Enthusiast* and *USA Today*, among others. At *CIO Insight*, she has twice been a finalist for American Business Media's Jesse H. Neal Award, and has received three national gold awards from the American Society of Business Publication Editors. She holds a bachelor of science in journalism from the Newhouse School at Syracuse University.

Columnists:

Larry Downes

Mr. Downes is a consultant, educator and speaker on developing business strategies in an age of constant change caused by information technology. He works with Fortune 500 businesses in a variety of industries, and serves on the advisory boards of several startups. He has held faculty appointments at both the University of Chicago Graduate School of Business and Northwestern University School of Law. He is the author of *The Strategy Machine: Building Your Business One Idea at a Time* and the co-author of *Unleashing the Killer App: Digital Strategies for Market Dominance*. Downes was Founding Director of Accenture's Center for Strategic Technology Research and a Principal in the Silicon Valley office of McKinsey & Co. He holds a B.A. from Northwestern University, and received his J.D. Magna Cum Laude from the University of Chicago, where he was a John M. Olin Fellow in Law & Economics and a member of the Law Review. He has written for a variety of publications, including *The Industry Standard*, *The American Banker*, *Business 2.0* and the *Harvard Journal of Law and Technology*.

John Parkinson

Mr. Parkinson has been a business and technology consultant for over 20 years, advising many of the world's leading companies on the issues associated with the effective use of business automation. Most recently he was chief technologist for the Americas at Capgemini. He has written and/or edited four books on information systems development, contributed more than 40 papers to conferences and journals, and spoken frequently at international meetings on such topics as innovation, e-commerce, knowledge management, emerging technologies and related topics. Mr. Parkinson is also a member of *CIO Insight's* advisory board.

Circulation

Circulation and Readership:

CIO Insight is the publication that CIOs turn to for strategic analysis and insight into successfully aligning technology and business strategies.

Providing this critical information has allowed *CIO Insight* to attract an exclusive audience of uniquely qualified CIOs who meet all of *CIO Insight's* stringent qualification criteria.

CIO Insight Subscriber Profile

IT Management: 94%

(CIO, CTO, CSO/CISO/CTA, VP in IT)

Corporate Management: 6%

(CEO/COO/CFO)

Influence Purchase Decisions:

55% of *CIO Insight* subscribers are personally responsible for between 81% and 100% of their organization's budget

Subscribers are responsible for their company's purchasing decisions. When making these decisions, they turn to *CIO Insight* to identify revenue opportunities and justify investments. Because subscribers are so engaged and act upon the editorial, *CIO Insight* is an ideal tool for marketers to influence purchasing decisions.

% Total Qualified Subscribers with Annual Budget for the following technology products and services:

Internet Software/Services	98%
Application Software	98%
Hardware Systems	98%
Networking/Telecommunications	98%
Storage	97%
Security	97%
Consulting/Outsourcing/Staffing	95%

Source: June 2006 BPA

Actionable Editorial and Passionate Subscribers

CIO Insight subscribers are involved in all stages of the buying process.

Recommend Final Products	75%
Evaluate Products and Create Short-list	65%
Approve Final Purchases	65%
Determine Features Needed	65%
Evaluate Technology Options for Purchase	62%
Recommend Final Brands	61%
Determine Need to Purchase	59%
Determine ROI	57%
Establish Budget for Purchasing IT Products	54%
Plan the Project	53%
Obtain Support For Purchasing IT Products	49%

CIO Insight subscribers are passionate about the publication – they rely on its editorial to help them align IT and business. 53% of subscribers say that *CIO Insight* is extremely valuable in helping them with their jobs.

Copies Read Out of Every 4 Published

Regular Reader: 69%	
Four	47%
Three	22%
Two	23%
One or less	8%

Amount of Typical Issue Usually Read

Average Amount Read: 57%	
All or most	20%
About 75%	18%
About 50%	33%
25% or less	29%

Actions Taken as a Result of Reading *CIO Insight*

Saved Individual Articles	67%
Saved the Entire Issue for Reference	53%
Went to Other Web sites Listed in the Magazine	47%
Shared Fact Sheet with Others	38%
Passed Entire Issue on to Others	36%
Went to www.ciointeract.com for Archived Content or Related Articles	36%
Contacted a Company Featured in the Magazine	24%

* Source: 2005 *CIO Insight* Reader Profile Study

Integrated Marketing

CIO Insight offers you a comprehensive range of turnkey marketing solutions in order for you to reach, surround and affect your primary target – the CIO. Beyond print advertising, we can create a fully customized marketing campaign for you via our unlimited lead generating tools – from custom publishing to online exposure to direct marketing and much, much more.

CIO Summit

At the 2006 Ziff Davis CIO Summit 100 Global 2000 CIOs converged at the Silverado Resort in Napa, CA, on June 12-15 for the second annual Ziff Davis Enterprise CIO Summit hosted by the editors of *eWEEK*, *Baseline* and *CIO Insight*. The three-day event, themed "Progressive Strategies for IT Consolidation," featured keynote addresses, panel discussions and break-out sessions offering invaluable insights, discussion and networking related to this crucial challenge facing organizations today.

Custom Publishing Overview

Custom publishing specializes in delivering your message beyond an ad page via custom media, business cases, white papers and custom eNewsletters. We help build and expand your client marketing objectives, including: increasing company/brand awareness; educating prospective customers; establishing and fortifying market position; and creating unique messaging environments.

CIOInsight.com

CIO Insight Online is an ideal place to build your brand with today's CIOs. CIOs are the prime movers of business today—they set the strategy for their companies and decide which solutions will be implemented. There are several different vehicles from which to choose when putting together an online campaign.

eNewsletters

CIOInsight.com eNewsletters provides CIOs, CTOs and VPs of IT companies with valuable resources, research and strategies that help them to be more successful. Currently there is one eNewsletter available for sponsorship: *CIO Insight* Quick Facts: The weekly newsletter offers recommendations on timely conferences; noteworthy books; useful Web sites; valuable research; notable quotes; and strategic insights on timely topics.

***CIO Insight* Events**

CIO Insight's events bring together buyers and sellers for one reason – to enable sponsors to get to business. You have the opportunity to build brands, educate customers and generate sales leads.

Custom Research

Custom research is an invaluable mechanism through which you can tap into Ziff Davis Media's large databases to gauge customer perceptions and changing market trends. We offer customizable solutions including ad effectiveness, awareness tracking, custom market studies, new product development testing and creative testing.

List Rental

CIO Insight postal and e-mail lists have the hottest senior-level IT prospects in the business. Contact Scott Miller, National Associate Publisher, at (212) 503-3835 or scott_miller@ziffdavis.com for more information.

Reprints

Gain even greater positive exposure from your editorial coverage in *CIO Insight* through our reprint services. Contact Stella Valdez at Foster Reprints, 866-436-8366 or svaldez@fostereprints.com.

CIO Insight Awards

American Society of Business Publication Editors (ASBPE) Awards

ASBPE Awards of Excellence recognize print editorial and graphics as well as publication-associated Websites. The Awards of Excellence program is one of the most competitive there is for business publications.



- 2006 Named one of the Top 10 Magazines of the Year
- 2006 Gold Award – Best Regular Department: Strategic Technology
- 2006 Bronze Award – Best Technical Article: “Rent or Buy” (May 2005)
- 2006 Bronze Award – Best feature Article: “Trolling for Dollars” (December 2005)
- 2006 Gold – Best Information Graphics: Globalization Issue (March 2006)
- 2006 Regional Gold Award – Best Supplement: Alignment Special (Fall 2005)
- 2005 Magazine of the Year, Honorable Mention
- 2005 National Gold Award - Technical Article: “ID Management” (September 2004)
- 2005 National Gold Award - Information Graphics: (July 2004)
- 2005 National Bronze Award - Case History: “A Penny Saved” (January 2004)
- 2005 Regional Gold Award - Opening Page/Spread (regional): “Mind Games” (December 2004)
- 2005 Regional Silver Award - Front Cover (regional): “Culture Clash” (Fall 2004, special issue)



EDDIE Awards

The annual EDDIE Awards are given by Folio magazine in 39 distinct categories and are scored based on how well publications fulfill their mission statements, the quality of their content and how the overall design and production supports their mission.

- 2005 Gold Eddie Editorial Award in the Technology/Computing/Telecom/B2B



Jesse H. Neal Awards

The Jesse H. Neal Awards recognize and reward editorial excellence in independent business publications.

- 2006 - Neal Award Winner for Best Theme Issue

2007 General Advertising Rates

Effective January 1, 2007

Rate Base: 50,000

Four-Color	1X	7X	14X	28X
Full Page	\$ 19,672	\$ 19,268	\$ 18,548	\$ 17,829
2/3 Page	\$ 16,226	\$ 15,956	\$ 15,371	\$ 14,788
1/2 Page	\$ 14,508	\$ 14,239	\$ 13,789	\$ 13,192
1/3 Page	\$ 11,197	\$ 10,928	\$ 10,601	\$ 10,118
1/4 Page	\$ 8,961	\$ 8,760	\$ 8,422	\$ 8,062

* All Rates are Gross

Premium Positions

Cover 2	Add 20%
Cover 3	Add 10%
Cover 4	Add 20%
Other Special Positions	Add 10%

- Insert Pricing Available upon Request
- 4 PG Gatefold \$78,688

Discounts:

Agency Discount:	Less 15%
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General Advertising Conditions

A. Advertisements are accepted upon the representation that advertiser and its agency have the right to publish the advertisements and their contents thereof. In consideration of such publication, advertiser and its agency agree to indemnify and hold Publisher harmless against any expense or loss by reason of any claims arising out of publication.

B. Conditions, other than rates, are subject to change by Publisher without notice.

C. All contents of advertisements are subject to Publisher's approval. Publisher reserves the right to reject or cancel any advertisement, insertion order, space reservation or position commitment at any time. All orders for advertisement space are subject to Ziff Davis credit requirements.

D. Positioning of advertisements is at the discretion of the Publisher except where a request for a specific preferred position is acknowledged by Publisher in writing. Material must be received by material closing date or position may be lost.

E. Publisher shall have no liability for errors in key numbers, the Reader Service Section, advertisers' index, product index or ad copy typeset by Publisher.

F. Advertisements not received by Publisher's advertising production department by closing date will not be entitled to the privilege of OK or revision by the advertiser or its agency. Publisher may use prior ad material if new ad material is not received on time.

G. Cancellations or changes in orders must be made in writing and be received by the Publisher on or before the closing date. Ad materials will be stored for six months from the date of Publisher's receipt and then destroyed unless the advertiser requests the return of materials in writing prior to that date.

H. All insertion orders are accepted subject to provisions of the current rate card. Rates are subject to change upon notice from the Publisher. In the event of an increase in rates not publicly announced prior to the first issue covered by the contract then in effect, space reserved may be canceled by the advertiser or its agency at the time the increase becomes effective without incurring short-rate charges, provided the advertisements published to the date of cancellation are consistent with the appropriate rate. Failure to meet frequency or volume commitments for any other reason in whole or in part by the advertiser will result in an adjustment of the rate (short-rate) based on past and sub-sequent insertions to reflect actual space used at the earned rate.

I. Publisher shall not be liable for any costs or damages if for any reason it fails to publish an advertisement. In no event shall Publisher be liable for any damages, consequential or other-wise, in excess of the amount paid for the advertisement, as a result of any mistake in the advertisement or for any other reason.

J. Publisher shall have the right to hold advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to Publisher for advertising which advertiser or its agent ordered and which advertising was published.

K. No conditions other than those set forth on this rate card shall be binding on the Publisher unless specifically agreed to in writing by the Publisher. Publisher will not be bound by conditions printed or appearing on order blanks or copy instructions which conflict with the provisions of this rate card.

L. Publisher is not liable for delays in delivery and/or non-delivery in the event of Act-of-God, action by any governmental or quasi-governmental entity, fire, flood, insurrection, riot, explosion, embargo, strikes whether legal or illegal, labor or material shortage, transportation interruption of any kind, work slow-down or any condition beyond the control of the Publisher affecting production or delivery in any manner.

M. Publisher reserves the right to reduce the discount level at which an advertiser is being billed if it appears improbable that the advertiser will, in fact, earn that rate level. Regardless of what rate is billed, at contract year end, the lowest rate earned will be applied and normal rebate and short-rate adjustments made for that contract year.

N. Publisher will not accept any catalogs as advertisements nor permit the use of the word "catalog" in any advertisements except by special written agreement with the Publisher. Advertisers using the word "catalog" in their ads without Publisher's written consent will be held liable for the payment of any additional postage fees which may be imposed by the U.S. Postal Service.

O. As used in this section entitled "General Advertising Conditions," the term "Publisher" shall refer to Ziff Davis Media, Inc.

P. Publisher reserves the right to replace previously agreed to cover 2, 3 or 4 page units in the event of a gatefold commitment from another advertiser. Every effort will be made to fairly compensate displaced cover advertisements.

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Editorial Calendar 2007

MONTH	EDITORIAL FEATURE/CATEGORY	TOPIC
JANUARY	RESEARCH	Future of IT
	STRATEGIC TECHNOLOGY	Business Performance Management
	MID-MARKET REPORT	
FEBRUARY	RESEARCH	IT Spending including Security
	STRATEGIC TECHNOLOGY	Web 2.0
	CIO POWER REPORT	
	MID-MARKET REPORT	
MARCH	RESEARCH	Outsourcing
	STRATEGIC TECHNOLOGY	Collaboration
	MID-MARKET REPORT	
APRIL	RESEARCH	CIO Role
	STRATEGIC TECHNOLOGY	Mobility
	MID-MARKET REPORT	
MAY	RESEARCH	Open Source
	STRATEGIC TECHNOLOGY	Virtualization
	CIO POWER REPORT	
	MID-MARKET REPORT	
MAY SPECIAL	****AD EFFECTIVENESS STUDY****	SECURITY SPECIAL ISSUE
JUNE	RESEARCH	Recruitment/Retention
	STRATEGIC TECHNOLOGY	Software As a Service
	MID-MARKET REPORT	

Edit topics subject to change

Research, Best Practices and Strategies for CIOs.

Editorial Calendar 2007

MONTH	EDITORIAL FEATURE/CATEGORY	TOPIC
JULY	RESEARCH	Web Services
	STRATEGIC TECHNOLOGY	Open Source
	MID-MARKET REPORT	
AUGUST	RESEARCH	Emerging Technologies
	STRATEGIC TECHNOLOGY	Voice/Data Integration
	CIO POWER REPORT	
	MID-MARKET REPORT	
	****AD EFFECTIVENESS STUDY****	
SEPTEMBER	RESEARCH	Vendor Value
	STRATEGIC TECHNOLOGY	Disaster Recovery
	MID-MARKET REPORT	
OCTOBER	RESEARCH	Business Intelligence
	STRATEGIC TECHNOLOGY	Web Services/SOA
	MID-MARKET REPORT	
OCTOBER SPECIAL	****AD EFFECTIVENESS STUDY****	DATA MANAGEMENT SPECIAL ISSUE
NOVEMBER	RESEARCH	Cost Management
	STRATEGIC TECHNOLOGY	Security
	CIO POWER REPORT	
	MID-MARKET REPORT	
DECEMBER	RESEARCH	Megatrends
	STRATEGIC TECHNOLOGY	Business Intelligence
	MID-MARKET REPORT	
FIELD REPORT TOPICS		
Security	Business Integration	Mobility Wireless
Business Intelligence	Compliance	SOA
Web Services	Collaboration	Web 2.0
Virtualization	VOIP	Business Process Management
Open Source	Disaster Planning/Recovery	OutSourcing
Data Management	Data Storage	

Edit topics subject to change

Research, Best Practices and Strategies for CIOs.

2007 Advertising Closing Schedule

Issue Date	Ad Close	Materials Due	Furnished Inserts	Street Date
January 2007	12/27/06	12/28/06	01/11/07	01/27/07
February 2007	01/22/07	01/23/07	02/08/07	02/24/07
March 2007	02/20/07	02/21/07	03/08/07	03/24/07
April 2007	03/19/07	03/20/07	04/05/07	04/21/07
May 2007	04/16/07	04/17/07	05/03/07	05/19/07
May Special 2007	04/30/07	05/01/07	05/17/07	06/02/07
June 2007	05/29/07	05/30/07	06/14/07	06/30/07
July 2007	06/25/07	06/26/07	07/12/07	07/28/07
August 2007	07/23/07	07/24/07	08/09/07	08/25/07
September 2007	08/20/07	08/21/07	08/14/07	09/22/07
October 2007	09/17/07	09/18/07	10/04/07	10/20/07
October Special 2007	10/01/07	10/02/07	10/18/07	11/02/07
Novemeber 2007	10/22/07	10/23/07	11/08/07	11/24/07
December 2007	11/26/07	11/27/07	12/13/07	12/29/07

Advertising Material Production Specifications

Ziff Davis Media accepts PDFx1-a file format ONLY.

Ziff Davis Media publications are produced in a 100% digital, computer-to-plate environment. Therefore, we require digital advertising material for *CIO Insight*. Advertising material should be submitted in PDF/X-1a format on CDROM. Two color proofs should be submitted with the PDF/X-1a file. (Please see next page for more information on PDF/X-1a format.)

Please contact the production department before sending digital files not in preferred PDFx1-a format (additional charges may apply).

Submit material to:

Ziff Davis Media
 CIO Insight Production Department
 28 E. 28 St., 12th floor
 New York, NY 10016

All material will be held for six months and then destroyed unless otherwise requested in writing.

For material extension inquiries, questions regarding furnished inserts, quantities and due dates, contact Pauline Birmingham, 212-503-6060 or pauline_birmingham@ziffdavis.com.

For reprints, contact Stella Valdez at Foster Reprints: 866-436-8366 or svaldez@fosterprints.com.

ROB full-page specs:

	Width	Height
Full page Trim	7-7/8"	10-1/2"
Full Page Live	7"	10"
Full Page Bleed	8-1/8"	10-3/4"
2-page Spread Trim	15-3/4"	10-1/2"
2-page Spread Live	15-1/4"	10"
2-page Spread Bleed	16"	10-3/4"



Gutter: total gutter is 1/4"
 Safety: hold all live matter 1/4" from trim edges
 Bleed: add 1/8" to all trim sides for bleed

For fractional ads:

Please contact Pauline Birmingham, 212-503-6060 or pauline_birmingham@ziffdavis.com.

Advertising Material Production Specifications, cont'd

CIO Insight requests that advertising material be submitted as PDF/X-1a files. PDF/X-1a is a subset of the Adobe Portable Document Format. It restricts the content and structure of PDF files so they can be reliably used in print production environments. Detailed information about PDF/X-1a can be found at www.pdf-x.com.

PDF/X-1a Specifies that:

- All fonts and images must be embedded in the PDF
- All page elements must be encoded as CMYK or spot
- MediaBox and TrimBox dimensions must be defined
- The PDF file must be identified as trapped or untrapped
- The intended printing condition must be defined

Adobe Acrobat Distiller 6.0 and later can be configured to produce PDF/X-1a files.

Prepare PDF/X-1a files with a resolution of 2400dpi. Raster elements (Photoshop, TIFF, EPS, etc.) should be prepared at 300dpi. Colors must be defined as CMYK. Page elements should be prepared in conformance with SWOP. The intended printing condition should be defined as SWOP.

Distiller will not trap page elements when producing PDF/X-1a(or any other) files. If required, trapping must be performed using an application or plug-in trap either the input PostScript file or the output PDF/X-1a file. *CIO Insight* will not trap files submitted as untrapped, and will bear no responsibility if reproduction problems result from untrapped files.

Please contact Pauline Birmingham, 212-503-6060 or email pauline_birmingham@ziffdavis.com with any questions about *CIO Insight's* digital specifications.

Proof Specifications

Two digital color proofs of the final composite file are required. We recommend Kodak Approval proofs that conform to SWOP. For information on SWOP, visit www.swop.org.

Non-half-tone proofs such as Iris, Waterproof, etc are also acceptable (when prepared to conform to SWOP).

Digital color proofs must be accompanied by a label identifying the proofing device used, file identification, and the name and phone number of a contact person.

Additional Information

Publisher is not responsible for color reproduction quality without aforementioned color proofs provided for guidance.

Publisher is not responsible for errors in keying and/or changes to original creative. Proof of any key and/or creative changes will not be shown.

Sales Contacts

Publishing

Stephen Veith, Vice President/Publishing Director, (212) 503-5430, stephen_veith@ziffdavis.com

Scott Miller, National Associate Publisher, (212) 503-3835, scott_miller@ziffdavis.com

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