

# TechDirect Media Guide





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“TechDirect, built on the JAZD directory platform, adds a valuable and timely component to our technology industry tool set”

Steve Weitzner, Chairman & CEO

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## Why Advertise with TechDirect?

The TechDirect Directory platform leverages the worldwide reach and industry leading strength of Ziff Davis Enterprise, reaching over 5.4 million members through 13 brands worldwide.

### TechDirect Audience

Ziff Davis Enterprise creates innovative print and online media that targets IT professionals across the enterprise with cutting-edge news and analysis, robust research and information sources, face-to-face and virtual events, custom content and eNewsletters.

Through targeted and impactful marketing programs, we leverage our powerful database of more than 5.4 million enterprise IT decision-makers to help you engage with new customers, build your brand, and extend relationships with existing clients.

With the addition of TechDirect, an interactive B2B directory solution, Ziff Davis Enterprise provides their clients with all the vendor information contained in a traditional directory, with the added value of real-time info gathering, premium content and Web 2.0 capabilities.

### About Ziff Davis Enterprise

**Overview:** Ziff Davis Enterprise provides deep industry content and breaking news across 13 specific technology industry sectors.

**Brands:** eWeek, Baseline, CIO Insight, WebBuyersGuide, Channel Insider, Dev Shed, PDF Zone, Publish, LinuxDevices.com, DesktopLinux.com, Microsoft Watch and Windowsfordevices.com

#### Demographics:

- 89% Involved in organization's purchasing of technology
- 70 % Determine needs, initiate purchases
- 71% Recommend/Specify products, brands or vendors
- 63%Evaluate products, brands or vendors
- 38% Authorize purchases

**Audience:** 5.4 million enterprise IT decision-makers

**Unique visitors/month:** 12 million

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## How to Advertise with TechDirect?

Reaching your target audience with TechDirect is easy – just complete your free microsite and choose the marketing programs right for your goals and your budget.

1. Complete your microsite – **for free!**
  - Edit your company information
  - Assign specific categories
  - Align your brand with your listing
2. Brand yourself to **beat your competition** with a JAZD microsite
  - Upload existing multimedia content to differentiate your company and products
  - Link your RSS feeds to categories to drive traffic
  - Turn on opt-in lead generation to fill your pipeline
3. Position your company to **drive value**
  - Work with the HealthTech team to select the categories that will provide maximum exposure
  - Add Interactive Marketing Programs to broaden your reach
  - Leverage JAZD SEO Boost to drive targeted traffic

### JAZD Microsite Promo Package

Interested in learning how a JAZD Microsite can strengthen your brand and deliver qualified leads to your pipeline – but still unsure of the value?

We know you'll love the results from your JAZD Microsite – and are willing to give you enhanced access free for a limited time.

Take advantage of this **free, limited time offer** and receive:

- Enhanced JAZD Microsite
- Opt-in leads
- Display Ad Package for every Microsite page
- Content Hosting Package for every Microsite page
- Lead Generation Package for every Microsite page
- Supplier Results Portal to get leads and monitor progress
- JAZD SEO Boost

Contact Sales at 978-474-6676 or [techdirect@jazd.net](mailto:techdirect@jazd.net) to get started now!

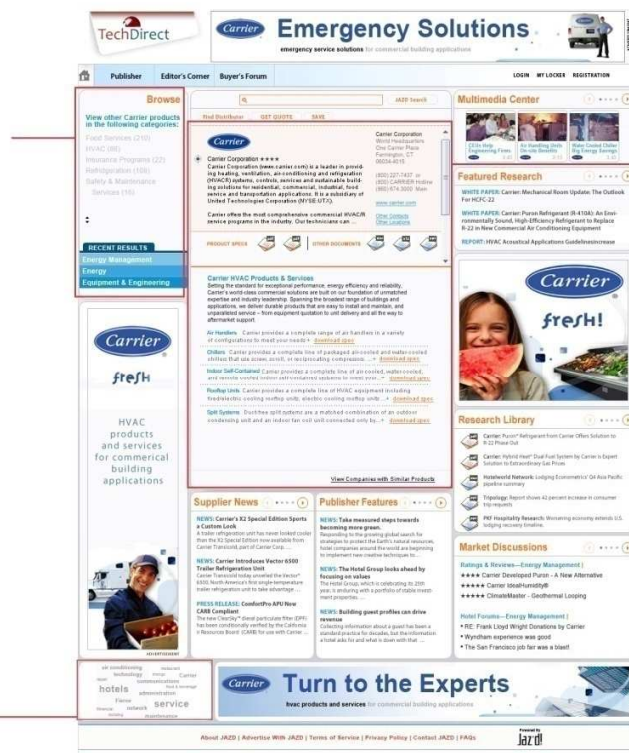
Get Started Now! Contact Sales at 978-474-6676 or email [techdirect@jazd.net](mailto:techdirect@jazd.net)



## Free Company Microsite Program

Put your brand where buyers are looking. Populate a FREE company microsite, and guarantee that your products appear with complete information in targeted searches by motivated buyers.

Unlimited Product Categories



Company Listing  
 - Contact information  
 - Locations  
 - Brochures  
 - Active URL

Unlimited Product Listings  
 - Separate pages for each product  
 - Images  
 - Specs



Note: Sample Image

### Package Benefits:

- Unlimited product categories to list your products
- Unique Microsite page to showcase your company
- Unique Microsite page for each product
- One product image for each product
- One product specification document for each product
- Self-service supplier portal to manage changes
- JAZD SEO Boost

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# JAZD Microsite Package

Upgrade to a JAZD Microsite and upload display ads, multimedia content and leverage unrivaled JAZD SEO Boost to engage qualified buyers and fill your pipeline with targeted leads. Best of all, your upgrade to a JAZD Microsite is FREE when you load products!

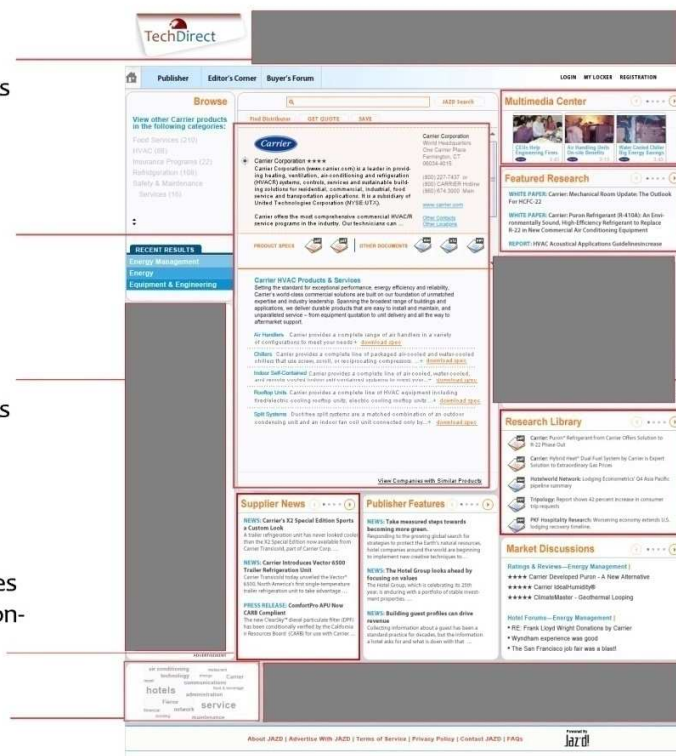


**Leaderboard**  
728x90 IMU  
All Microsite Pages

**Unlimited**  
company &  
product listings

**Skyscraper**  
160x600 IMU  
All Microsite Pages

**Company News**  
& **Product RSS**  
All Microsite Pages  
Opt-in Registration-  
Lead Gen



**1 Video, Podcast**  
or **Webinar Hosted**  
All Microsite Pages  
Opt-in Registration -Lead Gen

**1st Placement**  
in **Featured Research**  
in Category

**Medium Rectangle**  
300x250 IMU  
All Microsite Pages

**Up to 5 Whitepapers Hosted**  
All Microsite Pages  
Opt-in Registration - Lead Gen

**Footer**  
728x90 IMU  
All Microsite Pages

Note: Sample Image

### Package Benefits:

- Free Microsite
- Opt-in leads delivered at \$40/lead – as many as you want
- Display Ad Package for every Microsite page
- Content Hosting Package for every Microsite page
- Lead Generation Package for every Microsite page
- Supplier Results Portal to get leads and monitor progress
- JAZD SEO Boost

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## Category Sponsorship Packages

Reach exactly the audience you target with Category Sponsorship Packages. Choose from Premium categories in the TechDirect Marketplace and make sure your products are the first thing buyers see when searching.

### Find the right program for you!

	Premium Categories	Value Categories
<b>Customizable Programs:</b>		
Choose from Premium or Value categories with each Gold, Silver or Bronze sponsorship package - three levels of sponsorship and hundreds of categories make it easy to create a marketing program to maximize your exposure – on your budget.		
Guaranteed Category Results Placement	✓	✓
Targeted Display Advertising	✓	✓
Targeted Content Hosting	✓	✓
Metered Lead Package	✓	✓
Targeted CPM	✓	
Display Ad Creative Package	✓	✓
Unlimited Value Categories*	✓	✓
JAZD Microsite	✓	✓
JAZD SEO Boost	✓	✓

\* For Gold and Silver Sponsors only. Upon availability

### JAZD SEO Boost:

Take advantage of JAZD SEO Boost to drive qualified traffic to your Microsite. Work with the JAZD SEO Team to actively monitor new and existing keywords and optimize your content with relevant terms, title tags, description tags and cloud tags.

- Over 100,000 taxonomy-relevant keywords under active SEO management
- Targeted category-based traffic generation ensures qualified leads
- Optimized JAZD Microsite with relevant terms, title tags, description tags and cloud tags
- Tailored SEO programs across Google, Bing, Yahoo and other search engines to assure maximum coverage
- Optimized JAZD Microsite company and product pages with proactive back-linking to drive relevant traffic

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# Gold Category Sponsorship Package

With a Gold Category Sponsorship you'll receive:

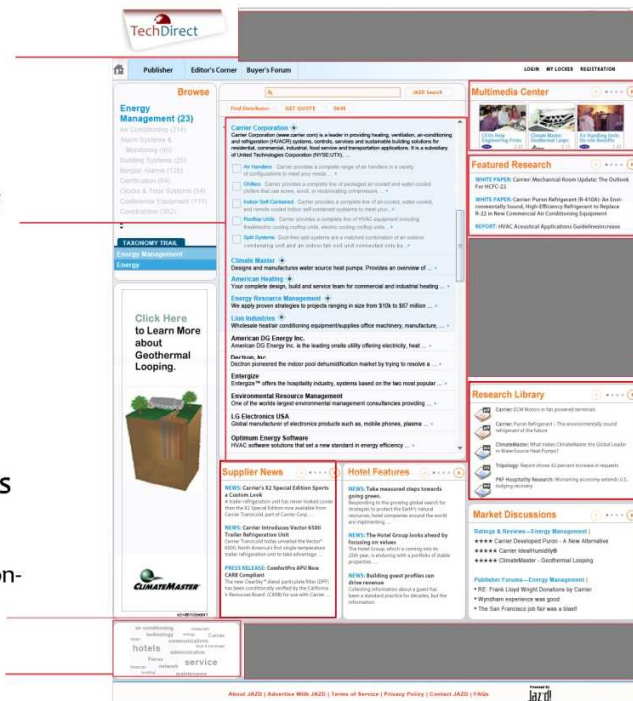
- Guaranteed first listing on all category results pages
- A comprehensive brand marketing and lead generation program
- The power of JAZD SEO Boost

Gold sponsors are always found first when buyers are looking!

**Leaderboard**  
728x90 IMU  
All Category  
Results Pages

**Preferred Listing**  
1st Placement  
in Category

**Company &  
Product News RSS**  
1st Placement  
in Category  
Opt-in Registration-  
Lead Gen



**1 Video, Podcast or  
Webinar Hosted**  
1st Placement in Category  
Opt-in Registration -  
Lead Gen

**1st Placement**  
in Featured Research  
in Category

**Medium Rectangle**  
300x250 IMU  
All Category  
Results Pages

**Up to 5 Whitepapers Hosted**  
1st Placement in Category  
Opt-in Registration -  
Lead Gen

**Footer**  
728x90 IMU  
All Category  
Results Pages

Note: Sample Image

## Package Benefits:

- JAZD Microsite
- Targeted \$75/CPM for display ads
- Up to 50 opt-in leads free, additional available at \$25/lead
- First position listing on all category results pages to drive your brand
- Leaderboard and medium rectangle display ads on all category results pages
- First position in category Research Library, Multimedia Center, Product Spotlight & Supplier News
- JAZD Creative Services will build your display ads if needed ( Premium Category Sponsors only)
- First page placement in unlimited targeted Value Categories (Premium Category Sponsors only, upon availability)
- JAZD SEO Boost

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# Silver Category Sponsorship Package

As a Silver Category Sponsor you'll take advantage of:

- Guaranteed second listing on all category results pages
- A comprehensive brand marketing and lead generation program
- The power of JAZD SEO Boost

Combined these deliver an exceptional market leadership program.

**Preferred Listing**  
2nd Placement  
in Category

**Skyscraper**  
160x600 IMU  
All Category  
Results Pages

**Company News**  
& **Product RSS**  
2nd Placement  
in Category  
Opt-in Registration-  
Lead Gen



**1 Video, Podcast or Webinar Hosted**  
2nd Placement in Category  
Opt-in Registration -  
Lead Gen

**2nd Placement**  
in Featured Research  
in Category

**Up to 5 Whitepapers Hosted**  
2nd Placement in Category  
Opt-in Registration -  
Lead Gen

**Footer**  
728x90 IMU  
All Category  
Results Pages

Note: Sample Image

## Package Benefits:

- JAZD Microsite
- Targeted \$75/CPM for display ads
- Up to 25 opt-in leads included, additional leads available at \$30/lead
- Second position listing on all category results pages
- Skyscraper & footer display ads on all category results pages
- Second position listing in category Research Library, Multimedia Center, Product Spotlight & Supplier News
- JAZD Creative Services will build your display ads if needed ( Premium Category Sponsors only)
- First page placement in unlimited targeted Value Categories (Premium Category Sponsors only, upon availability)
- JAZD SEO Boost

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# Bronze Category Sponsorship Package

As a Bronze Category Sponsor you'll receive:

- First page listing on all category results pages
- Targeted education and lead generation programs
- The power of JAZD SEO Boost

Together they provide a budget-friendly, market-leadership program.



Preferred Listing  
1st Page  
Rotational Placement  
in Category

1 Video, Podcast or  
Webinar Hosted  
Rotational Placement  
Opt-in Registration -  
Lead Gen

Up to 5 Whitepapers Hosted  
Rotational Placement  
Opt-in Registration -  
Lead Gen

Company News  
& Product RSS  
Rotational Placement  
Opt-in Registration-  
Lead Gen



## Package Benefits:

- JAZD Microsite
- Metered leads available at \$35/lead
- First page rotational listing on all category results pages
- Rotational position in Research Library, Multimedia Center & Supplier News
- JAZD SEO Boost

Note: Sample Image

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## JAZD TechDirect Market Leaders Program

Lead the market and reach the exact qualified audience that you target with the JAZD TechDirect Market Leaders Program. Select from Premier Category Bundle Packages or a Build-Your-Own Category Bundle and position your brand, content and products across all the categories that align with your specific go-to-market campaigns.

### Market Leader Program Benefits

- Premier brand positioning across selected categories
- First page category search results positioning
- Qualified traffic impact delivered by JAZD SEO Boost
- Opt-in lead generation
- Display ad impressions
- Whitepaper hosting
- JAZD Guru press coverage
- JAZD creative display ads built for you
- High impact/low cost pricing
- Multimedia content hosting

### TechDirect Premier Categories

Application Lifecycle	Application Development Services
Contact Center	CRM Bundle
Service Chain	Intelligent Marketing
Sales Force Applications	Data Management
Business Process Management	Content Management
Financial Management	Business Intelligence
Human Capital Management	Application Integration
Network Security Software	Network Management Software
Physical Plant Security	Virtualization Technology
Green Technology	NanoTechnology
Server Technology	Financial Services Software
Healthcare Technology	Retail Technology
IT Systems Management	IT Consulting Services
IT Outsourcing Services	Product Engineering Software
Manufacturing Software	Manufacturing Shop Floor Technology
Mobile Workforce	Wireless Enterprise
Open Source	Information Security
Supply Chain Software	Supplier Relationship Management Software

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## Leadership Levels

- Gold: 1<sup>st</sup> positioning on all Category Results pages
- Silver: 2<sup>nd</sup> positioning on all Category Results pages
- Bronze: 1<sup>st</sup> page positioning on all Category Results pages
- Build Your Own Bundle - Choose any three Categories to create highly targeted bundles

All leadership packages are available on very limited basis and sold on a one year term only.

All packages may be enhanced with our exclusive Extended Category Bundled Pricing.

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## TechDirect Premier Category Bundles

All bundles are sold on a one-year basis. Space is limited - please contact Sales for availability.

### Application Lifecycle Bundle

Application Auditing	Application Security	Documentation Generation
Application Performance Management	Application Servers	Software License Management
Application Performance Optimization	Build Management	Defect tracking
Application Performance Testing	Version Control	
<b>Own all Categories: Gold - \$25,000, Silver \$17,500, Bronze - \$6,500</b>		
<b>Own any three Categories: Gold - \$15,000, Silver \$9,000, Bronze - \$5,000</b>		

### Application Development Services Bundle

Diagnostic Testing	Model Driven Development	Software Engineering
	Software Configuration Management	Software Performance Tuning
Quality Assurance Testing	Software Design	
Rapid Application Development		
<b>Own all Categories: Gold - \$25,000, Silver \$17,500, Bronze - \$6,500</b>		
<b>Own any three Categories: Gold - \$15,000, Silver \$9,000, Bronze - \$5,000</b>		

### Contact Center Bundle

Call Center Applications	IVR Technology	Automated Call Distribution
Speech Recognition Technology	Contact Center Applications	On-Line Customer Support
Predictive Dialing Technology	Help Desk Applications	Customer Interaction Management
Voice Self Service Technology	Customer Portals	Customer Survey Tools
Automated Agent Applications	Customer Self-Service Applications	Customer Instant Messaging
Agent Workstations		
<b>Own all Categories: Gold - \$30,000, Silver \$20,000, Bronze - \$10,000</b>		
<b>Own any three Categories: Gold - \$17,500, Silver \$12,500, Bronze - \$7,500</b>		

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CRM Bundle		
CRM Applications	Customer Quality Measurement	Customer Experience Management
Customer Data Analysis	Customer Information Management	Social Network Monitoring
Customer Data Integration	On-Demand CRM	
<b>Own all Categories: Gold - \$30,000, Silver \$20,000, Bronze - \$10,000</b>		
<b>Own any three Categories: Gold - \$17,500, Silver \$12,500, Bronze - \$7,500</b>		

Service Chain Bundle		
Problem Ticket Management	Service Organization Management	Returns and Repairs Management
Mobile Field Service	Service Contract Management	Service Asset Management
Service Route Optimization	Service Pricing and Quoting	Intelligent Asset Diagnostics
Service Dispatch Systems	Service Parts Management	Warranty Management
Service Scheduling		
<b>Own all Categories: Gold - \$25,000, Silver \$17,500, Bronze - \$6,500</b>		
<b>Own any three Categories: Gold - \$15,000, Silver \$9,000, Bronze - \$5,000</b>		

Intelligent Marketing Bundle		
Advertising Solutions	Revenue and Price Planning	Market Research
Email Marketing Software	Marketing Campaign Management	Predictive Analytics
Lead Generation	Electronic Promotion Management	Marketing Analytics
Lead Tracking	Marketing Resource Management	Social Media Monitoring
Marketing Automation	Digital Asset Management	
<b>Own all Categories: Gold - \$30,000, Silver \$20,000, Bronze - \$10,000</b>		
<b>Own any three Categories: Gold - \$17,500, Silver \$12,500, Bronze - \$7,500</b>		

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### Sales Force Applications Bundle

Opportunity Management	Quote Management	Mobile Order Management
Sales Contract Management	Sales Portals	Mobile Sales Applications
Commission Management	Guided Selling Solutions	Sales Pipeline Management
Product Configuration	Sales Force Automation (SFA)	Sales Reporting

Proposal Generation

**Own all Categories: Gold - \$30,000, Silver \$20,000, Bronze - \$10,000**

**Own any three Categories: Gold - \$17,500, Silver \$12,500, Bronze - \$7,500**

### Data Management Bundle

Desktop Database	Data Analysis	Data Mart
Memory Resident Databases	Data Archiving	Data Migration
Object Database	Data Capture	Data Mining
Open Source Databases	Data Conversion	Data Recovery
Relational Databases	Data Extraction	Data Reporting
SQL Database Software	Data Integration	Data Security

Data Aggregation                      Data Lifecycle Management

**Own all Categories: Gold - \$30,000, Silver \$20,000, Bronze - \$10,000**

**Own any three Categories: Gold - \$17,500, Silver \$12,500, Bronze - \$7,500**

### Business Process Management Bundle

Business Process Management applications	Business Process Automation	Business Activity monitoring
	Business Process Execution Language	
Performance Metrics		Business Process Modeling

**Own all Categories: Gold - \$20,000, Silver \$12,500, Bronze - \$6,500**

**Own any three Categories: Gold - \$15,000, Silver \$9,000, Bronze - \$5,000**

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### Content Management Bundle

Document Control	Content Sharing	Document Security
Electronic Document Delivery	Content Streaming	eFaxing
Content Syndication	Content Synchronization	OCR
Content Distribution	Copyright Management	Authoring Software
Content Management	Document Destruction	Publishing Software
Content Monitoring	Document Imaging	ePublishing Design Services
Content Servers	Document Management	Translation

**Own all Categories: Gold - \$25,000, Silver \$17,500, Bronze - \$6,500**

**Own any three Categories: Gold - \$15,000, Silver \$9,000, Bronze - \$5,000**

### Financial Management Bundle

AR/AP	Credit and Collections	Portfolio Management
Enterprise Accounting Software	Expense Management	Treasury and Cash Management
Activity Based Costing Software	Inventory Accounting Software	Payment and Settlement Systems
Budgeting	General Ledger	Price Management
Billing and Invoicing	Tax Management Software	Asset Accounting Software
Capital Management	Job Costing	Revenue Forecasting
Contract Management Software	Order Entry Systems	Sarbanes-Oxley Compliance
Currency Trading	Payroll Accounting	

**Own all Categories: Gold - \$25,000, Silver \$17,500, Bronze - \$6,500**

**Own any three Categories: Gold - \$15,000, Silver \$9,000, Bronze - \$5,000**

### Business Intelligence Bundle

Executive Information Systems	Enterprise Performance Management	Data Mining Tools
Decision Support Systems	BI Solutions	Enterprise Dashboards

OLAP

**Own all Categories: Gold - \$20,000, Silver \$12,500, Bronze - \$6,500**

**Own any three Categories: Gold - \$15,000, Silver \$9,000, Bronze - \$5,000**

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Human Capital Management Bundle		
Benefits Administration	Outplacement Services	Employee Survey Tools
Employee Self Service	Incentive Management	Payroll
Employee Portals	Compensation Management	Time & Attendance Tracking
Employee Performance Management	Succession Planning	Workforce Management Systems
Contract Labor Management	Retention Planning	Professional Services Automation
Health and Safety	Training	Travel Management
Employee Relationship Management		
<b>Own all Categories: Gold - \$20,000, Silver \$12,500, Bronze - \$6,500</b>		
<b>Own any three Categories: Gold - \$15,000, Silver \$9,000, Bronze - \$5,000</b>		

Application Integration Bundle		
Application Linking	Pre Built Integrations	Web Services Tools
Message Queuing	Service Orientated Architecture Tools	Enterprise Service Bus
Migration Tools	Legacy Systems Analysis Tools	Middleware
<b>Own all Categories: Gold - \$25,000, Silver \$17,500, Bronze - \$6,500</b>		
<b>Own any three Categories: Gold - \$15,000, Silver \$9,000, Bronze - \$5,000</b>		

Network Security Software Bundle		
Encryption Management	Data Leakage Protection	Unified Threat Management
Firewalls	Integrated Client Security	Secure Web Server
Identity Management	Intrusion Detection Software	Security Policy Management
Network Audit and Compliance	VOIP Security Products	Virtual Private Networking
Patch Management	Wireless LAN security	Virus Protection
SSL VPN		
<b>Own all Categories: Gold - \$30,000, Silver \$20,000, Bronze - \$10,000</b>		
<b>Own any three Categories: Gold - \$17,500, Silver \$12,500, Bronze - \$7,500</b>		

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### Network Management Software Bundle

LAN Management	Network Protocols	Domain Name Systems
IP Address Management	WAN Traffic Optimization	Network Services
Network Capacity Planning	LAN/WAN solutions	Network Systems Management
Network Modeling	Website Performance Management	Network Topologies
<b>Own all Categories: Gold - \$30,000, Silver \$20,000, Bronze - \$10,000</b>		
<b>Own any three Categories: Gold - \$17,500, Silver \$12,500, Bronze - \$7,500</b>		

### Physical Plant Security Bundle

Security Monitoring	Fire Suppression Systems	Access Control Systems
Video Systems	Homeland Security Compliance	Location Control Systems
<b>Own all Categories: Gold - \$20,000, Silver \$12,500, Bronze - \$6,500</b>		
<b>Own any three Categories: Gold - \$15,000, Silver \$9,000, Bronze - \$5,000</b>		

### Virtualization Technology Bundle

Virtualization Data center	Virtualization File	Virtualization Memory
Virtualization Database	Virtualization Infrastructure	Virtualization Server
Virtualization Desktop	Virtualization IO	Virtualization Storage
<b>Own all Categories: Gold - \$25,000, Silver \$17,500, Bronze - \$6,500</b>		
<b>Own any three Categories: Gold - \$15,000, Silver \$9,000, Bronze - \$5,000</b>		

### Green Technology Bundle

Alternative Power Sources	Green Consulting services	Smart Building Systems
Energy efficient hardware	Green Data Center	
<b>Own all Categories: Gold - \$20,000, Silver \$12,500, Bronze - \$6,500</b>		
<b>Own any three Categories: Gold - \$15,000, Silver \$9,000, Bronze - \$5,000</b>		

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### NanoTechnology Bundle

Nano Fabrics	Nanofibers	Nano Fibers
Nano Film	Nanoparticles	Nanopen
Nano Lithography	Nanotubes	Nanomanufacturing
<b>Own all Categories: Gold - \$25,000, Silver \$17,500, Bronze - \$6,500</b>		
<b>Own any three Categories: Gold - \$15,000, Silver \$9,000, Bronze - \$5,000</b>		

### Server Technology Bundle

Blade Servers	eMail Servers	Midframe servers
Application Servers	Web Servers	Server Consolidation
Server Appliances	Index Servers	Directory Servers
Server Clustering	Mainframe Servers	Server Management Application
<b>Own all Categories: Gold - \$25,000, Silver \$17,500, Bronze - \$6,500</b>		
<b>Own any three Categories: Gold - \$15,000, Silver \$9,000, Bronze - \$5,000</b>		

### Financial Services Software Bundle

Banking software	Insurance Management Software	Claims Processing
Credit systems	Secure Transaction Processing	
<b>Own all Categories: Gold - \$25,000, Silver \$17,500, Bronze - \$6,500</b>		
<b>Own any three Categories: Gold - \$15,000, Silver \$9,000, Bronze - \$5,000</b>		

### Healthcare Technology Bundle

Electronic Medical Records	Healthcare Outsourcing	Medical Imaging
Clinical Data Management	HIPPA Systems	Medical Device integration
Electronic Patient Records	Hospital Information Systems	
<b>Own all Categories: Gold - \$25,000, Silver \$17,500, Bronze - \$6,500</b>		
<b>Own any three Categories: Gold - \$15,000, Silver \$9,000, Bronze - \$5,000</b>		

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### Retail Technology Bundle

Store Security Systems	Assortment Planning	Retail Scanning Systems
Electronic Couponing	Pharmacy Systems	Retail Merchandising
eCatalog	Specialty Store Systems	eCommerce Applications
In Store Systems	Category Management Applications	Point of Sale Systems
Grocery Store Systems	Registry Solutions	Retail Time and Attendance Systems
<b>Own all Categories: Gold - \$20,000, Silver \$12,500, Bronze - \$6,500</b>		
<b>Own any three Categories: Gold - \$15,000, Silver \$9,000, Bronze - \$5,000</b>		

### IT Systems Management Bundle

Client Desktop Management	Performance Monitoring and Management	Remote Support System
Configuration Management	Remote Administration	Software Asset Management
Distributed Computing	Remote Computing	Systems Management Server
Load Balancers	Remote Control Systems	User Provisioning
Load Stress Testing	Remote Management system	
<b>Own all Categories: Gold - \$25,000, Silver \$17,500, Bronze - \$6,500</b>		
<b>Own any three Categories: Gold - \$15,000, Silver \$9,000, Bronze - \$5,000</b>		

### IT Consulting Services Bundle

Change Management Consulting	IT Strategic Planning Services	Compliance Consulting
IT Testing Services	Systems Integration Services	Corporate Governance
IT Training and Certification Services		
<b>Own all Categories: Gold - \$30,000, Silver \$20,000, Bronze - \$10,000</b>		
<b>Own any three Categories: Gold - \$17,500, Silver \$12,500, Bronze - \$7,500</b>		

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### IT Outsourcing Services Bundle

Offshore Outsourcing	Application Service Providers (ASPs)	Streaming Email Services
Service Desk Outsourcing	Application Hosting	Streaming Video Services
IT Staff Augmentation Services	Cloud Computing	Hosted Applications
Outsource Management	On-Demand Computing	
<b>Own all Categories: Gold - \$30,000, Silver \$20,000, Bronze - \$10,000</b>		
<b>Own any three Categories: Gold - \$17,500, Silver \$12,500, Bronze - \$7,500</b>		

### Product Engineering Software Bundle

Integrated PLM Applications	Product Data Management	Engineering Process Management
Computer Aided Design CAD	Product IP management	Product Information Delivery Systems
Computer Aided Engineering	Engineering Calculation Software	Engineering Simulation
Computer Aided Manufacturing	Visual Collaboration Software	Portfolio Configuration Management
<b>Own all Categories: Gold - \$30,000, Silver \$20,000, Bronze - \$10,000</b>		
<b>Own any three Categories: Gold - \$17,500, Silver \$12,500, Bronze - \$7,500</b>		

### Manufacturing Software Bundle

Production Planning Applications	Make to Order Systems	Kanban Systems
Manufacturing Execution Systems	Configure to Order Applications	Manufacturing Intelligence
Materials Requirement Planning	Flow Sequencing	Manufacturing Performance Measurement
Lean Manufacturing Systems	Manufacturing Simulation	cGMP Compliance Monitoring
Bill of Materials Management	Process Control Systems	21 CFR Part 11 Compliance Monitoring
<b>Own all Categories: Gold - \$30,000, Silver \$20,000, Bronze - \$10,000</b>		
<b>Own any three Categories: Gold - \$17,500, Silver \$12,500, Bronze - \$7,500</b>		

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Manufacturing Shop Floor Technology Bundle		
Programmable Logic Controllers	Condition Sensing Systems	Motion Control Systems
Safety Programmable Controllers	Drives	Power Management and Control
Programmable Automation Controllers	Sensors	Hazmat Control
SCADA Systems	Industrial Computers	Wiring Systems
VFD Control Systems	Industrial Monitors	Manufacturing Robotics
Motor Control Systems	Condition Monitoring	Quality and Prevention
Harmonics	Temperature Control Systems	Factory Automation Systems
Pumping Systems	Voltage Control Systems	
<b>Own all Categories: Gold - \$25,000, Silver \$17,500, Bronze - \$6,500</b>		
<b>Own any three Categories: Gold - \$15,000, Silver \$9,000, Bronze - \$5,000</b>		

Mobile Workforce Bundle		
Mobile E-mail	Wireless Applications	Android
Mobile Healthcare	3G Phones	iPhone
Mobile Security	Cellular Phones	RIM
PDA Applications	Global Positioning System (GPS)	Symbian
Radar Applications	Personal Digital Assistants	Windows Mobile
Text Messaging	Smartphones	
<b>Own all Categories: Gold - \$30,000, Silver \$20,000, Bronze - \$10,000</b>		
<b>Own any three Categories: Gold - \$17,500, Silver \$12,500, Bronze - \$7,500</b>		

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## Wireless Enterprise Bundle

Bluetooth	Wireless Router	WiMax Base Station
CDMA	Wireless Internet	WiMax Bridge
EDGE	Wireless Network Management	WiMax Chipset
GSM	Wireless Security	WiMax Customer Premise Equipment
Mobile Data Providers	Wireless Streaming	WiMax Hubs/Routers
UltraWideband	PBX Integration	WiMax Packet Analyzer
Wireless Access Points	Zigbee	WiMax Packet Monitor
Wireless Application Protocol (WAP)	WiMax Access Point	WiMax Receivers
Wireless Chips	WiMax Analyzer	WiMax Testing
Wireless Client Software	WiMax Antenna	WiMax Platform
Wireless Hubs		
<b>Own all Categories: Gold - \$35,000, Silver \$25,000, Bronze - \$15,000</b>		
<b>Own any three Categories: Gold - \$20,000, Silver \$15,000, Bronze - \$10,000</b>		

## Open Source Bundle

Distros	Linux Productivity Tools	Open Source Database Server
Embedded Linux	Linux Spreadsheets	Open Source Development Tools
Linux Desktop Environments	Linux System Utilities	Open Source Migration
Linux Desktop Software	Linux System Testing	Open Source Software
Linux Distributions	Linux/Unix Security	Open Source Web Servers
Linux Email Server	Open Source Application Server	Secure Linux
Linux Hardware	Open Source Communication	
<b>Own all Categories: Gold - \$30,000, Silver \$20,000, Bronze - \$10,000</b>		
<b>Own any three Categories: Gold - \$17,500, Silver \$12,500, Bronze - \$7,500</b>		

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Information Security Bundle		
Encryption	Bioauthentication	Intrusion Detection
Datacenter Key Management	Biometrics	Malware
Public Key Infrastructure	Credential Management	Mobile Security
Anti-Spam	Digital ID	Online Security
Anti-Spyware	Fraud Detection	Patch Management
Anti-Virus Software	Federated Identity Management	Transaction Monitoring Software
Authentication	Facial Recognition Software	Phishing
Firewalls	Security Policy Management	SSL Security
Digital Certificate Solutions	Identity Management	Security Access Control
<b>Own all Categories: Gold - \$30,000, Silver \$20,000, Bronze - \$10,000</b>		
<b>Own any three Categories: Gold - \$17,500, Silver \$12,500, Bronze - \$7,500</b>		

Supply Chain Software Bundle		
Inventory Visibility	inventory Forecasting	Supply Chain Execution
Order Fulfillment Systems	SCM Applications	Mobile Supply Chain Applications
Capable to Promise Systems	Supply Chain Planning	Supply Chain Integration
Vendor Managed Inventory	Demand Forecasting	Supply Chain Intelligence
Continuous Replenishment Systems		
<b>Own all Categories: Gold - \$25,000, Silver \$17,500, Bronze - \$6,500</b>		
<b>Own any three Categories: Gold - \$15,000, Silver \$9,000, Bronze - \$5,000</b>		

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### Supplier Relationship Management Software Bundle

Integrated SRM applications	Supplier Intelligence	Contract Compliance
Strategic Sourcing	Supplier Networks	Procurement Outsourcing
Spend Analysis	SRM Applications	Purchasing Software
Supplier Performance Measurement	eProcurement Applications	Invoice Reconciliation and Payment
Spend Category Management	Contract Management	Procure to Pay Solutions
Supplier Portals		
<b>Own all Categories: Gold - \$25,000, Silver \$17,500, Bronze - \$6,500</b>		
<b>Own any three Categories: Gold - \$15,000, Silver \$9,000, Bronze - \$5,000</b>		

### Build Your Own Bundle

Choose up to FIVE Categories not represented in an existing Bundle – Contact Sales for Availability

Gold - \$15,000, Silver \$9,000, Bronze - \$5,000

### Extend the Value of Your Bundle

Add unlimited additional categories to extend the value of your Bundled program. Categories may not be part of an existing bundle.

**Add individual categories:**

Gold - \$2,000  
 Silver - \$1,500  
 Bronze - \$750

Space is very limited.  
 Contact Sales for availability: at (978) 474-6677 or email [processflowdirect@jazd.net](mailto:processflowdirect@jazd.net)

**Get Started Now! Contact Sales at 978-474-6676 or email [techdirect@jazd.net](mailto:techdirect@jazd.net)**



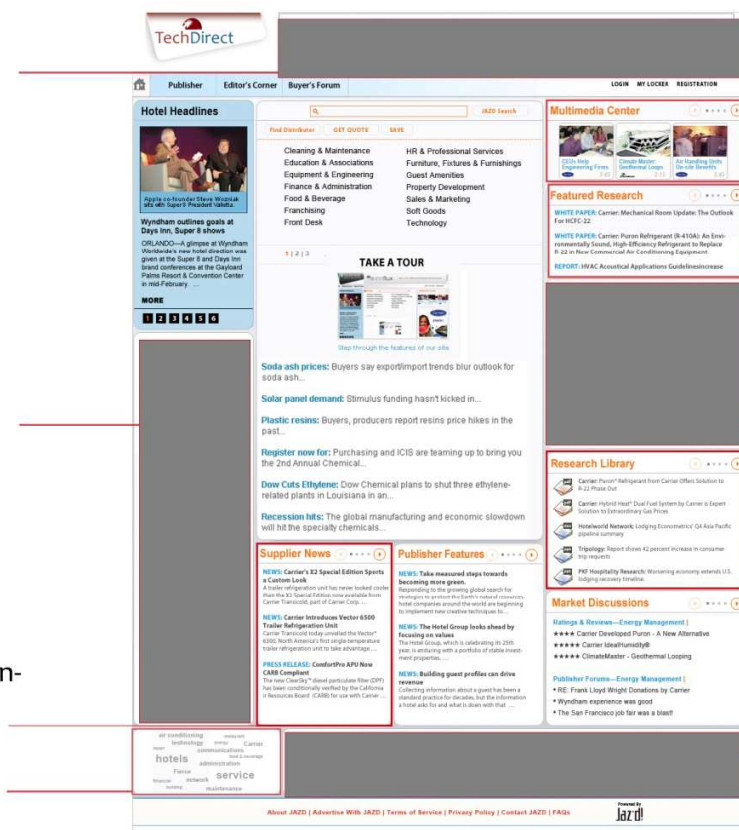
# Directory Sponsorship Package

Limited to two exclusive directory-wide sponsors, the Directory Sponsorship Package offers the most comprehensive interactive marketing program available, incorporating ads, branded multimedia and lead generation with unrivaled JAZD SEO Boost to ensure results.

**Leaderboard**  
728x90 IMU  
All General Pages

**Skyscraper**  
160x600 IMU  
All General Pages

**Company News & Product RSS**  
Opt-in Registration-  
Lead Gen



**Up to 3 Videos, Podcasts & Webinars Hosted**  
Opt-in Registration -  
Lead Gen

**1st Placement**  
in Featured Research  
in Category

**Medium Rectangle**  
300x250 IMU  
All General Pages

**Up to 5 Whitepapers Hosted**  
Opt-in Registration -  
Lead Gen

**Footer**  
728x90 IMU  
All General Pages

Note: Sample Image

## Package Benefits:

- JAZD Microsite
- Targeted \$50/CPM
- Up to 100 opt-in leads included, additional leads available at \$20/lead
- Premium display advertising for your brand across all general Directory Pages
- One Gold Category Sponsorship of your choice (upon availability)
- First page placement in unlimited targeted Value Categories (upon availability)
- JAZD SEO Boost

**Get Started Now! Contact Sales at 978-474-6676 or email [techdirect@jazd.net](mailto:techdirect@jazd.net)**

<http://www.jazdtech.com/techdirect/supplierportal/advertise>

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**Jazd!**



## Interactive Marketing – Build Your Own Program

Connect with qualified buyers – at your price. Add value to your existing free company microsite with targeted interactive marketing programs using your existing content. Don't have content already? JAZD can help you build display ads, whitepapers and more!

### Display Ad Package

- Display ads on company and product microsites:
  - Leaderboard – 728x90 IMU
  - Medium Rectangle – 300x250 IMU
  - Wide Skyscraper – 160x600 IMU
  - Footer – 728x90 IMU
- Contextual placement for ads on Microsite pages

### Content Hosting Packages

#### Multimedia Center Hosting Packages

- Host up to five Multimedia programs (see rate card for details)

#### Research Library Hosting Packages

- Choose the number of hosted whitepapers for maximum impact (see rate card for details)

#### RSS Subscription Package

- Leverage unlimited RSS feeds with reader subscription

### Lead Generation Package

- Opt-in content registration with behavioral data append
- Get-a-Quote functionality for every product page
- \$50/lead delivered to the Supplier Portal in near real time
- Metered leads ensure you only pay for leads you receive

Get Started Now! Contact Sales at 978-474-6676 or email [techdirect@jazd.net](mailto:techdirect@jazd.net)

<http://www.jazdtech.com/techdirect/supplierportal/advertise>

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**Jazd!**



## JAZD SEO Boost

The power of TechDirect isn't just targeted buyer traffic to robust JAZD Microsites; it's targeted, active SEO-based lead generation – providing high quality, highly targeted leads for your pipeline.



Over 100,000 taxonomy-relevant keywords under active SEO management

Optimized JAZD Microsite provides relevant terms, title tags, descriptions with proactive back-linking to drive traffic

Cloud tags provide term density to drive page relevance across multiple search engines

JAZD SEO leverages your content to build page relevance

### Take advantage of the exclusive JAZD SEO Boost and leverage:

- Over 100,000 taxonomy-relevant keywords under active SEO management
- Targeted category-based traffic generation ensures qualified leads
- Optimized JAZD Microsite with relevant terms, title tags, description tags and cloud tags
- Tailored SEO programs across Google, Bing, Yahoo and other search engines to assure maximum coverage
- Optimized JAZD Microsite company and product pages with proactive back-linking to drive relevant traffic

Did you know... 87% of search engine traffic is driven from first page results -

Make sure your products are the first thing buyers see!

Get Started Now! Contact Sales at 978-474-6676 or email [techdirect@jazd.net](mailto:techdirect@jazd.net)



## Rate Card

Microsites	Rates		Details
	12 Months	6 Months	
<b>Company Microsite</b>	FREE	FREE	Unlimited product listings
<b>JAZD Microsite</b>	\$2,000	\$1,500	Free when you load products

TechDirect Sponsorships	Rates		Details
	12 Months	6 months	
<b>Directory Sponsorship</b>			
	\$30,000	20,000	Maximum of two companies
<b>Premium Category</b>			
Gold	\$15,000	\$10,000	One company per Category
Silver	\$9,000	\$6,000	One company per Category
Bronze	\$5,000	\$3,000	Up to four companies per Category
<b>Value Category</b>			
Gold	\$5,000	\$3,500	One company per Category
Silver	\$3,500	\$2,500	One company per Category
Bronze	\$2,000	\$1,500	Up to four companies per Category

Interactive Marketing Packages	Rates		Details
	12 Months	6 months	
<b>Display Ad Package</b>	\$2,000/set		Three sizes – see ad specs
<b>Research Library Hosting Package</b>			
Up to five Whitepapers	\$1,000	\$600	
Unlimited Whitepapers	\$1,500	\$1,000	
<b>Multimedia Center Hosting Package</b>			
One multimedia program	\$750	\$500	
Up to five multimedia programs	\$1,500	\$1,000	
<b>RSS Subscription Package</b>	\$500	\$300	Unlimited RSS feeds w/ subscription
<b>Lead Generation Package</b>	\$50/Opt-in lead delivered		Billed monthly

Get Started Now! Contact Sales at 978-474-6676 or email [techdirect@jazd.net](mailto:techdirect@jazd.net)



## Contacts

David Southwick, SVP Sales-Service 978-474-6606 | dsouthwick@jazd.net

## Specifications

### Display Ads

TechDirect is Universal Ad Package Compliant.

Publishers who are UAP compliant provide advertisers a set of ad units (728x90, 300x250 and 160x600) that enable advertisers the ability to reach the majority of that publisher's audience – using, collectively, these units.

### Universal Ad Package Specs

	Recommended Maximum Initial Download Fileweight	Recommended Animation Length (Seconds)
300 x 250 IMU - (Medium Rectangle)	40k	:15
160 x 600 IMU - (Wide Skyscraper)	40k	:15
728 x 90 IMU - (Leaderboard & Footer)	40k	:15

### Multimedia Content

The platform accepts files up to 1GB in size, and files in the following formats:

- \* MPEG-1, MPEG-2, MPEG-4
- \* VP6, VP5
- \* H.264, H.263
- \* WMV/WMA, and MJPEG

### Creative Submission

All content is to be uploaded by the supplier through the supplier portal interface.

Visit <http://jazdtech.com/techdirect/suppliers/welcome.htm> to upload content.

**Questions? Call Advertiser Services at 978-474-6613.**

**Get Started Now! Contact Sales at 978-474-6676 or email [techdirect@jazd.net](mailto:techdirect@jazd.net)**