



SAPinsider

THE INSIDE EDGE FOR SAP CUSTOMERS WORLDWIDE



WIS
Wellesley Information Services

publisher of

SAPinsider

and

SAPNetWeaver
magazine

ABOUT SAP INSIDER

SAP Insider magazine, sponsored by SAP, is designed exclusively for the executives, managers, consultants, and implementation and development teams who are decision-makers for their SAP systems. Our publication provides SAP customers advanced notice of SAP's product and service initiatives and is read loyally by the professionals who are charged with maximizing the return on their company's multimillion-dollar investment in SAP technology.

SAP Insider is the leading magazine devoted to the SAP community worldwide. More than 125,000 readers turn to *SAP Insider* each quarter. Copies are distributed at every major industry event in the US and EMEA, including SAPPHIRE and SAP TechEd, the DSAG (German SAP user group) Annual Congress, Financials 2008, HR 2008, Logistics & SCM 2008, Product Lifecycle Management 2008, CRM 2008, GRC 2008, SAP NetWeaver® BI & Portals 2008, Reporting and Analytics 2008, Managing your SAP® Projects 2008, and Global SAP® Environments 2008. *SAP Insider* is also distributed at most SAP training centers and corporate offices in North America, as well as at SAP AG headquarters in Walldorf, Germany.

SAP Insider serves the world's most active and growing SAP customer installations, such as Bombardier, Deutsche Bank, Harley Davidson, and the Coca-Cola Company, to name a few.

HOW SAP INSIDER DELIVERS SUPERIOR ROI FOR YOUR MARKETING DOLLARS

As part of WIS, the largest independent publisher of SAP-related information, we maintain close relationships with more than 200,000 SAP customers worldwide. The result is a highly targeted audience of active SAP customers, which allows vendors of SAP-related products and services to focus precious marketing dollars efficiently.

Whether you are considering traditional print advertising, an advertorial, electronic marketing, or any of our custom marketing opportunities, *SAP Insider* can instantly put you and your messages in front of thousands of qualified prospects. These are not just "tire-kickers" in the SAP market, but committed SAP customers who are actively seeking ways to improve the productivity of their SAP implementations.

THE MOST COMPREHENSIVE COVERAGE OF THE SAP MARKET

SAP Insider and its sister publication SAP NetWeaver Magazine are the world's two leading SAP magazines.

SAP customers rely on SAP Insider to guide them through planning and managing their entire SAP ecosystems. SAP Insider provides executives, managers, consultants, and IT team leaders with strategies and techniques to get the highest ROI from SAP technology.

Together, your 8x advertising insertion in these two quarterlies (4x each) delivers unprecedented exposure to the community of SAP decision-makers and influencers. We offer discounted packages for multiple insertions and spreads. Our sales team can work with you to customize a package that combines advertising with a wide variety of other outreach programs.



SAP INSIDER

SAP Insider is produced and distributed in partnership with SAP. It is edited exclusively for the executives, managers, consultants, and implementation and development teams who are responsible for making decisions concerning their SAP systems. SAP Insider gives SAP customers advanced notice of SAP's latest product and service initiatives. It is read loyally by more than 125,000 professionals who are charged with maximizing the return on their company's multimillion-dollar investment in SAP technology.



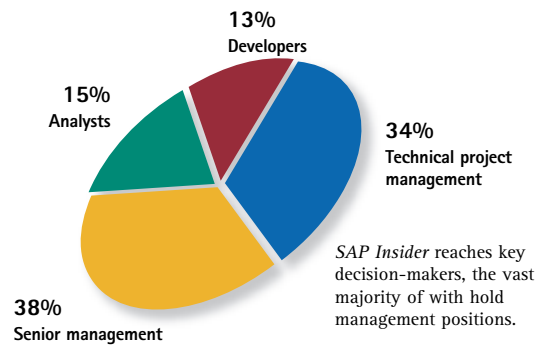
SAP NETWEAVER MAGAZINE

SAP NetWeaver Magazine is the independent authority on SAP NetWeaver®. It provides both IT and business readers with strategies, best practices, tips, and tricks to wield SAP NetWeaver technology for greater competitive advantage. SAP NetWeaver Magazine is published quarterly, and has a total readership of 100,000. Readers are qualified as working for organizations that either currently run SAP NetWeaver components or plan to implement SAP NetWeaver within the next 18 months.

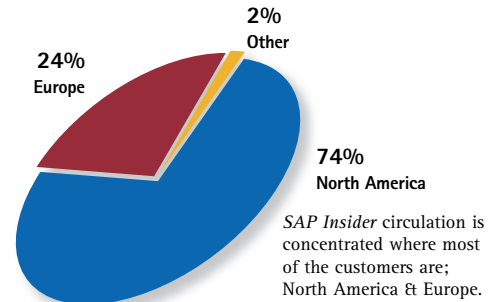
READERSHIP PROFILE

SAP Insider, sponsored by SAP, is designed exclusively for the executives and implementation and development teams who are responsible for maximizing the return on their company's multimillion-dollar investment in SAP technology. *SAP Insider* is read by over 125,000 professionals and is distributed at major SAP events and offices worldwide.

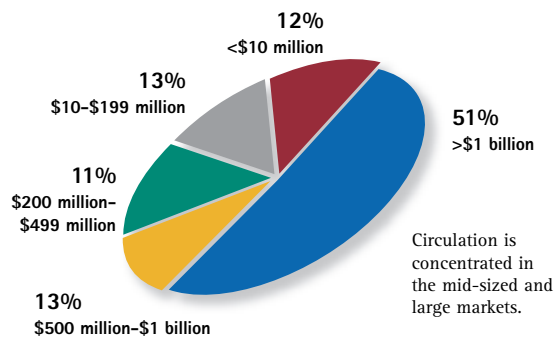
SUBSCRIBER ROLES



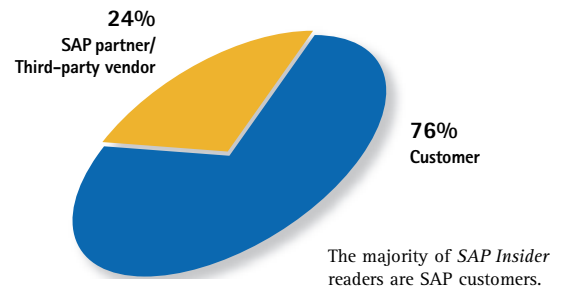
GEOGRAPHIC DISTRIBUTION



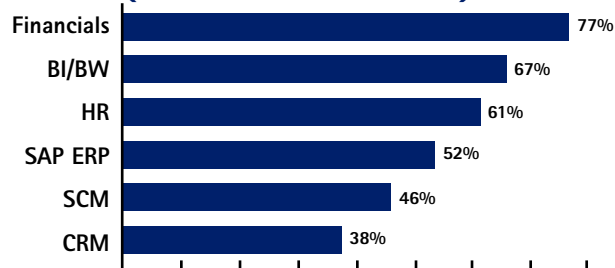
TOTAL SALES VOLUME



RELATIONSHIP TO SAP



TOP SAP SOLUTIONS USED (OR PLANNED FOR USE)



The top SAP solutions are Financials, BI/BW, and HR.

SUBSCRIBERS AT A GLANCE

SAP Insider reaches the worldwide installed base of users and prospects. Sample subscriber companies include:

Akzo Nobel Chemicals Inc.	Deutz Corporation	Internal Revenue Service	Navajo Tribal Utility Authority
American Express Company	Diamond Offshore Drilling, Inc.	ITT Industries, Inc.	NCR Corporation
Anheuser-Busch Inc.	Disneyland International	Johnson & Johnson	Neutrogena Corporation
AT&T	E. I. du Pont de Nemours and Company	Kellogg Company	New York Stock Exchange Inc.
BASF Corporation	Eastman Chemical Company	Keyspan Corp	Northrop Grumman Corporation
Bank One Corporation	Eli Lilly and Company	Kindred Healthcare Inc.	Occidental Chemical Corporation
Barnes and Noble, Inc.	Entergy Corporation	Kohler Co.	OfficeMax, Inc.
Bayer Corporation	Ericsson	Kyocera America Inc.	Oklahoma Gas and Electric Company
Becton, Dickinson and Company	Exxon Mobil Corporation	Lehman Brothers Inc.	Pacific Bell Inc.
Boehringer Ingelheim Corporation	Federal-Mogul Corporation	Lennox International Inc.	PacificCorp
Boise Cascade Corporation	FirstEnergy Corp.	Lincoln Electric Company	Panavision Inc.
Bombardier Motor Corporation of America	Florida Power & Light Company	Lockheed Martin Corporation	Pennzoil—Quaker State Company
Bristol-Myers Squibb	FMC Corporation	Lucent Technologies Inc.	PepsiCo Inc.
Cardinal Health	Fujitsu America Inc.	MAHLE, Inc.	PetSmart, Inc.
Caterpillar Inc.	GE Capital Financial Inc.	Marathon Oil Company	Philip Morris USA Inc.
Centerpoint Energy Inc.	General Dynamics	McDonnell Douglas Corporation	Puget Sound Energy
Chevron Phillips Chemical Company LLC	General Mills, Inc.	MCI Communications Corporation	Purina Mills, LLC
Coca-Cola Bottling Co.	General Motors Corporation	Medimmune, Inc.	Quest Software, Inc.
ConocoPhillips	Georgia-Pacific Corporation	Menasha Corporation	RR Donnelley & Sons Company
Cooper Cameron Corporation	GlaxoSmithKline	Mercedes-Benz U.S. International Inc.	Rayovac Corporation
Cox Communications Inc.	GMAC Insurance Holdings, Inc.	Merck & Co., Inc.	Raytheon Aircraft Company
Dade Behring Inc.	Gulfstream Aerospace Corporation	Metro-Goldwyn-Mayer Inc.	Reliant Energy
Deere & Company	Harley-Davidson Inc.	Microsoft Corporation	Rexnord Industries Inc.
Defense Information Systems Agency	Harte-Hanks Inc.	Miller Brewing Company	Roche Diagnostics Corporation
	Heinz Frozen Food Co. Inc.	Molex Incorporated	Rohm and Haas Company
	Henkel Corporation	NEC America Inc.	Rubbermaid Inc.
	Hershey Foods Corporation	National Park Service	and many more...
	Hewlett-Packard Company		

CREATE YOUR ADVERTISING PROGRAM

GENERATE LEADS AND BUILD BRAND AWARENESS

Our display advertising and Special Partner Feature advertorial opportunities build your brand and position your message next to our quality content.

DISPLAY ADVERTISING

With the Issue Focus guide of our Editorial Calendar, you place your ads near relevant magazine content and target your campaign—ensuring strategic messaging to the more than 125,000 decision-makers and key influencers in the SAP community.

SPECIAL PARTNER FEATURES—NOW WITH A NEW LEAD GENERATION PROGRAM

Our Special Partner Features have always allowed you to speak directly to the readers in your own words through our advertorial opportunities. Now, we widen your reach and deliver new leads through our expanded Advertising-Plus program. Your participation in this expanded program includes:

- A readership of over 125,000 movers-and-shakers in the industry seeing your advertorial.
- Connection with prospects actively evaluating new solutions in specific technology areas.
- Option to purchase hard-copy reprints that can be used as high-profile collateral at major tradeshows and conferences.
- Position of your feature in the fully searchable online database of *SAP Insider*.
- Free PDF copy of your article to post on your web site or email to your customers and prospects.
- Extended impact to complement your customer case studies when you directly reach SAP customers with *SAP Insider*.
- **NEW!**—Inclusion of your advertorial's abstract and company logo on the special mini-web site devoted solely to the Special Partner Feature.
- **NEW!**—Additional exposure via post-publication email reaching tens of thousands of relevant SAP customers that includes a link to the Special Partner Feature mini-site.
- **NEW!**—Access to contact details of opt-in customers who download your advertorial.

Your 4x or 8x insertion order, combined with contributed Special Partner Features articles ensure the best coverage in the SAP market. No other display-advertising program can enhance brand awareness and garner more qualified leads.

EDITORIAL CALENDAR

SAP Insider 2008 Editorial Calendar						
Issue Date	Display Ad Close Date	Issue Focus	Special Partner Feature Topics	Feature Close Date	Feature Materials Due	Bonus Distribution
Jan Feb Mar	Nov. 2, 2007	Financials	Mobile Business Solutions (RFID)	Sept. 14, 2007	Sept. 28, 2007	SCM 2008, PLM 2008, Manufacturing 2008, CRM 2008, HR 2008, Financials 2008, GRC 2008, SAP NetWeaver BI/Portals 2008, Admin 2008
Apr May Jun	Feb. 1, 2008	HR/HCM	Archiving/Doc Mgmt/Records Mgmt/Info Lifecycle Mgmt	Dec. 14, 2007	Dec. 21, 2007	SAPPHIRE '08 US, SAPPHIRE '08 EMEA
Jul Aug Sep	May 2, 2008	SRM/ Procurement	Testing/ Monitoring	Mar. 14, 2008	Mar. 28, 2008	SAP TechEd '08 US, SAP TechEd '08 EMEA
Oct Nov Dec	Aug. 1, 2008	Business Intelligence	GRC	Jun. 13, 2008	Jun. 27, 2008	Managing SAP Projects 2008, Global SAP Environments 2008, Reporting & Analytics 2008, UK User Group Annual Mtg, DSAG Annual Mtg

**Subject to Change*

SPECIAL POSITIONS

Throughout the year premium positions may become available. Contact your Account Manager at 1.781.751.8800 for rates and details.

EXHIBITOR EVENT EXTENDER PACK

As an exhibitor at our events, you now can extend your onsite presence with our new Exhibitor Event Extender Pack. We dedicate special sections in *SAP Insider* or *SAP NetWeaver Magazine* to the conference where you exhibited, allowing attendees and thousands more like them to read all about the best practices shared.

Participation includes a full-page ad plus 100-word write up - both in the widely-circulated printed issue and in our searchable online articles archive. There is no better way to solidify your connection with attendees and thousands of others like them. An Event Extender Pack is the perfect path to generate additional leads and reinforce messaging on how your offerings provide SAP customers with the help they need.

Exhibitor Event Extender Pack 2008 Calendar*					
Event	Event Date	Magazine	Issue Date	Participation Deadline	Advertising Materials & Product Descriptions Deadline
Logistics and Supply Chain Management 2008, PLM 2008, Manufacturing 2008	2/13 – 2/15 Nice, France	SAP NetWeaver Magazine	Summer 2008	3/14/08	3/21/08
Logistics and Supply Chain Management 2008, PLM 2008, Manufacturing 2008	2/25 – 2/27 Orlando	SAP NetWeaver Magazine	Summer 2008	3/14/08	3/21/08
HR 2008	3/10 – 3/12 Orlando	SAP Insider	Jul-Aug-Sep 2008	4/4/08	4/11/08
Financials 2008	3/10 – 3/13 Orlando	SAP Insider	Jul-Aug-Sep 2008	4/4/08	4/11/08
GRC 2008	3/10 – 3/13 Orlando	SAP Insider	Jul-Aug-Sep 2008	4/4/08	4/11/08
Administration & Infrastructure 2008	3/26 – 3/28 Orlando	SAP NetWeaver Magazine	Summer 2008	4/4/08	4/11/08
BI and Portals 2008	3/26 – 3/28 Orlando	SAP NetWeaver Magazine	Summer 2008	4/4/08	4/11/08

*Subject to Change

2008 RATES

2008 Display Ad Rates				
Rates (color included)	1x	2x*	4x*	8x*
Two-page spread	\$17,705	\$17,000	\$16,290	\$14,880
Full page	\$9,550	\$9,170	\$8,790	\$8,020
One-half (horizontal or vertical) page	\$6,830	\$6,560	\$6,290	\$5,740
One-third page (vertical)	\$5,290	\$5,080	\$4,870	\$4,450

**Based on a total number of insertions within a 12-month period from date of first insertion.
 SAP NetWeaver Magazine combines frequency with SAP Insider*

2008 Special Partner Feature Rates	
1 page article	\$7,500
2 page article	\$14,000
3 page article	\$20,500
4 page article	\$27,000

For information on Exhibitor Event Extender Packs please contact our sales team at 1-781-751-8800 or sappartners@WISpubs.com.

MECHANICAL REQUIREMENTS & PRINTING SPECIFICATIONS

TRIM SIZE AND BINDING

- Trim Size: 8-1/8" x 10-13/16" (206 x 276mm)
- Full Page Bleed: 8-3/8" x 11-1/8" (213 x 283mm)
- Full Page Non-Bleed: 7-3/8" x 10" (187 x 254mm)
- Live Area (Bleed Safety): 7-3/8" x 10-1/8" (187 x 257mm). This equals a 3/8" (9.5mm) offset from the trimmed edge on all sides for bleed ads, and from the gutter for bleed spreads
- Binding: Saddle-stitched

Page Dimensions (English Inches)				
	Non-Bleed	Bleed	Trim	Live Area (Bleed Safety)
2-Page Spread	15-1/2 x 10	16-1/2 x 11-1/8	16-1/4 x 10-7/8	7-3/8 x 10-1/8 for each page
Full Page	7-3/8 x 10	8-3/8 x 11-1/8	8-1/8 x 10-13/16	7-3/8 x 10
1/2 Horizontal	7-3/8 x 4-7/8	8-3/8 x 5-1/2	8-1/8 x 5-3/8	7-3/8 x 5
1/3 Vertical	2-1/4 x 10	N/A	N/A	N/A

Page Dimensions (Metric Millimeters)				
	Non-Bleed	Bleed	Trim	Live Area (Bleed Safety)
2-Page Spread	394 x 254	419 x 283	413 x 276	187 x 257 for each page
Full Page	187 x 254	213 x 283	206 x 276	187 x 257
1/2 Horizontal	187 x 124	213 x 140	206 x 137	187 x 127
1/3 Vertical	57 x 254	N/A	N/A	N/A

DIGITAL ADVERTISING MATERIALS CHECKLIST

This checklist is for either Mac or PC platform files. Please call Senior Designer David Dembowski at 1-781-751-8624, or email david.dembowski@WISpubs.com regarding files not described below. We can accept some additional software and file formats, but not others.

Note: When accepting digital files, we also require a color proof; see below.

WE ACCEPT THE FOLLOWING TRANSPORT DEVICES:

- FTP Site – Contact Laura Parsons at 1-781-751-8896, or email laura.parsons@WISpubs.com for upload information
- CD-R or CD-RW: finalized to ISO 9660 format; no UDF format disks accepted
- Email attachments – 9 MB max when compressed; must be compressed (Stuffit, WinZip)
(Note: When emailing ZIP file, please call Laura Parsons at 1-781-751-8896 for special instructions)

WE ACCEPT FILES CREATED IN THE FOLLOWING APPLICATIONS:

- Adobe Illustrator CS or Macromedia Freehand 9.0: CMYK EPS format, all graphics embedded and fonts changed to outlines
- Adobe PhotoShop CS: CMYK TIF format (300 dpi minimum required)
- Adobe Acrobat: High-resolution PDFs

FONTS: For EPS files, please change all fonts to outlines before shipping.

COLOR: Convert all RGB, Index, Lab, and Pantone color to CMYK.

PROOFS: Provide a composite color proof at 100%, or at 85% with crop & registration marks. Your document will be output at 100% unless otherwise specified. Digital color proofs accepted as color guidance. If no color proof is provided, one will be made at additional charge.

COMPRESSING FILES: WinZip (PC) and Stuffit (Mac) compressed files accepted.

ADDITIONAL TIPS:

- Run proofs from the disk you are sending. This ensures that all necessary files are on the disk and that they are current.
- Scan line art at 1200 dpi.
- Scan continuous tone images at 300 dpi.

CHARGES (IF APPLICABLE):

Color proof (if one is not provided): \$150.00

Edit files: \$100.00/hr; 2 hr min

INTEGRATED MARKETING OPPORTUNITIES

WIS offers the most comprehensive portfolio to build an integrated marketing program that meets your lead-generation, marketing, and branding goals. Ask our sales team how to develop a marketing calendar that meets your specific needs with the following opportunities.

E-MARKETING

WEBINARS

Our webinars are a full-service, turnkey program available for your educational offerings. We offer our “Webinar Concierge” to help you create a successful event. Visit www.WISpubs.com/sappartner/dm_webinars.cfm for more information.

WHITE PAPERS

What makes our White Paper Push Program so unique is that we’ll “push” an announcement and link to your white paper to the people you most want to read it. Visit www.WISpubs.com/sappartner/dm_whitepapers.cfm for more information.

EMAIL OUTREACH

Want to send your own full HTML or text email to the most qualified SAP customer lists available? If you have an informational message that would be helpful to our customers, ask about our email outreach program. Please note that copy submitted under this program is heavily screened for quality of information before being accepted for distribution. Let us work with you to craft an effective email outreach program. Visit www.WISpubs.com/sappartner/dm_directmail.cfm for more information.

EDITOR’S DESK @ SAP INSIDER SPONSORSHIPS

Every month, we send our Editor’s Desk @ *SAP Insider* email – technical tips from the editors of *SAP Insider* and *SAP NetWeaver Magazine* – to a broad SAP customer audience of 40,000 subscribers and other WIS customers. Again, a limited number of sponsor messages are available each month. Visit www.WISpubs.com/sappartner/dm_editorsdesk.cfm for more information.

INSIDER TIPS SPONSORSHIPS

We also have sponsorship opportunities available in our Insider Tips on specific SAP applications and technology by email, on a regular basis, to a targeted list of SAP customers, consultants, and buying influencers. Specific tips emails are sent to 20,000 to 30,000 recipients on the following topics: Financials, BI/BW, HR, and Logistics/SCM. Visit www.WISpubs.com/sappartner/dm_insidertips.cfm for more information.

ISSUE ALERT EMAIL SPONSORSHIPS

A limited number of sponsored messages are available each quarter to accompany the Table of Contents that is emailed to subscribers as each new issue is published. Readers eagerly look forward to notice of each upcoming issue.

INTEGRATED MARKETING OPPORTUNITIES, CONT.

SAP INSIDER CONFERENCES AND SEMINARS

Reach your target market face to face through exhibition and sponsorships available at the dozens of conferences and seminars WIS produces each year. We can customize your ideal on-site experience.

Visit www.WISpubs.com/sappartner/se_sponsorships.cfm for more information.

SAP SOFTWARE SOLUTION PARTNER CATALOG

One of your benefits as an SAP® xApps™ Certified, Powered by SAP NetWeaver®, or Certified for SAP NetWeaver partner is inclusion in the 2008 SAP Software Solution Partner Catalog – the official guide for third-party solutions certified for the SAP NetWeaver platform. Your presence in the Catalog not only increases your solution's exposure in the SAP community, but also generates more leads, increases sales, and drives more traffic to your web site.

For each of your certified solutions, you will have to decide between three levels of participation. You are entitled to a default listing free of charge; however, many partners choose to upgrade to a Premier or Enhanced Listing Package.

Visit www.WISpubs.com/sappartner/sl_solution_overview.cfm for more information.

To see an online demo visit www.WISpubs.com/sappartner/catalogdemo

Extended exposure to a highly focused audience

2008 ELECTRONIC NEWSLETTER RATES AND SCHEDULES

SPONSORSHIP RATES

Advertisers in either *SAP Insider* or *SAP NetWeaver Magazine* earn a \$1,000 discount.

Rates	Advertiser	Non-Advertiser
Premier	\$4,950	\$5,950
Anchor	\$3,950	\$4,950

Editor's Desk Schedule		
Month	Content Due	Email Date
Jan	Jan 4	Jan 11
Feb	Feb 1	Feb 8
Mar	Feb 29	Mar 7
Apr	Apr 4	Apr 11
May	May 2	May 9
Jun	Jun 6	Jun 13
Jul	Jul 4	Jul 11
Aug	Aug 1	Aug 8
Sep	Sep 5	Sep 12
Oct	Oct 3	Oct 10
Nov	Oct 31	Nov 7
Dec	Dec 5	Dec 12

SAP Insider Issue Alert Schedule		
Issue	Content Due	Email Alert Date
Jan•Feb•Mar	Dec 28, 2007	Jan 4
Apr•May•Jun	Mar 28	Apr 4
Jul•Aug•Sep	Jun 26	Jul 3
Oct•Nov•Dec	Sept 26	Oct 3

SAP NetWeaver Magazine Issue Alert Schedule		
Issue	Content Due	Email Alert Date
Spring	Feb 29	Mar 7
Summer	May 30	Jun 6
Fall	Aug 29	Sep 5
Winter	Nov 28	Dec 5

**Subject to change*

Contact your Account Manager for other "Insider Tips" schedules.

INSERTION ORDER

Issue		Display Ad Deadlines
<input type="checkbox"/>	Jan • Feb • Mar	Nov. 2, 2007
<input type="checkbox"/>	Apr • May • Jun	Feb. 1, 2008
<input type="checkbox"/>	Jul • Aug • Sept	May 2, 2008
<input type="checkbox"/>	Oct • Nov • Dec	Aug. 1, 2008

Advertising Specifications (Ad Size)			
<input type="checkbox"/>	2 Page	<input type="checkbox"/>	1/2 Page Horizontal
<input type="checkbox"/>	1 Page	<input type="checkbox"/>	1/3 Page Vertical
<input type="checkbox"/>	2/3 Page Vertical		

Special Partner Feature Deadlines for Insertion Order		
Jan • Feb • Mar	Mobile Business Solutions (RFID)	Sept. 14, 2007
Apr • May • Jun	Archiving/Doc Mgmt/Records Mgmt/Info Lifecycle Mgmt	Dec.14, 2007
Jul • Aug • Sept	Testing/Monitoring	March 14, 2008
Oct • Nov • Dec	GRC	Jun. 13, 2008

SPECIAL INSTRUCTIONS:

CONTRACT DETAILS:

Total Program/Contract Insertions: _____
 Total Program Investment: \$ _____
 Rate per Insertion: \$ _____

- Check Enclosed (Make payable to Wellesley Information Services)
- Please Bill: _____

AUTHORIZED AND ORDERED BY:

Company: _____	Ad Agency: _____
Contact: _____	Contact: _____
Title: _____	Title: _____
Address: _____	Address: _____
City/State/Zip: _____	City/State/Zip: _____
Phone: _____	Phone: _____
Fax: _____	Fax: _____
Email: _____	Email: _____

Signature *Date*

TO RESERVE PLACEMENT FAX ALL 4 PAGES TO: 1-781-329-9186



TERMS & CONDITIONS

PAGE 2 OF 4

1. In the event an advertiser misses the materials deadline for an issue, the publisher reserves the right to insert advertiser's last-run ad in its place. If ad is a first-time insertion, we 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. Publisher reserves the right to withhold advertising for any account with outstanding invoice beyond 60 days. A 5% late fee is assessed upon all invoices outstanding beyond 30 days. Agency commission disallowed after 30 days from date of invoice. All orders are subject to approval of our credit requirements.
3. Accounts with no previous credit history with *SAP Insider* may be required to make prepayment by space order deadline. The publisher reserves the right to decline any advertisements for which prepayment has not been received on or before the material deadline.
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. Publisher reserves the right to hold 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 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 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 publisher in writing, in which case no competitive separation requests can be guaranteed.
9. Contract advertisers who do not fulfill their entire contract but take advantage of the email benefit will be billed \$4900 for the value of the program.
10. Program cancellations must be received in writing at least 4 weeks in advance of issue space reservation deadline.

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FAX TO: 1-781-329-9186



COMMUNICATING WITH SAP CUSTOMERS THROUGH WIS PROGRAMS

WIS is committed to the productive exchange of information between SAP partners and our 200,000+ readers, attendees, and other customers. Our experience has shown that following a few simple guidelines leads to the most constructive and valuable information exchange. Our content requirements help ensure that all third-party communications through our programs effectively highlight your insights, your partnership with SAP, and the power of your solutions for SAP customers.

Please be sure that your advertisements...

I. ADHERE TO ALL SAP BRANDING GUIDELINES

Follow the SAP Partner Branding Guide (available from SAP) to ensure proper usage of all SAP trademarks and brands. In particular, ensure proper spelling, punctuation, and usage of SAP brands, and proper usage of trademark symbols on SAP brands (® and ™). Common branding errors to watch for include:

- Use of the SAP name within a partner product name. Use of the SAP name, including the phrases “for SAP” or “for SAP Solutions,” in a partner product is not permitted according to the SAP Partner Branding Guide. Please see pages 19-23 of the SAP Partner Branding Guide for more details.
- Incorrect spelling of SAP brands. Please use the full name of the product – SAP NetWeaver, mySAP ERP, etc. – when referring to an SAP offering. An up-to-date listing of solutions and trademarks is available at www.sap.com/company/legal/copyright/trademark.epx.

2. AVOID NEGATIVE OR ADVERSARIAL POSITIONING TOWARD SAP SOLUTIONS

We do not endorse or allow messages that highlight partners’ strengths over SAP solutions in any way. You may not refer to SAP solutions as complex, challenging, lacking in functionality, etc. Please make sure all messages are complementary to both SAP and the partner. For example, rather than highlight how XYZ company’s product addresses the complexities of the SAP solutions, reword to explain how XYZ company’s product enhances or extends SAP solutions.

3. AVOID NEGATIVE OR ADVERSARIAL POSITIONING TOWARD OTHER PARTNERS’ SOLUTIONS

You may not refer to another SAP partner’s solution as complex, challenging, lacking in functionality, etc. Keep the overall tone of the content positive and focused on the value of your particular offerings to SAP customers, and do not use it to criticize your competitors or other solutions on the market. Avoid superlative claims that your solutions are “first,” “only,” “best,” “leading/leader,” “most,” etc.

4. USE ONLY DOCUMENTED CUSTOMER QUOTES OR REFERENCES

We will publish quotes or references from employees of SAP, its customers, or any third-party only if you submit written documentation of permission from the source to use its name and attribution in the specific context in which it appears in your material.

Questions on content guidelines? Contact Kristine Erickson, Executive Editor, Wellesley Information Services, +1-781-751-8743 or Kristine.Erickson@WISpubs.com.

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BRANDING GUIDELINES

INCLUDE THE APPROPRIATE TRADEMARK SYMBOL – ™ OR ®. Include the symbol on the first use of the product name both within the title of your [event/email/white paper] and in the body text.

For example: “The SAP NetWeaver® platform is the open integration and application platform that enables change. SAP NetWeaver helps companies align IT with their business.”

THE REGISTERED TRADEMARK ON “SAP” APPLIES TO GOODS OR SERVICES DELIVERED BY SAP. When you describe your own product’s compatibility, you may refer to an SAP offering name but never solely to compatibility with “SAP.” Any general references to SAP should include a descriptor, and again, only on the first use of the trademarked SAP name.

For example: “SAP® software... SAP solution... SAP application... SAP offering.”

WHEN REFERRING TO SAP AS A COMPANY, THE TRADEMARK IS NOT USED.

For example: “SAP customer,” “SAP announced today...”

A SAMPLING OF SAP OFFERING NAMES. Here are some examples of SAP offerings with appropriate trademarks and abbreviations. Note that SAP has changed their “mySAP” branding; for example, “mySAP ERP” is now simply “SAP ERP”. For the complete list of SAP offerings, please visit www.sap.com/company/legal/copyright/trademark.epx

SAP® R/3®	SAP® ERP Financials
SAP NetWeaver® (Note: “NetWeaver” or “Netweaver” are incorrect)	SAP® Supplier Relationship Management (SAP SRM)
SAP® Business Suite	SAP® Supply Chain Management (SAP SCM)
SAP® Customer Relationship Management (SAP CRM)	SAP NetWeaver® Business Intelligence (SAP NetWeaver BI)
SAP® ERP	SAP® Business Information Warehouse (SAP BW)
SAP® ERP Human Capital Management (SAP ERP HCM)	SAP® xApp™ Manufacturing Integration and Intelligence (SAP xMII)

BE SURE TO DISTINGUISH YOUR OWN PRODUCTS FROM ANY SAP TRADEMARK. Your offering’s name must not appear to include an SAP trademark. You can differentiate your product from the SAP product visually (i.e., use a different font or italics). Phrases like “for use with,” “runs on,” or “is compatible with” are also appropriate.

INCORRECT:

- <Your product name> for SAP
- <Your product name> for SAP ERP provides extended functionality.
- <Your product name> for SAP Business Suite

CORRECT:

- <Your product name> for use with SAP solutions
- <Your product name> provides extended functionality for SAP ERP users.
- <Your product name> *for SAP Business Suite*

FOR MORE SPECIFICS, please visit the SAP Partner Branding Guide available at <http://service.sap.com/partnerportal>.

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