

insights**magazine**

InsightsMagazineOnline.com

Strategic Coverage of IBM Solutions for:

- **ANALYTICS**
- **MOBILE**
- **CLOUD**
- **SOCIAL BUSINESS**

PLUS Content On:

- **WebSphere**
- **Rational**
- **Tivoli**
- **ICS**
- **Cognos**
- **IBM Data Solutions**

About insights magazine

Insights Magazine is the definitive independent resource for business and IT decision makers that want to get the most from their IBM software investments. The magazine covers the latest updates and detailed profiles of leading organizations and customers on the cutting edge of IBM technology — their strategies, best practices, and how they leverage their IT landscape and infrastructure for competitive business advantage.

Insights Magazine includes:

- Exclusive partner-client success stories
- Special reports featuring updates and use cases for the latest technologies
- Practical recommendations from top strategists, business leaders, and analysts in the field
- Multiple perspectives, with content from and for decision makers, consultants, business partners, and more

How *Insights Magazine* Delivers Superior ROI

Insights Magazine reaches a highly targeted audience of active IBM decision makers which allows vendors of IBM-related products and services to focus their precious marketing dollars efficiently through our offerings. Whether you are considering a customer case study, an advertorial, electronic marketing, or any of our custom-writing or marketing opportunities.

Insights Magazine can instantly put you and your messages in front of thousands of qualified prospects. These are committed IBM customers who are actively seeking ways to improve the productivity of their IBM systems — the audience you want to reach.

- Thought leadership
- Content marketing
- Lead generation
- Visibility
- Exposure to strategic audience



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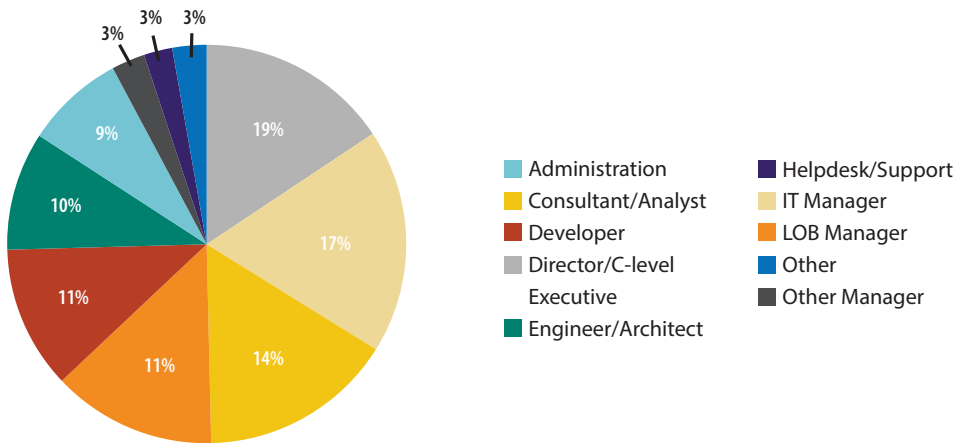
Scott Treggiari • 1.781.751.8734 • Scott.Treggiari@wispubs.com

Our Audience

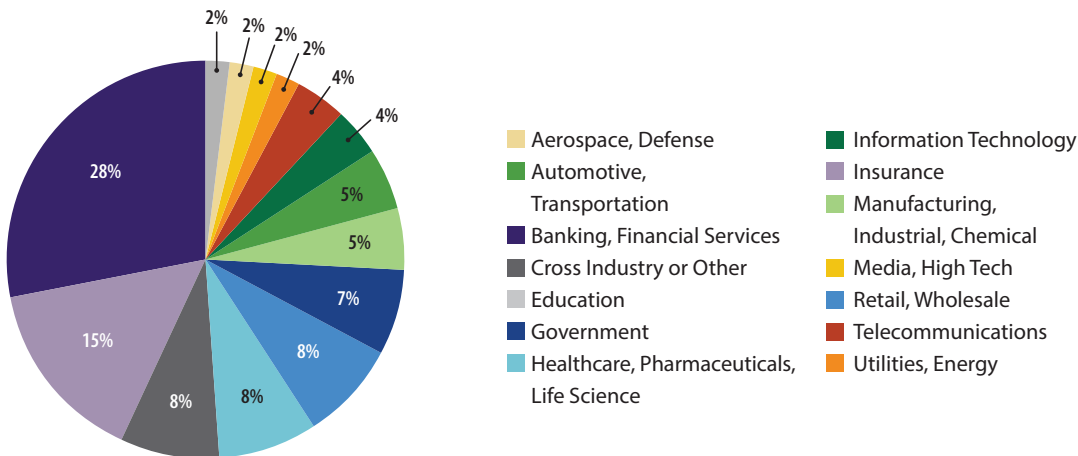
Whom Will You Reach with *Insights Magazine*?

Insights Magazine readers are looking to gain the greatest return from their existing IBM technology and are also looking for new ways to improve their long-term capabilities through analytics, cloud, mobile, social business, IBM solutions, and more. *Insights Magazine* articles reach more than 80,000 IBM customers, including active members of the Global WebSphere Community and the SocialBiz User Group.

Membership by Job Function



Membership by Industry



Readership includes:

- » 3M Company
- » Accenture
- » Aflac
- » AT&T
- » Bank of America
- » Boeing
- » Capgemini
- » CVS Caremark
- » Deloitte
- » Duke University
- » Ernst & Young
- » Expedia
- » Home Depot
- » IBM
- » Intel
- » Liberty Mutual
- » Lockheed Martin
- » MasterCard
- » Microsoft
- » Pfizer
- » Pitney Bowes
- » Rosetta
- » Siemens Energy, Inc.
- » Texas Instruments
- » The New York Times
- » Volvo IT
- » Walt Disney World Company
- » **And many others...**

2014 Editorial Calendar

Issue	Featured Topics	Industry Events (Potential Bonus Print Distribution)	Partner Commitment Deadline	Creative Close Date
Q2 2014 (April–May–June)	Mobile e-Commerce BPM IBM WebSphere Solutions	IBM Impact 2014	Feb. 1	Mar. 1
Q3 2014 (July–Aug–Sept)	Security and Compliance Industry Solutions IBM Tivoli Solutions		May 1	June 1
Q4 2014 (Oct–Nov–Dec)	Big Data & Analytics Projects and Planning for 2015 IBM Cognos Solutions	IBM Insight 2014 (formerly IBM Information On Demand)	Aug. 1	Sept. 1
Q1 2015 (Jan–Feb–Mar)	Social Business Cloud IBM Collaboration Solutions	IBM Connect 2015 IBM Pulse 2015	Nov. 1	Dec. 1

*Deadlines, topics, and bonus distribution subject to change.

{feature}

By Cara Hogan • @WICaraHogan



Social is here to revolutionize your WebSphere business

IBM Social Business Study advises closing the gap between investment and understanding.

ONLY ABOUT 30 PERCENT OF COMPANIES ARE ABLE TO DEFINE THEIR SOCIAL KEY PERFORMANCE INDICATORS AND

Social business is becoming the only way to do business, but that doesn't mean every company is prepared to engage its customers and partners at that level. In fact, 74 percent of companies say they aren't ready to fully implement social business and 69 percent say they have a limited understanding of the business value of the investment. These staggering statistics come from a research and beyond article by IBM on 7/20/14.

{feature}

By Steve LaFond • @SLaFondWIS



Liberty Profile serves up a healthy slice of business innovation with Raspberry Pi

Middleware is often thought of as heavy-duty software, but the new WebSphere Application Server Version 8 (WAS V8) Liberty Profile boasts a bantam footprint that can run on the smallest computer ever built: Raspberry Pi. The computer measures just 85.6mm x 56mm x 21mm—no larger than a credit card.

IBM Technology Evangelist Simon Maple was

THE ADVANTAGE OF LIBERTY PROFILE IS IT ALLOWS US TO SHOW WHAT V8S CAN DO FROM DEVELOPMENT TO

{feature}

By Cara Hogan • @WICaraHogan



Mobile, cloud, and big data accelerate adoption in 2013

Analysts, techies and IBM WebSphere execs forecast the biggest 2013 trends

“WE HAVE THE TECHNOLOGY, THE PROBLEM IS SOMETIMES IDENTIFYING THE BUSINESS OPPORTUNITIES THESE TECHNOLOGIES

as you rife away your completed 2013 budget and look ahead to next year's projects, how do you know that you're headed in the right direction? It's a challenge to keep your finger on the pulse of the market, sort through the hype, identify the trends worth following, and uncover the real business value within the buzz. WebSphere Insights gathered a group of leading technology

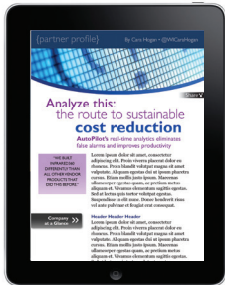


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Content Marketing: Demonstrate Your Expertise

Showcase how your solutions help customers improve efficiencies and plan for long-term growth. *Insights Magazine* offers turnkey programs that assist with messaging, positioning, and differentiation. Our professional editorial team does all of the heavy lifting. They shape, tailor, and fine-tune the content in a way that imparts practical advice to the reader, without traditional sales and marketing spin. The result is content that comes across as authoritative, informational, and engaging to the reader.



Partner Profiles

Position your company as a credible resource to IBM customers currently evaluating and planning important projects and initiatives. This educational article focuses specifically on your products and services, how they've helped your customers, and the unique value they offer your prospects.



Partner-Client Success Stories

Highlight how your solutions make a positive impact in the real world. Neatly designed case studies give an in-depth perspective on how your offerings provide superior value to a customer's most critical projects. Our editorial team chronicles the customer's experience with your solution from start to finish and demonstrates how your clients are now benefiting from your offerings and maximizing value for their companies.



Executive Q&A Interviews

Position your company as an industry leader. Executive Q&A articles give insight into your company's perspective of the marketplace, future trends, and major initiatives you are currently working on with your customers.

These Q&A articles are a great way to humanize your brand and build a solid relationship with your target audience by taking the time to provide a behind-the-scenes look at operations. This proves to your audience that you understand who they are, and what they require from your brand, products, or services.

"The entire team is great to work with. They know their audiences and they know content marketing. They've been a tremendous help in building our mindshare and generating quality leads."

Peter D'Agosta
Product Manager
Avada Software

Multimedia

Infographics

If you have a compelling story to tell with quick-hits and data points, then an infographic is a perfect way to position your company as an industry leader with a wealth of practical knowledge and unique insights. Our data and design teams will work with you to design an infographic from scratch, and one that you can use in your own marketing efforts in other areas.

Value-Added Bonus: If you don't have the data, let us know what trends or topics you want to explore and our team will do the research for you, share our findings, and build the infographic for your company to use. It is completely turnkey. You walk away with a powerful, custom-built marketing asset, new insights into your target audience, and a holistic view of the IBM customers.



Display Advertising

Insights Magazine offers display ads that help you align your brand and messaging with strong editorial content. Every ad placement includes a position in the magazine and on the website. Whether you want to generate traffic, awareness, or reinforce messaging, display ads can help.

There are a limited number of display ads available. Don't get shut out.

Call for availability or fill out the attached form and send it back to us today!



Other ad sizes and mobile app opportunities are available. See the attached order form.

300 x 250

Targeted Marketing Assets

Whitepapers and Educational Assets

Drill down into how your solutions can help customers solve business challenges and position themselves for success. Whitepapers or any other informational asset such as an ebook, article, or data sheet deliver:

- **Lead generation** — Get a real-time report of the prospects who download your whitepaper or educational asset.
- **Visibility** — Your whitepaper will be featured in *Insights Magazine's* content spotlight and promoted through emails to tens of thousands of potential prospects.
- **Thought leadership** — Highlight your products, solutions, and services with a whitepaper or educational asset hosted directly on the website and app for 3 months.

Custom Writing

- Resources are a challenge for most marketing teams. If your company has a story to tell, then let us tell it for you. Our technical writers are ready to help you turn your knowledge into something tangible with an educational asset.

The screenshot displays the Insights Magazine website interface. At the top, there is a navigation bar with the 'insightsmagazine' logo, a 'Log in' button, and a 'Follow Us' link with a Twitter icon. Below the navigation bar, there is a search bar and a 'GO' button. The main content area is divided into two columns. The left column features a 'Whitepapers' section with two articles. The first article is titled 'SOA and API Convergence: What It Means for IBM Customers' and is dated January 20, 2014. The second article is titled 'How PointSource and IBM Worklight team up for mobile app development and usability' and is dated June 12, 2013. The right column features a 'Subscribe Now for Free Access' button and a video player for 'Turbo Charge IBM DataPower'.

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Video Opportunities

Insights Magazine offers numerous video opportunities for business partners looking to paint a complete picture of their expertise and solutions.

Take any video asset (old or new) like an ad, recorded webinar, presentation, video, or e-commerce product, add in interactive questions to get real-time, measurable analytics for deeper customer engagement and more targeted content.



This generates leads and provides more targeted ads to segmented audiences with a deeper understanding of your customers' desires. Registration pages, surveys, polls, and more can be inserted into the video to keep users involved, gather input, and determine the course of their future interactions.

"More than 60 percent of consumers will spend at least two minutes watching a video that educates them about a product they plan to purchase."

— MarketingCharts.com

"81 percent of senior marketing executives now use online video content in their marketing programs, up from 70 percent in 2011."

— MarketingProfs

Contact Us

For Advertising and
Vendor Opportunities:

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ADVERTISING SPACE APPLICATION AND CONTRACT

1. ADVERTISER INFORMATION:

Company: _____

Address: _____

Email: _____

Contract: _____

Phone: _____
Fax: _____

2. SPONSORSHIP OPTIONS

CONTENT ADVERTISING

Please select the type of article and issue date.

Ad Size Options	Price per issue	Issue Dates	Cost
<input type="checkbox"/> Client Success Spotlight	\$11,500	Apr Jul Oct Jan 2015	
<input type="checkbox"/> Partner Profile	\$11,500	Apr Jul Oct Jan 2015	
<input type="checkbox"/> Q&A Interview	\$7,500	Apr Jul Oct Jan 2015	
<input type="checkbox"/> Whitepaper/Educational Asset Hosting and Promotion Program	\$8,500 for 3 months	Apr Jul Oct Jan 2015	

CHANNEL SPONSORSHIP PROGRAM

Options	Price per Quarter	Issue Dates	Cost
<input type="checkbox"/> Mobile <input type="checkbox"/> Cloud <input type="checkbox"/> Analytics <input type="checkbox"/> Social Business	<input type="checkbox"/> \$18,000	Apr Jul Oct Jan 2015	
<input type="checkbox"/> Custom Channel: _____	<input type="checkbox"/> \$25,000	Apr Jul Oct Jan 2015	

DISPLAY AD PLACEMENT

Please select the ad size and issue(s) for your ad run. Each issue is a 3-month ad run.

Ad Size Options	Price per issue	Issue Dates	Cost
<input type="checkbox"/> Leaderboard	\$5,000 for 3 months	Apr Jul Oct Jan 2015	
<input type="checkbox"/> Full Screen	\$3,000 for 3 months	Apr Jul Oct Jan 2015	
<input type="checkbox"/> Sidebar	<input type="checkbox"/> \$1,500 (R.O.S.) <input type="checkbox"/> \$3000 (placement) for 3 months	Apr Jul Oct Jan 2015	

MULTIMEDIA SERVICES

Ad Size	Price per issue	Issue Dates	Cost
<input type="checkbox"/> Infographic Design & Placement	\$2,500 for 3 months	Apr Jul Oct Jan 2015	
<input type="checkbox"/> Infographic Research, Design, & Placement	\$7,500 for 3 months	Apr Jul Oct Jan 2015	
<input type="checkbox"/> Video Ad (3 months)	<input type="checkbox"/> \$1,500 (R.O.S.) <input type="checkbox"/> \$3,000 (placement)	Apr Jul Oct Jan 2015	
<input type="checkbox"/> Interactive Video Treatment & Placement	<input type="checkbox"/> \$7,500 (R.O.S.) <input type="checkbox"/> \$9,000 (placement)	Apr Jul Oct Jan 2015	

Total Sponsorship Fee \$ _____

3. BILLING TERMS All amounts due in US dollars. Advertiser agrees to payment in full within 30 days of invoice

4. BILLING INFORMATION Please provide us with the following billing information *if different from above*:

Billing Address: _____

Name and Title of Advertiser's Most Senior Marketing Executive: _____

Email Address of Same: _____

5. AUTHORIZATION

Acceptance of Terms

I certify that I am authorized to sign and enter into this Insertion Order and Contract for Advertising Space on behalf of my company and agree to the terms and conditions on the following page.

Signature Advertiser Representative _____ Print Name _____ Date _____

Signature WIS Representative _____ Print Name _____ Date _____

TERMS & CONDITIONS

1 In the event an advertiser misses the materials deadline for an issue, the publisher (Wellesley Information Services) reserves the right to insert the advertiser's last-run ad in its place. If ad is a first-time insertion, the publisher will hold space as long as possible, then insert other advertising in its place at full cost to the advertiser.

2 Payment in full is due upon receipt of all invoices. The publisher reserves the right to withhold advertising for any account with an outstanding invoice beyond sixty (60) days. A 5% late fee is assessed upon all invoices outstanding beyond thirty (30) days. Agency commission is disallowed after thirty (30) days from date of invoice. All orders are subject to approval of the publisher's credit requirements.

3 Accounts with no previous credit history with Wellesley Information Services may be required to make prepayment by the display ad close date. The publisher reserves the right to decline any advertisements for which prepayment has not been received on or before the materials due date.

4 Short-rate billings will be issued to advertisers if, within a 12-month period from the date of first insertion, they do not run the amount of space on which billings were based.

5 The publisher reserves the right to hold the advertiser and/or its advertising agency jointly and severally liable for such moneys that are due and payable to the publisher.

6 The advertiser and the advertising agency agree to indemnify and hold harmless the publisher, its officers, agents, and employees against all damages, costs, and expenses including — without limitations — attorney's fees resulting from any claim, action, or proceeding alleging that the advertisement infringes on any copyright, violates any right of privacy or other personal or property right, contains any libelous matter or other matter contrary to law, or contains any formula or instructions injurious to the user of the product.

7 Advertisers and advertising agencies assume liability for all content (including text, representations, illustrations, sketches, photos, maps, labels, trademarks, or other copyrighted matter) of advertisements and also assume responsibility for any claims arising therefrom made against the publisher. The publisher is not responsible for errors in key numbers.

8 Conditions, other than rates, are subject to change by the publisher without prior notice. Positioning of advertisements is at the discretion of the publisher except where a request for a specific preferred position is acknowledged by the publisher in writing, in which case no competitive separation requests can be guaranteed.

9 Program cancellations must be received in writing at least four (4) weeks in advance of the issue close date.

10 The advertiser agrees to all items outlined in the guidelines on pages 4-5.

Initials:
