

target

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2007 Media Kit

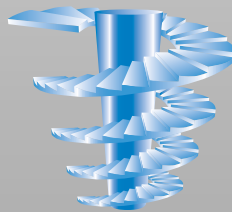
Real World Decision Support

Dedicated Emails

“In The News”

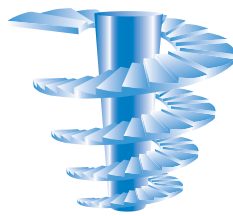
Marco Masters Series

Packaged Options



EWSolutions

Intelligence Business Intelligencesm



Marketing Programs

RWDS SPONSORSHIP BANNER:

The Real World Decision Support Newsletter (RWDS) was started in 1998 and is a free quarterly newsletter with a readership of over 30,000 opt in subscribers and drives over 40,000 unique visitors to the *EWSolutions* website during each new issue publication month. The articles are written by the best and brightest in the industry including David Marco, Sid Adelman, Larissa Moss, and Bill Inmon. It covers new technologies, industry trends, and proven best practices in the arena of data warehousing/business intelligence, metadata, and enterprise architecture.

Sponsoring the RWDS Newsletter will allow your company to quickly and successfully promote your message to a targeted list of over 30,000 Information Technology professionals. Only 4 premium banners are available, so contact us early.

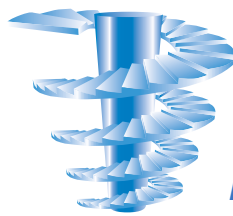
- RWDS Sponsorship Banner (one time listing).....\$2,000
- RWDS Sponsorship Banner (year listing, 4 total).....\$6,000

Volume 1, Issue 30—Winter	Volume 1, Issue 31—Spring	Volume 1, Issue 32—Summer	Volume 1, Issue 33—Fall
Article Submissions: 11/01/06 Ad Space Deadline: 12/01/06 Ad Materials Due: 12/15/06 Distribution Date: 01/03/07	Article Submissions: 02/01/07 Ad Space Deadline: 03/01/07 Ad Materials Due: 03/15/07 Distribution Date: 04/04/07	Article Submissions: 05/01/07 Ad Space Deadline: 06/01/07 Ad Materials Due: 06/15/07 Distribution Date: 07/04/07	Article Submissions: 08/01/07 Ad Space Deadline: 09/01/07 Ad Materials Due: 09/15/07 Distribution Date: 10/03/07

DEDICATED EMAIL BURSTS:

The dedicated email burst to our subscriber list is the most effective way to get your message across to your intended audience. You are allowed full artistic license to design and compose the message of your choice. Past bursts have been used to promote upcoming conferences, seminars, or new books, helped launch new software products, or offered subscriptions to industry magazines, just to name a few.

- Dedicated Email Burst (one time bursts).....\$4,000
- Dedicated Email Burst (3 Burst Package).....\$11,000



“IN THE NEWS” e-NEWSLETTER:

EWSolutions’ “In The News” e-Newsletter is a well respected source of articles pertaining to industry related events or news items. Advertising your message to over 30,000 opt-in subscribers will give you increased conference or seminar attendance, boost readership of your publications, or increase the knowledge of a newsworthy item. Two options are available to your company “In The News”: an e-blurb and a sponsorship Top Banner ad.

Increase Your Exposure - Place An e-blurb “In The News”

Feature your product, service, or industry event by purchasing an “e-Blurb”, which will allow additional flexibility to promote your message. Your company would receive the feature article which includes up to 250 words, including links, to effectively portray your message. You can also include a logo or smaller banner in your space. Details of artwork and verbiage will be discussed prior to purchase.

- “In The News” e-Blurb (one time burst).....\$750
- “In The News” e-Blurb (3 Burst Package).....\$2,000

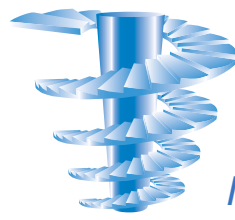
“In The News” Sponsorship Banner

By sponsoring the “In The News” e-Newsletter, your company will be given one static, (no rotating) full color banner (150 pixels wide by 300 pixels long) including a link to the desired web address of your choice. This will allow you to run a targeted marketing campaign to a readership of over 30,000 people.

- “In The News” Sponsorship Banner (3 Bursts).....\$1,500
- “In The News” Sponsorship Banner (6 Bursts).....\$2,500

SPECIAL NOTE:

All email bursts and banner ads are subject to prior approval by *EWSolutions*. For questions regarding the purchase of these options, please feel free to contact Cindy Klima at CKlima@EWSolutions.com.



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MARCO MASTERS SERIES:

The 6th annual Marco Masters Series is being held this year from July 30 - August 1, 2007 in beautiful Downtown Chicago at the Westin Michigan Avenue. This world-class event offers certified courses on Meta Data Management, Meta Data Modeling, Data Governance and Stewardship, Enterprise Information Management and Advance Multi-Dimensional Modeling. Sponsoring the Marco Masters Series puts you in direct contact with a highly targeted group of professionals who are not only dedicated to learning about these topics, but are also looking at what technology can enable their projects. Deadline for sponsorship is June 29, 2007.

Media Sponsorship Includes(4 available):

- Name and logo on the main page and all sub pages of the Seminar website
- Marketing materials placed into the conference bag, not to exceed 4 oz.
- Name and logo on all event related marketing
- 2 Seminar guest passes

Sponsorship Fee: \$4,000

Silver Level Sponsorship Includes (4 available):

- Name and logo on the main page and all sub pages of the Seminar website.
- Marketing materials placed into the conference bag, not to exceed 4 oz.
- Name and logo on all event related marketing.
- 1 Seminar pass to be used within your company.
- 1 Seminar pass, given to prospective, past or active clients.

Sponsorship Fee: \$4,000

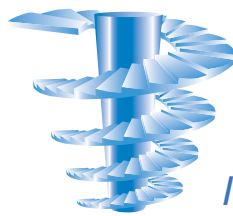
Platinum Level Sponsorship Includes (3 available):

- All Silver benefits including:
- A dedicated breakout room with tabletops including one projector and screen.
- 2 additional Seminar passes (3 total) to be used within your company.
- 2 additional Seminar passes (3 total), given to prospective, past or active clients.

Sponsorship Fee: \$15,000

EWSolutions offers a vast array of on-site courses on a variety of topics. These courses will be completely tailored to your company's needs and audience. Please contact us for a complete list of these classes or go to www.EWSolutions.com.

2007



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2007 MARKETING PACKAGES:

EWSolutions is offering incentive packaging pricing for the first time in 2007. This new pricing allows you to save time and money. Your company can sign up for all of the programs you plan to participate in at one time. This simplifies the process since you only need to get one approval and purchase order number.

2007 All Inclusive Package: \$23,000

Regular pricing for the below items is \$25,500

- 1 Year's Worth of RWDS top banner ads
- 3 e-Blurbs in the "In The News" Newsletter
- 6 Top Banners in the "In The News" Newsletter
- Platinum Sponsorship of the Marco Master Series

2007 Ala Carte Menu:

Choose any 3 of the following items, and take 10% off retail value:

- RWDS top banner ad (One RWDS Issue)
- 1 e-blurb in the "In The News" Newsletter
- 3 Top Banner Ads in the "In The News" Newsletter
- Silver or Platinum sponsorship of the Marco Masters Series

TECHNICAL SPECIFICATIONS:

RWDS Top Banner: 150x300
Maximum File Size: 12K
Animation: No
File Type: JPG or GIF

In The News Top Banner: 150x300
Maximum File Size: 12K
Animation: No
File Type: JPG or GIF

In The News e-blurb: 250 Words
Maximum File Size: 12K
Animation: No
File Type: JPG or GIF

CONTACT INFO:

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630-920-0005
CKlima@EWSolutions.com

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