

2012 Media Information Kit



SAPinsider

- Display Advertising
- Partner Special Report Sponsorship
- Mobile App Sponsorship

ABOUT SAPINSIDER

SAPinsider 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 multi-million dollar investment in SAP technology.

SAPinsider is the leading magazine devoted to the SAP community worldwide, and 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.

More than 125,000 readers turn to SAPinsider each quarter. In addition, bonus distribution throughout the year includes key SAP industry events in the US and EMEA, including SAPPHERE NOW and SAP TechEd, the DSAG (German-speaking SAP user group) Annual Congress, and all SAPinsider conferences. Copies are also distributed at most SAP training centers and corporate offices in North America, as well as at SAP AG headquarters in Walldorf, Germany.

How SAPinsider delivers superior ROI for your marketing dollars

As part of WIS Publishing, the largest independent publisher of SAP-related information, we maintain close relationships with more than 250,000 SAP customers worldwide. The result is a highly targeted audience of active SAP decision makers. This allows vendors of SAP-related products and services to focus their precious marketing dollars efficiently through our offerings.

Whether you are considering traditional print advertising, a customer case study, an advertorial, electronic marketing, or any of our custom marketing opportunities, SAPinsider can instantly put you and your messages in front of thousands of qualified prospects. These are committed SAP customers who are actively seeking ways to improve the productivity of their SAP implementations — the audience you want to reach.



THE WIS PORTFOLIO



Financials2011



ABOUT SAPINSIDER, CONTINUED

The most comprehensive coverage of the SAP market

SAPinsider is the world's leading SAP magazine.

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

Your advertising insertion delivers unprecedented exposure to the community of SAP decision makers and influencers. We offer discounted packages for multiple insertions in our magazines. Our sales team can work with you to customize a package that combines advertising with a wide variety of other outreach programs.



SAPINSIDER

SAPinsider is produced and distributed in partnership with SAP. It is published exclusively for the executives, managers, consultants, and implementation and development teams who are responsible for making decisions concerning their SAP systems. SAPinsider 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 multi-million dollar investment in SAP technology.



INSIDERPROFILES

insiderPROFILES, distributed with SAPinsider, offers detailed profiles of today's most influential business and IT leaders — their strategies, best practices, and how they leverage SAP and SAP BusinessObjects solutions to achieve their objectives. This quarterly publication and online resource connects you with SAP customers to communicate your customer success stories, establish your company's experts as thought leaders, and highlight your solution innovations.

** insiderPROFILES has replaced SAP NetWeaver magazine, providing even more opportunities to reach SAP customers. Contact us for details.*

Our readers

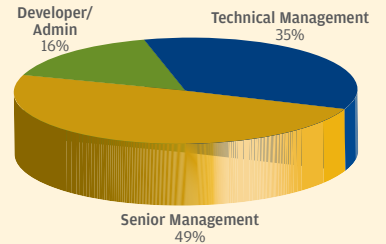
As indicated by the readership profile in the sidebar, SAPinsider and insiderPROFILES reach key decision makers, the majority of whom are in North America and Europe. Our circulation is concentrated in the mid-sized and large markets, and the majority of our readers are SAP customers.

The top SAP solutions used by our readers are: SAP ERP, Business Intelligence, Financials, HR, CRM, and SCM. The top industries represented include: High Tech, Consumer Products, Utilities, Oil & Gas, and Chemicals.

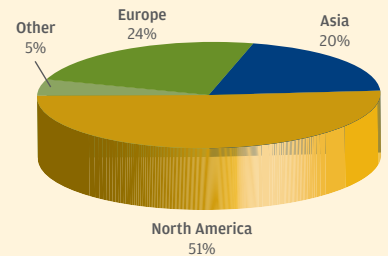


READERSHIP PROFILE

Subscriber Roles



Geographic Distribution



Advertising in our magazines continues to be one of the best and most cost-effective ways to build company and solution brand awareness, and disseminate key messages to decision makers and influencers at SAP customer sites worldwide.

SUBSCRIBERS AT A GLANCE (PARTIAL LISTING)

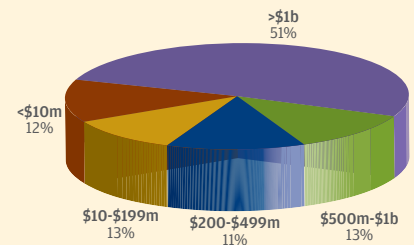
SAPinsider reaches the worldwide installed base of SAP users and prospects. A sampling of these companies includes:

- | | | |
|----------------------------|-----------------------------|----------------------------|
| Akzo Nobel Chemicals Inc. | Federal-Mogul Corporation | Menasha Corporation |
| American Express Company | FirstEnergy Corp. | Mercedes-Benz U.S. |
| Anheuser-Busch Inc. | Florida Power & Light | International Inc. |
| AT&T | Company | Merck & Co., Inc. |
| BASF Corporation | FMC Corporation | Metro-Goldwyn-Mayer Inc. |
| Bank One Corporation | Fujitsu America Inc. | Microsoft Corporation |
| Barnes and Noble, Inc. | GE Capital Financial Inc. | Mitsubishi |
| Bayer Corporation | General Dynamics | Miller Brewing Company |
| Becton, Dickinson | General Mills, Inc. | Molex Incorporated |
| Bertelsmann Media Systems | Georgia-Pacific Corporation | NEC America Inc. |
| BMW | GlaxoSmithKline | National Park Service |
| Boehringer Ingelheim | GMAC Insurance Holdings, | NCR Corporation |
| Corporation | Inc. | Neutrogena Corporation |
| Boise Cascade Corporation | Grainger | Nike |
| Bombardier | Gulfstream Aerospace | Northrop Grumman |
| Bristol-Myers Squibb | Corporation | Corporation |
| Cadbury Schweppes | Harley-Davidson Inc. | Occidental Chemical |
| Canada Post | Harte-Hanks Inc. | OfficeMax, Inc. |
| Cardinal Health | Hasbro, Inc. | Oklahoma Gas and Electric |
| Caterpillar Inc. | Heinz Frozen Food Co. Inc. | Omnilogic |
| Cherry Corp. | Henkel Corporation | Oxford University |
| Centerpoint Energy Inc. | Hershey Foods Corporation | Pacific Bell Inc. |
| Chevron Phillips | Hewlett-Packard Company | PacifiCorp |
| Cirque du Soleil | Internal Revenue Service | Panavision Inc. |
| Coca-Cola Bottling Co. | ITT Industries, Inc. | Pennzoil—Quaker State |
| ConocoPhillips | Johnson & Johnson | PepsiCo Inc. |
| Cooper Cameron Corporation | Jo-Ann Stores | PetSmart, Inc. |
| Cox Communications Inc. | Kellogg Company | Philip Morris USA Inc. |
| Dade Behring Inc. | Keyspan Corp | Pirelli Cables and Systems |
| Defense Information | Kimberly-Clark | Puget Sound Energy |
| Systems Agency | Kindred Healthcare Inc. | Purina Mills, LLC |
| Deutsche Bank AG | Kohler Co. | PWC |
| Deutz Corporation | Kyocera America Inc. | Quest Software, Inc. |
| Diamond Offshore Drilling, | Lehman Brothers Inc. | RR Donnelley & Sons |
| Inc. | Lennox International Inc. | Rayovac Corporation |
| Disneyland International | Lincoln Electric Company | Raytheon Aircraft Company |
| eBay | Lockheed Martin Corporation | Reliant Energy |
| EDS | L'Oreal | Rexnord Industries Inc. |
| E. I. du Pont de Nemours | Lucent Technologies Inc. | Roche Diagnostics |
| and Company | Lufthansa | Corporation |
| Eastman Chemical Company | MAHLE, Inc. | Rohm and Haas Company |
| Eli Lilly and Company | Marathon Oil Company | Royal Philips Electronics |
| Ementor Denmark AIS | McDonnell Douglas | Rubbermaid Inc. |
| Entergy Corporation | Corporation | and many more... |
| Ericsson | McKesson | |
| Exxon Mobil Corporation | Medimmune, Inc. | |

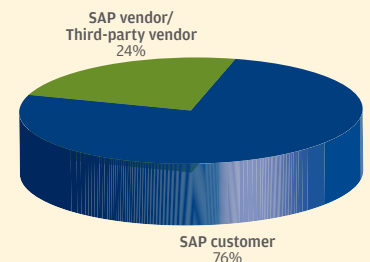


READERSHIP PROFILE

Total Sales Volume



Relationship with SAP



Display Advertising

PUT YOUR AD IN THE HANDS OF SAP DECISION MAKERS

SAPinsider is a trusted resource through which to drive messaging to SAP customers. Leverage *SAPinsider* as the vehicle for your advertisement; it drives high impact messaging to a captive audience of over 125,000 readers.

Our brand-building display advertising opportunities position your message next to our quality content. Place your ads near relevant magazine content both online and in print to target your campaign. For maximum exposure, secure a standing ad to reach our customers in the print issue every quarter.

The image displays two adjacent pages from the SAPinsider magazine. On the left is a full-page advertisement for Vertex. The ad features a large graphic of a violin where the body and strings are composed of various business-related terms like 'ERP', 'CRM', 'SCM', 'SAP', 'Integration', 'Partnership', 'Scalability', 'System', 'Flexibility', 'Performance', 'Efficiency', 'Innovation', 'Growth', 'Success', 'Partnership', 'Collaboration', 'Integration', 'Innovation', 'Growth', 'Success'. Below the graphic, the headline reads 'Vertex works in concert with SAP.' and the text describes how Vertex's transaction tax software complements SAP solutions. On the right is a page from the SAPinsider magazine, showing the 'Table of Contents' section. It lists 'Feature Stories' such as 'The InsideEdge', 'With On-Demand Solutions, One Size Does Not Fit All', 'Level the Competitive Playing Field', 'Accelerate Your Business', and 'A New Style of Working Generates New Needs'. It also lists a 'Special Report' titled 'Governance, Risk, and Compliance: Achieving Risk-Adjusted Performance Management'.

Display ad with premium position opposite the table of contents



Bundle your ad with other programs

Paid 2+ page articles in *insiderPROFILES* include a full-page color advertisement in *SAPinsider*. *insiderPROFILES* mails with *SAPinsider*, providing opportunities to reach our readership through customer-, expert-, and solution-focused articles.

For details, call 1-781-751-8800 or email partners@wispubs.com.

The image shows a stack of three magazine covers. The top cover is the SAPinsider magazine, featuring the title 'SAPinsider' and the subtitle 'The Inside Edge on SAP Customers worldwide'. The middle cover is 'insiderPROFILES', which includes a large number '1' and the text 'insiderPROFILES' and 'How business and IT leaders integrate with SAP® and SAP BusinessObjects®'. The bottom cover is another issue of SAPinsider, featuring a man in a white shirt and the text 'SAPinsider' and 'The Inside Edge on SAP Customers worldwide'.

Partner Special Reports

THOUGHT LEADERSHIP & LEAD GENERATION

By participating with a paid article in a special report, you will establish your company as a credible resource to SAP customers currently evaluating and planning important projects and initiatives. Special Reports not only inform our readers about your offerings but also generate qualified leads and can be re-used as high-impact marketing collateral.

- **THOUGHT LEADERSHIP** — Position your organization as an expert resource. Your relevant advice shows customers that you're on the leading edge of technology.
- **EDITORIAL & DESIGN SUPPORT** — Utilize our experienced editorial and design staff to articulate your knowledge and offerings in a professional 2 – 4 page article.
- **DEMAND GENERATION** — Reach tens of thousands of additional SAP customers via post-publication email pushes. We'll provide the contact information of qualified leads that are interested in your article.
- **VISIBILITY** — Reach more than 125,000 influential business and IT professionals through print/online placement (in addition to the postpublication email pushes). Your special report is also fully searchable on the *SAPinsider* web site. Issues are also distributed at industry events hosted by SAP and *SAPinsider*.
- **ALIGNMENT WITH SAP** — Associate your company and brand with the thought leadership of the senior SAP executive who will introduce your special report in this SAP-sponsored magazine.



Special Report



Special Report online access

COMPANIES THAT HAVE RECENTLY PUBLISHED SPECIAL REPORT CONTENT INCLUDE:

- | | | |
|---------------------------------|-------------------------------|------------------------------|
| Accenture | Esker | Microsoft |
| Atos Origin ICA NV | Every Angle | NetApp |
| Capgemini | fluid Operations | Novell, Inc. |
| Citrix | Fujitsu | Open Text Corporation |
| Cognizant | Greenlight Technologies, Inc. | Oversight Systems, Inc. |
| Compellent | Hayes Technology Group | PBS Software GmbH |
| Computer Associates Int'l, Inc. | HP | Redwood Software BV |
| CSI Global | HUBWOO | SEAL Systems, Inc. |
| [DATUM] | IBM | Siemens AG |
| Deloitte Consulting | Idhasoft | SymSoft Corporation |
| Dolphin Corporation | Infosys Technologies Limited | Symtrax |
| ecenta, Inc. | Intel | T-Systems International GmbH |
| EMC | Lodestone Management | Unisys Corporation |
| Ernst & Young | Consultants Inc. | VMware |

See our editorial calendar on page 6 for a listing of upcoming topics and deadlines. For questions, call 1-781-751-8800 or email partners@wispubs.com.

ADVERTISING IN SAPINSIDER. CONTINUED

2012 SAPinsider Calendar* — Important Topics and Deadlines

Your 4x or 8x insertion order and contributed articles in our Special Reports ensure the best coverage in the SAP market. No other display-advertising program can enhance brand awareness and garner more qualified leads. Please take note of important deadlines and publication focus details so you don't miss any opportunities to reach your target audience.

SAPinsider Editorial Calendar*

Issue	Display/Banner Ad Close Date	Special Report Topics	Special Report Commitment Deadline	Bonus Print Distribution
January-March 2012 Procurement and supplier management	Nov 4, 2011	<ul style="list-style-type: none"> ▪ Mobility ▪ BI and Business Objects ▪ HR 	Sep 30, 2011	SAPinsider 2012 conferences on SCM, PLM, Manufacturing, Procurement, and CRM (US and EMEA); SAPinsider 2012 conferences on Financials, HR, GRC, BI, IT, Mobility, and Cloud (US)
April-June 2012 Services and support	Feb 3, 2012	Solutions for the CFO, including: <ul style="list-style-type: none"> ▪ Planning and Consolidation (BPC, EPM) ▪ Financials ▪ GRC ▪ Sustainability 	Dec 30, 2011	SAPPHIRE NOW 2012 (US); SAPinsider 2012 conferences on Financials, HR, GRC, and BI (EMEA)
July-September 2012 Mobility	May 4, 2012	Solutions for the CIO, including: <ul style="list-style-type: none"> ▪ Enterprise information management (EIM) ▪ Data and document management ▪ Data warehousing ▪ In-memory analytics/SAP HANA ▪ Virtualization and cloud infrastructure 	Mar 30, 2012	SAP TechEd 2012 (US); DSAG Annual Congress 2012
October-December 2012 Industry	Aug 3, 2012	<ul style="list-style-type: none"> ▪ Cloud computing/SaaS ▪ Analytic applications ▪ SCM ▪ CRM 	June 29, 2012	SAPinsider 2012 conferences on Project Management, Reporting, and Outsourcing (US); SAPPHIRE NOW/SAP TechEd 2012 (EMEA)

insiderPROFILES Editorial Calendar*

Issue	Display/Banner Ad Close Date	expertPROFILES & solutionPROFILES Commitment Deadline	customerPROFILES Commitment Deadline	Bonus Print Distribution
January-March 2012 SCM and CRM	Nov 4, 2011	Oct 14, 2011	Sep 30, 2011	SAPinsider 2012 conferences on SCM, PLM, Manufacturing, Procurement, and CRM (US and EMEA); SAPinsider 2012 conferences on Financials, HR, GRC, BI, IT, Mobility, and Cloud (US)
April-June 2012 Financials, HR, and GRC	Feb 3, 2012	Dec 30, 2011	Nov 11, 2011	SAPPHIRE NOW 2012 (US); SAPinsider 2012 conference on Financials, HR, GRC, and BI (EMEA)
July-September 2012 Mobility and Outsourcing	May 4, 2012	Mar 30, 2012	Feb 10, 2012	SAP TechEd 2012 (US); DSAG Annual Congress 2012
October-December 2012 Reporting and Analytics	Aug 3, 2012	June 29, 2012	May 11, 2012	SAPinsider 2012 conferences on Project Management, Reporting, and Outsourcing (US); SAPPHIRE NOW/SAP TechEd 2012 (EMEA)

*Deadlines, topics, and bonus distribution subject to change.

Special advertising opportunities available to conference exhibitors. *insiderPROFILES* accepts contributions from partners on a rolling basis. *SAPinsider* and *insiderPROFILES* are also distributed at dozens of multi-city seminars around the world.

Enjoy the extended reach of the leading magazine for SAP customers

SAPinsider readers are increasingly on the move, and our free app ensures that they have easy, mobile access to the informative content in SAPinsider, starting with the April-June 2011 launch issue. Worldwide users of the iPad, iPhone, and even iPod touch can now access full issues of SAPinsider, including all articles, special reports, columns, and advertisements, on their mobile devices.

All SAPinsider magazine content automatically includes exposure not only in the print and online editions, but also in the new mobile edition. Download the app at www.sapinsideronline.com/mobile.

3 WAYS TO GET EXPOSURE ON OUR NEW APP:

1. **Sponsor an entire digital issue** to get powerful placement of your brand in front of our digital readers through the launch image, banner ads, and subscriber messaging.
2. **Purchase a special report or ad** in the print magazine, as all partner-sponsored content is available to readers in print, online, and through the app.
3. **Upgrade your special report or ad** with embedded video and/or audio that will catch the attention of our digital readers.

DIGITAL ISSUE SPONSORSHIP

By sponsoring digital issue in its entirety*, you will get exposure to our readers through:

- **Sponsored Launch Image**
 - High visibility ad that covers the user's entire screen will display for several seconds after the SAPinsider app is launched. See page 8, item B.
- **Banner Ad**
 - Small banner ad will stay in the footer of almost every screen as the user navigates the app, including bottom of each new issue, table of contents page, bookmarks, searches, and more. See page 8, items C, D, and E.
- **Sponsorship Recognition in Messaging**
 - Sponsor recognition (with link) included on Issue Alert email announcement to all subscribers who use mobile app
 - Mention of sponsorship in press release written and pushed out by SAPinsider

* Issue content may include advertisements from other sponsors



Usage Stats

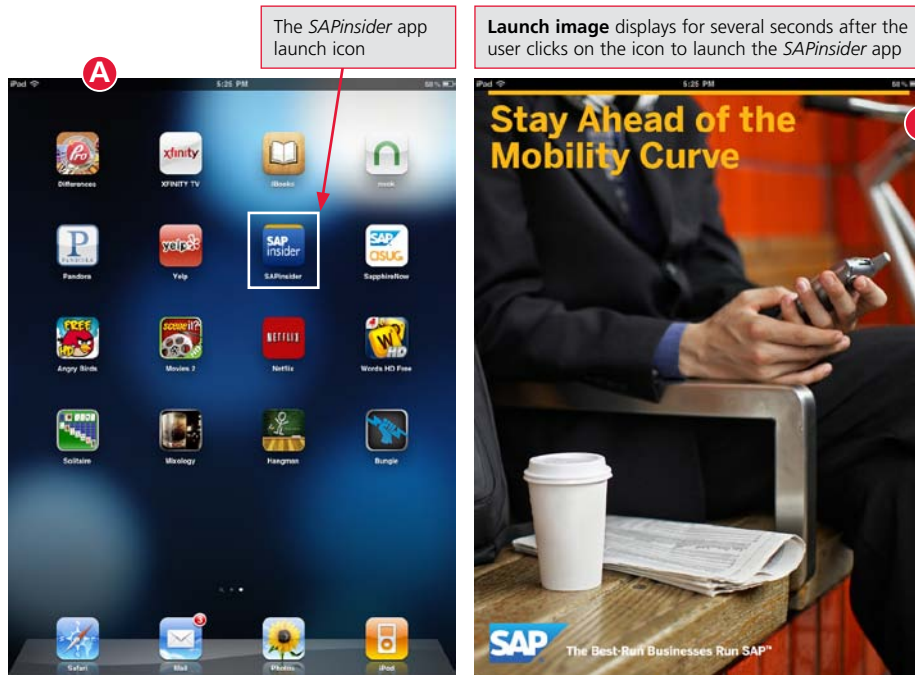
(as of November 2011)

- ▶ Total Users: 10,500+
- ▶ Average logins per week: 3,500+
- ▶ Peak login time: 10:00 pm
- ▶ Median session length: 1.3 minutes
- ▶ Geographic:
 - 39% North America
 - 30% Europe
 - 16% Asia
 - 15% other

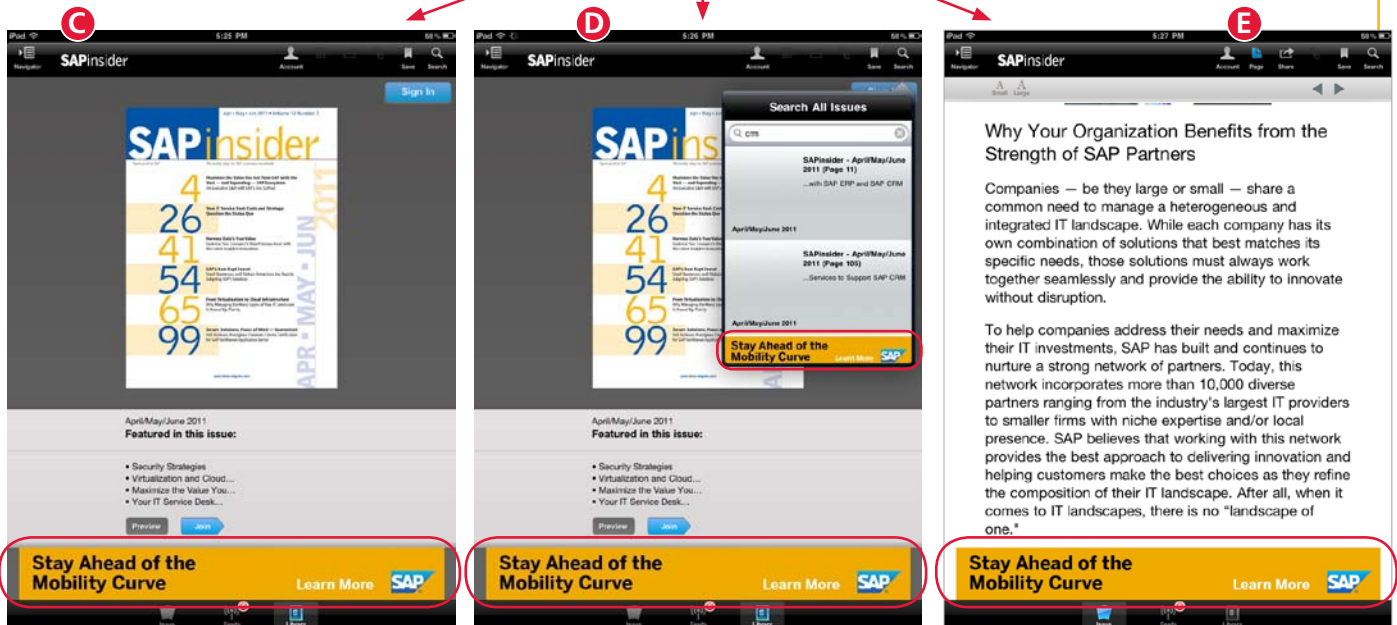
"The SAPinsider app looks just magical on the iPad and iPhone... Diving straight into the relevant articles on the iPad or iPhone has the same real-time effect of the print magazine and retains the print version's personal look and feel, making me feel closer to the content."

~Tridip Chakraborty, Senior Consultant
Cognizant Technology Solutions

Digital Issue Sponsorship



Banner image is displayed on various locations throughout the app, including the bottom of each new issue, home screen, TOC, bookmarks, and more.



The sponsor's banner ad appears immediately after the launch images complete.

The sponsor's banner ad appears in the Search window, too.

The sponsor's banner ad appears prominently within articles.

INTEGRATED MARKETING OPPORTUNITIES

Reach more customers and save money with our integrated marketing programs

In addition to print advertising, WIS offers a variety of marketing programs that generate high-quality leads, drive solution messaging into the SAP marketplace, and increase your brand awareness. The most successful campaigns take an integrated marketing approach, utilizing a number of our programs over a sustained period of time.

INSIDERPROFILES

As the perfect complement to SAP's voice in *SAPinsider*, *insiderPROFILES* provides firsthand insight into how SAP® solution and service providers help customers leverage their investment in SAP and leading third-party solutions. *insiderPROFILES* leverages the distribution channel of *SAPinsider*, reaching all of its readers both in print and online. Participate with an article that profiles:

- **Your customer success stories** — Elegantly designed case study articles demonstrate how your offerings provided superior value to a customer's business-critical SAP project or initiative.
- **Your experts** — Interviews, executive addresses, and insights position your experts as thought leaders in a specific industry or solution area.
- **Your solutions and services** — An educational piece focuses specifically on your products and/or services and how they can help SAP customers drive revenue, increase productivity, and lower costs.

SAPINSIDER CONFERENCES AND SEMINARS

Reach your target audience 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, including special events, onsite meeting space, and more. Your Special Report article can be used as compelling exhibit hall collateral, and you can even convert the content from your Special Report article into a Sponsored Educational Session within one of our events.

E-MARKETING OPPORTUNITIES

WIS e-marketing programs offer fast, cost-effective access to the most qualified SAP professionals worldwide.

Webinars

Our webinars are a full-service, turnkey program to help you generate quality leads while you educate qualified SAP customers. We offer our "Webinar Concierge" to help you create a successful online event. When creating the presentation for your web event, draw from the content in your Special Report article or a presentation you delivered at one of your face-to-face events.

White Papers

Convert your special report article into a white paper or use one of your existing assets in a push to our contact database. Our push program disseminates your messaging to a highly targeted segment of SAP customers. You'll generate highly qualified leads and align your brand with *SAPinsider*.

Don't have a deliverable? Ask us about our custom publishing services.



A CLOSER LOOK



APPENDIX A: MECHANICAL REQUIREMENTS & PRINTING SPECIFICATIONS

Trim Size and Binding

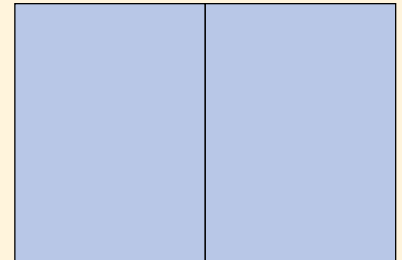
- Trim Size: 8-1/8" x 10-13/16" (206 x 276mm)
- Full Page Bleed: 8-3/8" x 11-1/8" (213 x 283mm)
- Full Page Non-Bleed: 7-3/8" x 10" (187 x 254mm)
- Live Area (Bleed Safety): 7-3/8" x 10-1/8" (187 x 257mm). This equals a 3/8" (9.5mm) offset from the trimmed edge on all sides for bleed ads, and from the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

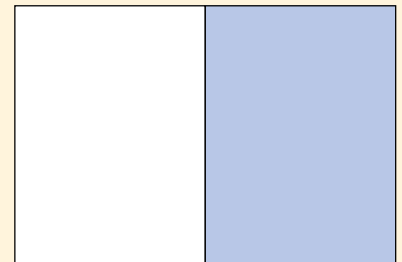
Page Dimensions (Metric Millimeters)				
	Non-Bleed	Bleed	Trim	Live Area (Bleed Safety)
2-Page Spread	394 x 254	419 x 283	413 x 276	187 x 257 for each page
Full Page	187 x 254	213 x 283	206 x 276	187 x 257
1/2 page horizontal	187 x 124	213 x 140	206 x 137	187 x 127
1/3 page vertical	57 x 254	N/A	N/A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



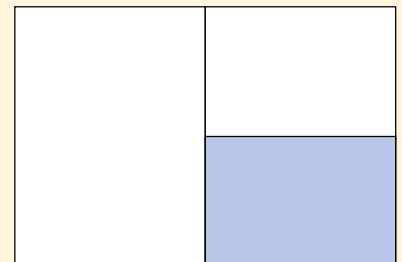
AD OPTIONS



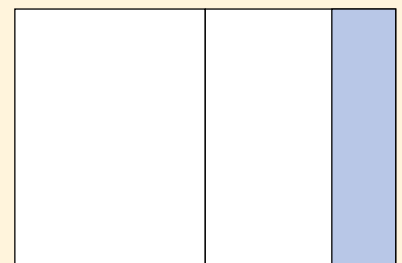
2-page spread



Full page



1/2 page horizontal



1/3 page vertical

APPENDIX A: MECHANICAL REQUIREMENTS & PRINTING SPECIFICATIONS

Digital Advertising Materials Checklist

This checklist is for either Mac or PC platform files. Please call Senior Designer Jill Myers at +1-781-751-8607, or email jill.myers@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.

SUBMITTING FILES

We accept the following transport devices:

- **FTP Site:** Contact Randi Swartz at +1-781-751-8671, or email Randi.Swartz@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)

SOFTWARE

We accept files created in the following applications:

- Adobe Illustrator CS: 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 (X-1a)

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 and 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

SHIPPING INSTRUCTIONS

Please protect ad materials against bending and tearing. A velox or Xerox copy should accompany all negatives or copy. Mark your return address on the outside AND inside of the parcel and ship to:

SAPinsider — Ad Traffic Dept.
Attention: Randi Swartz
20 Carematrix Drive
Dedham, MA 02026

CONTACT US

Advertising inquiries and insertion orders

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SAP Partner Sales Coordinator
Phone: +1-781-751-8800
Fax: +1-781-329-9186
Email: partners@WISpubs.com

Materials, ad traffic, and production questions

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 20 Carematrix Drive • Dedham, MA 02026
 Phone: +1-781-751-8800 • Fax: +1-781-329-9186
 Email: partners@WISpubs.com

To reserve placement, print or type clearly on page 1, review and initial pages 2-4, sign and return.

COMPANY INFORMATION

Company: _____
 Contact: _____
 Email: _____
 Billing Contact: _____
 Billing Contact Email: _____
 Billing Address: _____
 City: _____ State: _____ Zip/Postal Code: _____
 Country: _____
 Phone: _____ Fax: _____
 Purchase order required? No Yes If Yes, PO# _____

AD AGENCY INFORMATION

Ad Agency: _____
 Contact: _____
 Email: _____
 Address: _____
 City: _____
 State: _____
 Zip Code/Postal Code: _____
 Country: _____
 Phone: _____
 Fax: _____

DISPLAY AD PLACEMENT AND PRICING

(Please select the issue(s), ad size, and number of insertions.)

Issue	Ad Commitment Deadline	Materials Deadline
<input type="checkbox"/> January–March 2012	November 4, 2011	November 18, 2011
<input type="checkbox"/> April–June 2012	February 3, 2012	February 17, 2011
<input type="checkbox"/> July–September 2012	May 4, 2012	May 18, 2011
<input type="checkbox"/> October–December 2012	August 3, 2012	August 17, 2011

Ad Size	1x	2x*	4x*
2-page spread	<input type="checkbox"/> \$17,705	<input type="checkbox"/> \$17,000	<input type="checkbox"/> \$16,290
1 page	<input type="checkbox"/> \$9,550	<input type="checkbox"/> \$9,170	<input type="checkbox"/> \$8,790
1/2 page (horizontal)	<input type="checkbox"/> \$6,830	<input type="checkbox"/> \$6,560	<input type="checkbox"/> \$6,290
1/3 page (vertical)	<input type="checkbox"/> \$5,290	<input type="checkbox"/> \$5,080	<input type="checkbox"/> \$4,870

* Based on a total number of insertions within a 12-month period from date of first insertion.

Total Investment: \$

SPECIAL REPORT ORDER AND PRICING

(Please select the issue(s) and article size.)

Topic	Issue	Close Date
<input type="checkbox"/> Mobility <input type="checkbox"/> BI and BusinessObjects <input type="checkbox"/> HR	January–March 2012	September 30, 2011
<input type="checkbox"/> Solutions for the CFO	April–June 2012	December 30, 2011
<input type="checkbox"/> Solutions for the CIO	July–September 2012	March 30, 2012
<input type="checkbox"/> Cloud computing/SaaS <input type="checkbox"/> Analytic applications <input type="checkbox"/> SCM <input type="checkbox"/> CRM	October–December 2012	June 29, 2012

Article Length	Total Cost
1-page article	<input type="checkbox"/> \$7,500
2-page article	<input type="checkbox"/> \$14,000
3-page article	<input type="checkbox"/> \$20,500
4-page article	<input type="checkbox"/> \$27,000

Total Investment: \$

ASK ABOUT PRICING FOR MULTIMEDIA ADD-ONS

ACCEPTANCE OF TERMS

I certify that I am authorized to sign and enter into this Insertion Order and Contract for Advertising Space on behalf of my company.

Signature — Company Representative _____

Title _____

Print Name _____

Date _____

Signature — WIS Representative _____

Print Name _____ Date _____



TERMS & CONDITIONS

1. In the event an advertiser misses the materials deadline for an issue, the publisher (Wellesley Information Services) reserves the right to insert the advertiser's last-run ad in its place. If ad is a first-time insertion, the publisher 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. The publisher reserves the right to withhold advertising for any account with an outstanding invoice beyond sixty (60) days. A 5% late fee is assessed upon all invoices outstanding beyond thirty (30) days. Agency commission is disallowed after thirty (30) days from date of invoice. All orders are subject to approval of the publisher's credit requirements.
3. Accounts with no previous credit history with *SAPinsider* may be required to make prepayment by the display ad close date. The publisher reserves the right to decline any advertisements for which prepayment has not been received on or before the materials due date.
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. The publisher reserves the right to hold the 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 the advertising 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 the 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 the publisher in writing, in which case no competitive separation requests can be guaranteed.
9. Program cancellations must be received in writing at least four (4) weeks in advance of the issue close date.
10. The advertiser agrees to all items outlined in the guidelines on pages 3-4.

Initials: _____



COMMUNICATING WITH SAP CUSTOMERS THROUGH WIS PROGRAMS

Wellesley Information Services (WIS) is committed to the productive exchange of information between SAP partners and our 250,000 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...

1. Adhere to all SAP branding guidelines

Follow the SAP Partner Branding Guide (available from SAP at <http://service.sap.com/partnerportal>) 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 refer to the SAP Partner Branding Guide for more details.
- Incorrect spelling of SAP brands. Please use the full name of the product — SAP NetWeaver, SAP ERP, etc. — when referring to an SAP offering.

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 Lucy Swedberg, Senior Director, Editorial and Partner Programs, Wellesley Information Services, +1-781-751-8635 or lucy.swedberg@WISpubs.com.

Initials: _____



ONE VOICE 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 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".

- | | |
|---|--|
| 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 Warehouse (SAP NetWeaver BW) |
| SAP® ERP | SAP® BusinessObjects™ business intelligence solutions (BI) |
| SAP® ERP Human Capital Management (SAP ERP HCM) | SAP® BusinessObjects™ solutions |

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>.

Initials: _____