acm queue
architecting tomorrow's computing

Coming in September!
Excellent Print and
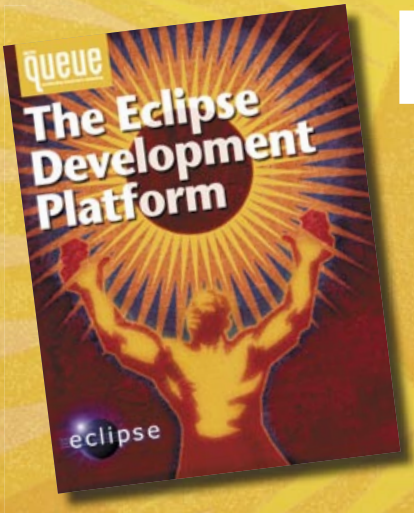Online Marketing Opportunities

Special Supplement

The Eclipse Development Platform

**An in-depth look at the Eclipse
Across the Application
Development Lifecycle**

Reach developers with purchasing authority as they consider the host of features and technologies associated with Eclipse.

The Eclipse Development Platform is a special supplement that will help guide the decisions made by the very individuals responsible for selecting development platforms, environments and tools—not just those who implement code, but those who design and architect applications, those who actually decide which platforms and tools will be used.

Queue's controlled circulation is 100% qualified with readers involved in purchasing decisions, with over 90% indicating responsibility for system design and planning. If you want to reach these key decision makers as they consider the Eclipse development platform for their next project, then you need to be included in this special supplement!

Includes…
**Eclipse
Application
Development
Life Cycle
poster**

supplement

special

Software Architects and Software Development Managers Decide on Development Platforms

Queue readers are the Software Architects and Development Managers that plan, design and architect software development projects in their organization. Because of their deep technical skills, this group is not only involved in deciding on how software in their enterprise should be built, but also in which *environments* those projects will be constructed.

Deciding to build in Eclipse, or another development environment, is a key decision in the application development process. To have Eclipse seriously considered, it is important for software architects to have an understanding of the latest tools in the Eclipse environment and how they fit together.

Software Architects read *Queue* to help them understand the challenges and issues of bringing new technology into the enterprise. Unlike most other IT publications, *Queue's* "forward-looking" editorial doesn't focus on the usual product news and reviews, but instead offers unbiased, in-depth Technology Overviews, which help them decide on the appropriate platforms and environments that would best serve their enterprise now and in the future.

Queue's Winning Editorial…

Queue's unique editorial approach begins with the magazine's Editorial Advisory Board, which is composed of prominent luminaries in the IT Industry. The board members not only conceive the article ideas, but their prominence and connections in the indus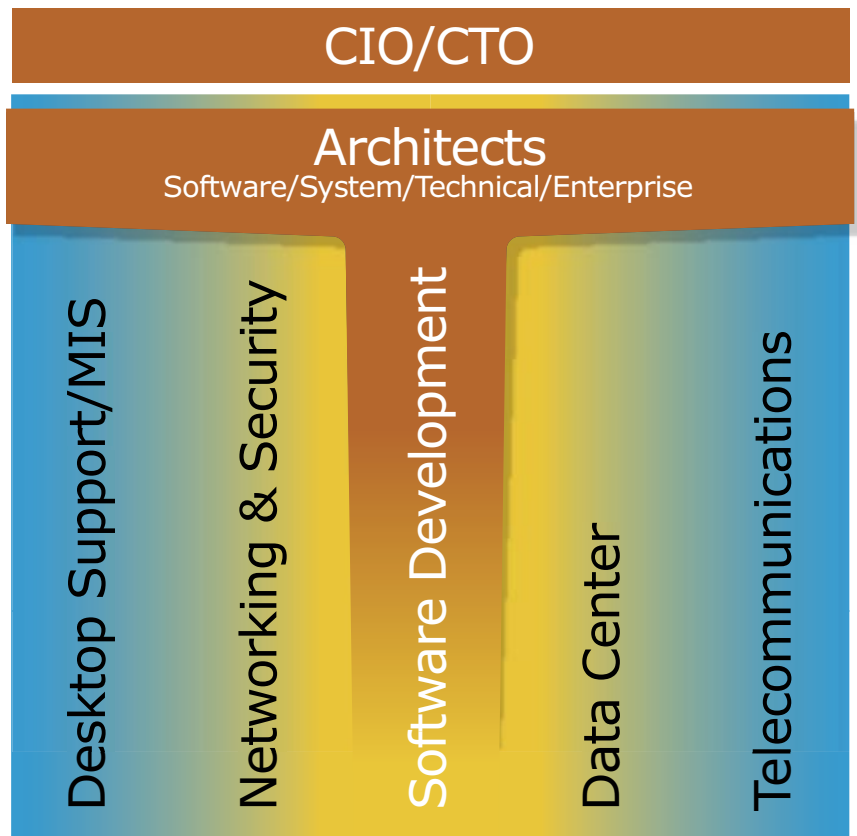try, give *Queue* the ability to bring in the Leading Technology Experts to author its articles. Because of the detail and intelligence these authors bring to their topics, *Queue's* editorial is considered a "Must Read" by its technically savvy audience. **93% of Queue's Subscribers rate Queue's Editorial as Good, Very Good & Excellent.***

Queue's Readers: 100% Software Purchase Decision Makers

100% of *Queue's* Quality Controlled Subscribers are involved in purchase decision making of software in their enterprise.

**Queue reaches the Architects of Integration**
94% of *Queue's* qualified circulation, plan, architect and/or design software development projects in their organization.

CIO/CTO

Architects
Software/System/Technical/Enterprise

Desktop Support/MIS

Networking & Security

Software Development

Data Center

Telecommunications

The Eclipse Development Platform
A Special Supplement to Queue

Software architects need to know the pros and cons of various development approaches and how the platform and development environment they select plays an important role in this process. The Eclipse Development Platform supplement will provide companies with an excellent marketing opportunity to showcase their tools and plug-ins to these senior software development managers, *Queue's* readers, as they plan their future projects.
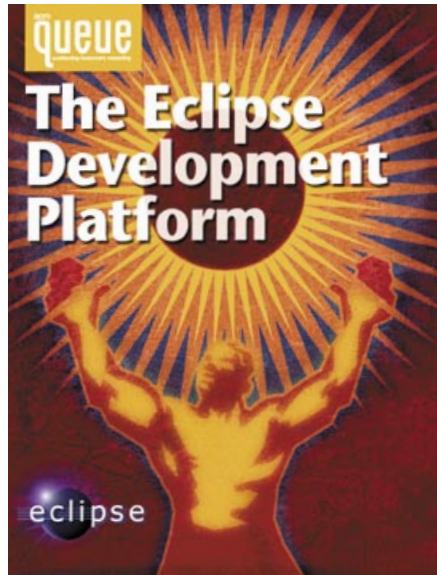
set the stage by providing an overview focused on how Eclipse has changed the way we view development tools by presenting a platform that is simultaneously broad, extensible, ubiquitous, and portable. A poster depicting Eclipse Application Development Lifecycle will provide a visual reference to help readers understand how Eclipse has extended its platform beyond the scope of tradional IDEs into the broader application space. Leading vendors in the marketplace will round out the supplement with contributed articles on projects that provide both frameworks and tools for end users.

Experts from the Eclipse Foundation, the not-for-profit organization that charters the various projects and sub-projects within the Eclipse community, will

Sponsorship Program

Print:
- Total Distribution of 40,000.
- Supplement polybagged with *Queue's* September Issue to 36,000 Circulation.
- Additional distribution at **Eclipse World**, **Java Pro Live**, **SDBest Practices** & **Better Software Conference**—4,000 Distribution.

Online:
- **Eclipse Resource Center** on all pages of *Queue's* Web Site on the editorial navigation area, which will include a link to the **Eclipse Landing Page** with sponsor logos and text links.
    - Start Date: September 1, 2005
    - 500,000 impressions
- **Eclipse Landing Page** with sponsor links and a download link to a PDF of the Eclipse Supplement.

Marketing:
- Co-Sponsored Page Advertisement in the September Issue of *Queue* promoting the Eclipse Supplement.
- ROS Banner Ad promoting the Eclipse Supplement—200,000 impressions.
- Four Text Link Email Sponsorships promoting the online Eclipse Supplement—60,000 impressions.

Deadlines and Production:
Reservation Deadlines: Reservation Deadline   July 1, 2005
                                         Material Deadline   July 15, 2005
Custom Editorial: $500/page, 2 Pg. Minimum, No charge for supplied case study/white paper.

For questions and/or advertising specifications, please contact gpohlman@acmqueue.com

Diamond Sponsorship

Print:
- Eight Pages: White Paper and/or Advertisements
- Company Logo on Cover I of the Eclipse Supplement
- Company Logo and Listing on the Table of Contents of the Eclipse Supplement
- Premiere Ad Positioning in Eclipse Supplement
- Eclipse Poster: Premiere Company Logo Positioning, plus a 100 word marketing opportunity

Online:
- Company Logo/Link on Eclipse Resource Center/500,000 Impressions
- Co-Sponsored Banner Ad Promoting Eclipse Landing Page/100,000 Impressions
- Premier Company Logo placement with link on Eclipse Landing Page

Value: $40,000　　　　**Net Rate:$20,000**　　　　**Eclipse Foundation Member Rate:$15,000**

Platinum Sponsorship

Print:
- Six Pages: White Paper and/or Advertisements
- Company Logo on Cover I of the Eclipse Supplement
- Company Logo and Listing on the Table of Contents of the Eclipse Supplement
- Eclipse Poster: Premiere Company Logo Positioning, plus a 50 word marketing opportunity

Online:
- Company Logo/Link on Eclipse Resource Center/500,000 Impressions
- Co-Sponsored Banner Ad Promoting Eclipse Landing Page/50,000 Impressions
- Premier logo placement with link on Eclipse Landing Page

Value: $30,000　　　　**Net Rate: $15,000**　　　　**Eclipse Foundation Member Rate: $12,000**

Gold Sponsorship

Print:
- Four Pages: White Paper and/or Advertisements
- Company Logo and Listing on the Table of Contents of the Eclipse Supplement
- Eclipse Poster: Company Logo on Poster

Online:
- Company Name on Eclipse Resource Center/500,000 Impressions
- Company Logo link on Eclipse Landing Page

Value: $20,000　　　　**Net Rate: $10,000**　　　　**Eclipse Foundation Member Rate: $8,000**

Silver Sponsorship

Print:
- Two Pages: White Paper and/or Advertisements
- Listing on the Table of Contents of the Eclipse Supplement
- Eclipse Poster: Company Logo on Poster

Online:
- Logo link on Eclipse Landing Page

Value: $10,000　　　　**Net Rate: $7,000**　　　　**Eclipse Foundation Member Rate: $5,000**

Bronze Sponsorship

Print:
- One Page Advertisement
- Eclipse Poster: Company Logo on Poster

Online:
- Company Name on the Eclipse Landing Page

Value: $5,000　　　　**Net Rate: $4,000**　　　　**Eclipse Foundation Member Rate: $3,000**

Eclipse Marketplace

Print:
- Half Page Advertisement
- Eclipse Poster: Company Name on Poster

Value: $3,000　　　　**Net Rate: $2,000**　　　　**Eclipse Foundation Member Rate: $1,800**