Introducing

Eclipse Resource Guide

2005 Edition - Vol. 1, No. 1

Reach Eclipse buyers in a new way— *at just pennies per prospect!*

FTP is pleased to announce the *Eclipse Resource Guide*.
For this inaugural edition, 120,000 of this handy guide will
reach Eclipse buyers through printed and electronic
distribution. This unprecedented guide will provide
both product listings and special opportunities
for high-impact advertising.

Reserve your space TODAY!

The *Eclipse Resource Guide* targets
proven buyers in a cost-effective way. Reach a focused
audience of professional developers looking for third-party tools—your message
will be seen again and again when these development buyers refer to the
Resource Guide to evaluate tools as new projects emerge and needs change.

Two sure-fire ways to reach new customers:

- **Full Page, Four Color Advertisements**—For MAXIMUM presence
  with minimum investment

- **FREE Product Listings**—
  Hurry – space is limited. **Deadline is April 22 to submit**

Ad Reservations Due May 2*
Contact Chris Kourtoglou
ckourtoglou@fawcette.com
650-378-7155

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* Dates subject to change
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We'll do the design, layout, typesetting, color, and film work. Just send an electronic file of your text, image and company logo—we'll handle the rest.

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FIRST EDITION: Distributed at JavaOne and with Java Pro

1st Page	2nd Page	Additional Pages	Premium Positioning
$3,500 Net	$2,800 Net	$2,450 Net	25% Premium for Covers
Discount	**20%**	**30%**	and/or Special Positioning

Eclipse Foundation Members Get Additional 10% Discount

Contact Chris Kourtoglou
E-mail: ckourtoglou@fawcette.com • Phone: 650-378-7155

Free Product Listings

The ***Eclipse Resource Guide*** is your opportunity for FREE exposure. All listings (subject to edit) may be considered for inclusion in the printed resource guide. Full product listings are available online at http://www.ftponline.com/products

To have your product(s) considered for inclusion, submit your product descriptions using the AUTO-MATED LINK: http://www.ftponline.com/products/

Please include the following:

Company Name	Product Type (i.e. Component, Training, Books, etc.)
Phone	Product Name
Company URL	Product Description
E-Mail	Contact Info

Please visit this FAQ page if you have questions about the product submission process:
http://www.ftponline.com/products/faq.asp

Note - Please send information related to Eclipse products only. Unrelated products will not be included. Limit descriptions to product features, avoid "marketing hype." Product descriptions will be edited for grammar and length. If company name and products are already listed, please verify updates carefully.

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