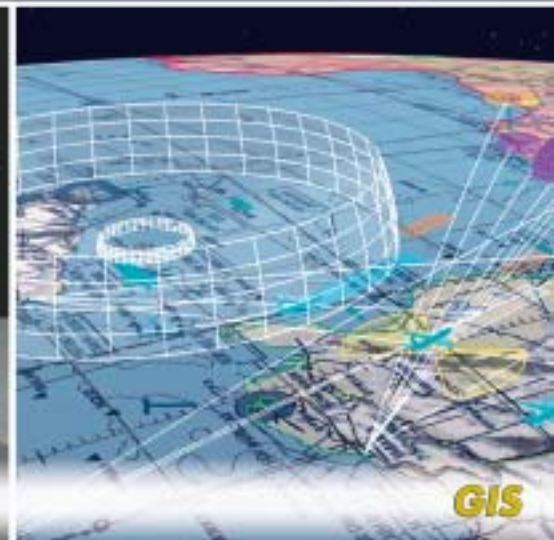


www.cadalyst.com
cadalyst
the complete CAD management and technical resource



cadalyst

the complete CAD management and technical resource

Cadalyst is the most complete source for essential information about CAD and related CAM/CAE/PLM technologies in the key market segments of AEC, MCAD and GIS serving an elite audience of 60,000¹ subscribers, an average of 105,000² unique visitors per month to cadalyst.com, and 75,000 opt-in recipients of Cadalyst's e-mail newsletters in the \$3.3B³ CAD market. The magazine's objective business and technical reporting and product reviews lead high-level corporate managers, CAD managers and CAD users through management and purchasing decisions to realize higher productivity and profits.



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¹ Publisher's projection for December 2003 as of August 2003. Qualified circulation is 66,000 as of the June 2003 BPA statement.

² Webtrends, January-July 2003

³ Daratech, 2002

04

THE TESTIMONIAL OF David Penk, CADD Systems Administrator, CADD Purchasing/Licensing Edwards and Kelcey

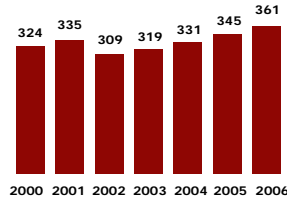
Cadalyst magazine has played a large role in not only the development of my CAD skills when I was just starting out, but the continued education of what's new and fresh out there in the industry.



THE CAD MARKET

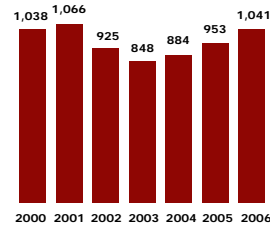
North American CAD Market Forecast

North American Software Revenue (\$M)



AEC Software Revenue will grow to \$378M by 2007 at a CAGR of 4.1%

Source: Gartner Dataquest, Oct. 2003



Mechanical CAD Software Revenue will grow to \$1,141M by 2007 at a CAGR of 4.3%

Source: Gartner Dataquest, Oct. 2003

North American CAD Market Leaders

AEC: 2002 North American Market, Product Revenue (Market leaders in architecture, engineering and construction)

	Revenue (\$M)	Market Share
Autodesk	114	37%
Bentley Systems	84	27%
Intergraph	34	11%
Tririga	19	6%
AVEVA Group	11	4%
Eagle Point	10	4%
Orange Technologies	7	2.4%
Graphisoft Group	5	1.7%
Aperture Tech.	5	1.6%
Nemetschek	5	1.5%

Source: Gartner Dataquest's Best Estimates, Oct. 2003

MCAx: 2002 North American Market, Product Revenue (MCAx includes CAD, CAE, CAM and PDM)

	Revenue (\$M)	Market Share
Dassault Systemes	183	20%
EDS	179	19%
IBM	166	18%
Autodesk	111	12%
Parametric Tech.	98	11%
MSC Software	87	9%
RAND Worldwide	37	4%
MatrixOne	33	4%
Agile Software	22	2.4%
Ansys	22	2.4%

Source: Gartner Dataquest's Best Estimates, Oct. 2003

GIS Market Forecast

GIS Revenue (\$ Billion) Growth

	2000	2001	2002	2003	2004
GIS Software, Hardware & Services	\$1,659	1,808	1,971	2,168	2,385

Source: The International Space Business Council, 2003

GIS Market Leaders

	Electric	Gas	Pipeline	Telecom	Water
ESRI	38%	29%	21%	17%	62%
GENS*(Smallworld)	18%	41%	5%	17%	0%
Intergraph	14%	15%	26%	50%	9%
Autodesk	13%	3%	0%	<1%	11%
Bentley	3%	6%	5%	0%	11%
Enghouse	6%	0%	5%	0%	0%
Other	8%	6%	38%	18%	7%

Source: GITA, Geospatial Technology Report, 2002

*GENS: GE Network Solutions

2002 GIS Platform Vendors by Number of Projects

04

THE TESTIMONIAL OF Chris Barron, AIA, VP Sales and Marketing, Graphisoft US

Where you advertise says a lot about what you advertise. For Graphisoft, Cadalyst is the ideal match of medium and message. Cadalyst is not only a great investment, but a great business partner.



THE CADALYST PORTFOLIO

97% of business executives rely on multiple B2B media sources for their information needs.

Source: Yankelovich/Harris Interactive, 2001

Cadalyst magazine builds your brand.

Cadalyst's 20 year reputation of reaching an established loyal readership makes it the marketer's choice for advertising.

Cadalyst Magazine & Cadalyst Digital

Content: Essential buying, technical and strategic information.

Frequency: Monthly

Circulation: 60,000 BPA qualified subscribers

50,000 print and 10,000 digital subscribers

Source: Publisher's projection for December 2003 as of August 2003.
Qualified circulation is 66,000 as of the June 2003 BPA statement



Cadalyst E-newsletter returns immediate sales leads.

Cadalyst Newsline brings desktop delivery of trusted industry news and fresh product information to opt-in subscribers. Sponsoring companies receive all important sales leads and additional exposure through links to their website. Cadalyst Newsline is archived on our website giving sponsors an extended reach to thousands of web savvy buyers.

Cadalyst Newsline- The E-newsletter

Content: CAD tips and tricks

Sites to see: Helpful online resources

New product announcements

Mark your calendar: Upcoming events

Books and other training resources

Opportunities: Contests, special offers, free trials

Frequency: Weekly

Opt-in Subscribers: 36,000



Cadalyst's Website is an Industry Hub

Cadalyst's website is a repository of industry news, fresh solutions, expanded editorial and archived magazines, e-newsletters and web seminars. Anytime, anywhere buyers find the topics and products that matter most to their business. Advertising on Cadalyst's website gives you targeted, measurable exposure to thousands of key buying decision-makers.

www.cadalyst.com - The Website

Content: Monthly Bug Watch column

New hardware and software releases

On the job customer stories

Special reports from industry events, trade shows, Monthly

AutoLISP downloads, Cadalyst archives: reviews, articles,

columns, and more CADDIES winners Guide to training resources

Traffic: An average of 104,000 visitor sessions per month



04

THE TESTIMONIAL OF Patrick F. Maderia President, Tri Cad/Cam Systems

"Cadalyst magazine has been not only a great tool for our use in keeping up with the latest industry news but also an excellent vehicle for our company to advertise its products to the right audience."



CIRCULATION



Cadalyst Reaches 200,000 Core Buyers in All Content Environments

Cadalyst Magazine & Cadalyst Digital

60,000 BPA qualified subscribers



Source: Publisher's projection for December 2003 as of August 2003. Qualified circulation is 66,000 as of the June 2003 BPA statement

Cadalyst Newline- The E-newsletter

36,000 opt-in subscribers



Source: Newline Delivery Progress Notification Report, 2003

www.cadalyst.com - The Website

107,000+ average visitor sessions per month

January 2003	170,547
February 2003	171,326
March 2003	190,377
April 2003	196,415
May 2003	201,579
June 2003	190,076
July 2003	192,235
August 2003	197,542



Source: Weblrends, Jan.- Aug. 2003

04

THE TESTIMONIAL OF Diane Sagey Director, Marketing Communications, ViewSonic Corp

"Our high end LCD displays were designed for discriminating CAD professionals who appreciate exceptional value. Cadalyst delivers that audience year after year."



2004 Media Kit

CADALYST REACHES CORE BUYERS WITH PURCHASING PLANS

Cadalyst readers have CAD & CAD-related purchasing plans.

Monitors	72 %
Printers/plotters	72 %
PC's	81 %
Data Acquisition	14%
T & M	15%
FEA/Simulations	18%
Motion/Process Control	11%
Viz/Modeling	22%
MCAD/3D CAD	33%
CAD/CAM/CAE	72%

Source: Webtrends, Jan.- Aug. 2003

Cadalyst's subscribers take action.

Accessed Web Site	49 %
Referred	41 %
Contacted/More Info	43 %
Recommended	44 %
Purchased	42 %

Source: Webtrends, Jan.- Aug. 2003



04

THE TESTIMONIAL OF Corey Parks Mechanical Designer Metro Machine & Engineering Corp

The problem with text displaying poorly in the mtext window is not only on Windows XP. I am still running Windows 2000 and AutoCAD Mechanical 2000 and this has been a problem of mine for several months now. I just wanted to thank you, as your solution fixed my problem as well.



EDITORIAL FOCUS

Cadalyst's Complete Resource Editorial Platform



Cadalyst Magazine & Cadalyst Digital

Staff editors and exclusive contributing writers author Cadalyst's award-winning, independent editorial. Readers look to Cadalyst for information they cannot find in any other publication, and value its unbiased, balanced content.

Cadalyst Labs

Cadalyst was the first CAD publication to implement its own CAD benchmark tests that allow readers to quickly and easily compare feature sets, tradeoffs and price points. These highly regarded reviews are conducted independently by Cadalyst Labs and reported exclusively in Cadalyst magazine. Now, companies such as Intel, Xi Computer Corp., and 3DLabs highlight Cadalyst Labs' benchmark results in their advertising message. In Product Reviews a seasoned design expert evaluates a major new CAD software release, and the First Looks section features hands-on assessments of hot new hardware and software. Contact us at editors@cadalyst.com.

MCAD Modeling Methods

Every issue covers best CAD/CAM/CAE practices within the manufacturing environment. From 3D modeling to CNC machining to supply-chain integration, Cadalyst leads in CAD/CAM/CAE editorial coverage for the manufacturing professional.

AEC: From the Ground Up

Every issue of Cadalyst features key applications for AEC. Upgrades, new product evaluations, design techniques, and training tools for AEC designers, engineers, and IT managers are all addressed.

Smart CAD Management

The monthly Smart CAD Management column covers the day-to-day concerns of the CAD manager, anything from CAD standards to software license management to hiring and motivating good workers.

Productivity Builders

Independent, industry-leading experts write a full range of tips and tricks, with titles such as Smart CAD Manager, CAD Clinic, and Hot Tip Harry.

Contact the editors at editors@cadalyst.com.

82%

82% of Cadalyst subscribers read three or four out of four issues.¹

73%

More than 73% of Cadalyst's readers identify reviews printed in trade magazines as influential in the purchase of products.²

57%

57% chooses Cadalyst as the one publication they would want to receive, if they could only receive one.³

95%

Nearly 95% of Cadalyst readers took some type of buying action as a result of reading an advertisement or article in the magazine.⁴

Award-Winning Editorial



^{1,3} Source: Advanstar Editorial Audit Reader Survey 2003, Preston/Rogers Associates, Inc.

^{2,4} Source: Proximity Marketing, Reader Profile Study, 9/2002

04

THE TESTIMONIAL OF KELLY J. CANON, L3 COMMUNICATIONS LINK SIMULATION AND TRAINING FACILITIES

Regarding the articles on "Shaded Fills in Autocad", I just want to say THANK YOU!! I had no idea that the CTB files even had that feature. Now it's part of my standard drawing format, and my plots look wonderful!



EDITORIAL FOCUS: CADALYST NEWSLINE AND WEBSITE

Exclusive Content Keeps Cadalyst Readers Coming Back

Cadalyst Newsline - E-newsletter

Cadalyst introduced the first industry e-newsletter in 1996, which now has 36,000+ qualified, opt-in readers each week. Cadalyst Newsline provides CAD industry news, productivity tips, and a variety of resources to help readers work smarter.



MCAD, AEC and CAD Manager - E-newsletters

Three new electronic newsletters with a total circulation of 40,000 round out Cadalyst's desktop portfolio for 2004. Each one is directed to a key market segment and covers news, issues and resources that meet the need of readers working in these specific areas of CAD.

www.cadalyst.com - Website

Cadalyst's site hosts an average of 100,000 visitor sessions each month.⁵ Bug Watch and other regular columns appear exclusively on the Web to complement each print edition of Cadalyst. Readers also visit each month to download time-saving AutoLISP routines, check out the latest in new hardware and software in the Product Showcase, and consult Cadalyst's vast archives to help guide purchasing decisions or help solve tricky problems. Cadalyst.com also features an events calendar and guide to CAD training tools.



Cadalyst's Elite Awards and Reports Put the Focus on Suppliers

Cadalyst Caddies Image Awards

Cadalyst honors the best in mechanical and architectural design with the 14th annual Caddie Awards in 2004. Vendors have the opportunity to publicize their products with Caddie donations and sponsorships. Caddie winners, sponsors and donors are showcased at NDES and AIA events, and in the February and June issues. You benefit further from the ensuing publicity, when your customers win. So encourage your clients to enter the competition. Winning puts you both in the spotlight! Get details at www.cadalyst.com/caddies/.

State of the Industry Reports

These special reports are slated for the June and October issues. In June, Cadalyst's exclusive study will focus on trends in the AEC market. The October study will concentrate on mechanical/manufacturing issues.

Editors' WOW! and All-Star awards

Twice a year, Cadalyst selects the top new and updated products on the market. We look for innovation, a creative approach to problem solving, and how well the product distinguishes itself from similar offerings.

Comparisons and Overviews

Check the media planner to see if we're covering products in your arena.

20th Anniversary Year

With 20 years of service to the industry, Cadalyst will take the year to look back at the history of CAD. Monthly features throughout 2004 and a special anniversary celebration in January will put vendors in the spotlight. Find out how you can participate in this celebration of the CAD industry.

Contact the editors at editors@cadalyst.com.

MEDIA PLANNER The Cadalyst Network

MONTHLY
ANNUALLY
WEEKLY
REAL TIME

January	February	March	April	May	June
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Cadalyst Magazine & Cadalyst Digital

<p>20th Anniversary Special Introduction to anniversary coverage Cadalyst by the numbers</p> <p>Cadalyst Labs reviews • Software for less than \$600 • CAD software review (AEC) • First look reviews</p> <p>MCAD Modeling Methods Surfaces and solids</p> <p>AEC: From the Ground Up Facilities management</p> <p>CAD Manager AutoCAD/Microstation translation standards</p> <p>Productivity Builders • CAD Clinic • Hot Tip Harry</p> <p>Lines & Circles AutoCAD Tutorial</p>	<p>20th Anniversary Special Learning Curve: Top 10 AutoCAD commands</p> <p>Feature MCAD Caddies</p> <p>Cadalyst Labs reviews • CAD software review (MCAD) • LCD Monitors</p> <p>MCAD Modeling Methods Document management for CAD workgroups</p> <p>AEC: From the Ground Up BIM: Revit vs. ADT</p> <p>CAD Manager DWF vs. PDF</p> <p>Productivity Builders • CAD Clinic • Hot Tip Harry</p> <p>Lines & Circles AutoCAD Tutorial</p>	<p>20th Anniversary Special Hardware/software retrospective</p> <p>Cadalyst Labs reviews • CAD workstations • CAD software review • First Look reviews</p> <p>MCAD Modeling Methods Applying FEA</p> <p>AEC: From the Ground Up Preliminary design tools for architects</p> <p>CAD Manager Training options</p> <p>Productivity Builders • CAD Clinic • Hot Tip Harry</p> <p>Lines & Circles AutoCAD Tutorial</p>	<p>20th Anniversary Special Brief history of Cadalyst</p> <p>Cadalyst Labs reviews • Scanners • CAD software review • First Look reviews</p> <p>MCAD Modeling Methods Model exchange</p> <p>AEC: From the Ground Up GIS and Mapping</p> <p>CAD Manager Drawing security</p> <p>Productivity Builders • CAD Clinic • Hot Tip Harry</p> <p>Lines & Circles AutoCAD Tutorial</p>	<p>20th Anniversary Special Top hardware of the last 20 years</p> <p>Cadalyst Labs reviews • Large-format plotters for CAD • CAD software review • First look reviews</p> <p>MCAD Modeling Methods Top MCAD sites</p> <p>AEC: From the Ground Up Civil engineering software</p> <p>CAD Manager Managing multiple CAD systems</p> <p>Productivity Builders • CAD Clinic • Hot Tip Harry</p> <p>Lines & Circles AutoCAD Tutorial</p>	<p>20th Anniversary Special Top software of the last 20 years</p> <p>Feature AEC Caddies</p> <p>Cadalyst Labs reviews • All-Stars, Editors' WOW! • CAD software review</p> <p>MCAD Modeling Methods Design collaboration</p> <p>AEC: From the Ground Up Multimedia presentations</p> <p>CAD Manager Time and cost tracking options</p> <p>Productivity Builders • CAD Clinic • Hot Tip Harry</p> <p>Lines & Circles AutoCad Tutorial</p>
<p>Show distribution • Pacific Design & Manufacturing • SolidWorks 2004 • daratech PLANT 2004</p>	<p>Show distribution • AEC SYSTEMS • NDES • daratech Summit</p>		<p>Show distribution • COFES 2004 • GITA</p>	<p>Show distribution • Land Dev.Conf. • Rapid Prototyping • PLM World • Bentley Int.User Conf.</p>	<p>Show distribution • Solid Edge Global Summit • AIA • PTC End User Conf.</p>

Cadalyst Newslite - Weekly email newsletter for new product announcements, news, upcoming events

5th 12th 19th 26th	2nd 9th 23rd	1st 8th 15th 22nd 29th	5th 12th 19th 26th	3rd 10th 17th 24th	7th 14th 21th 28th
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MCAD - Twice-monthly e-mail newsletter focused on mechanical and manufacturing

15th	5th 19th	4th 18th	1st 15th	6th 20th	3rd 17th
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AEC - Twice-monthly e-mail newsletter focused on architecture, engineering and construction

15th	5th 19th	4th 18th	1st 15th	6th 20th	3rd 17th
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CAD Manager - Twice-monthly e-mail newsletter focused on management and implementation strategies

8th 22nd	12th 26th	11th 25th	8th 22nd	13th 27th	10th 24th
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www.cadalyst.com - 24/7 online resource: code downloads, archives, on-the-job customer stories

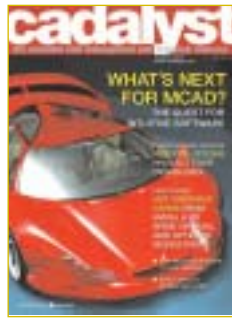
MEDIA PLANNER

The Cadalyst Network

	July	August	September	October	November	December
	Cadalyst Magazine & Cadalyst Digital					
MONTHLY	20th Anniversary Special Bug Watch: Top 10 AutoCAD bugs	20th Anniversary Special Where are they now?	20th Anniversary Special CADDIES retrospective	20th Anniversary Special Next 20 years: Hardware	20th Anniversary Special Next 20 years: Software	20th Anniversary Special Trivia contest Features All-Stars, Editors' WOW!
	Cadalyst Labs reviews • Mobile workstations • CAD software review • First Look reviews	Cadalyst Labs reviews • Visualization Tools • CAD software review • First Look reviews	Cadalyst Labs reviews • 21-inch CRT monitors • CAD software review • First Look reviews	Cadalyst Labs reviews • Graphics cards • CAD software review • First Look reviews	Cadalyst Labs reviews • CAD workstations • CAD software review • First Look reviews	Cadalyst Labs reviews • PDF-writing software • CAD software review
	MCAD Modeling Methods Virtual prototyping	MCAD Modeling Methods Optimizing 3D models	MCAD Modeling Methods Translating 3D models	MCAD Modeling Methods MCAD state of the industry	MCAD Modeling Methods Parts libraries line	MCAD Modeling Methods 3D input devices
	AEC: From the Ground Up BIM options	AEC: From the Ground Up Design Collaboration	AEC: From the Ground Up CAD data standards	AEC: From the Ground Up Plant and piping design options	AEC: From the Ground Up Project management online	AEC: From the Ground Up BIM
	CAD Manager License management	CAD Manager Basics of budgeting evaluations	CAD Manager Performance document archiving	CAD Manager Approaches to the desktop	CAD Manager Keeping control of hardware and software	CAD Manager Benchmarking
Productivity Builders • CAD Clinic • Hot Tip Harry	Productivity Builders • CAD Clinic • Hot Tip Harry	Productivity Builders • CAD Clinic • Hot Tip Harry	Productivity Builders • CAD Clinic • Hot Tip Harry	Productivity Builders • CAD Clinic • Hot Tip Harry	Productivity Builders • CAD Clinic • Hot Tip Harry	
Lines & Circles AutoCAD Tutorial	Lines & Circles AutoCAD Tutorial	Lines & Circles AutoCAD Tutorial	Lines & Circles AutoCAD Tutorial	Lines & Circles AutoCAD Tutorial	Lines & Circles AutoCAD Tutorial	
		Show distribution • SIGGRAPH • ESRI End User				Show distribution Autodesk University
	Cadalyst Newslite - Weekly email newsletter for new product announcements, news, upcoming events					
	12th 19th 26th	2nd 9th 16th 23rd 30th	13th 20th 27th	4th 11th 18th 25th	1st 8th 15th 29th	6th 13th
	MCAD - Twice-monthly e-mail newsletter focused on mechanical and manufacturing					
	1st 15th	5th 19th	2th 16th	7th 21st	4th 18th	2nd 16th
	AEC - Twice-monthly e-mail newsletter focused on architecture, engineering and construction					
	1st 15th	5th 19th	2th 16th	7th 21st	4th 18th	2nd 16th
	CAD Manager - Twice-monthly e-mail newsletter focused on management and implementation strategies					
	8th 22nd	12th 26th	9th 23th	14th 28nd	11th	9th
	www.cadalyst.com - 24/7 online resource: code downloads, archives, on-the-job customer stories					
REAL TIME						

RATES

Cadalyst Magazine and Cadalyst Digital



2004 Four-Color Rates

(Effective with the January 2004 issue)

	1x	3x	6x	12x	24x
Full Page	\$8,500	8,150	8,010	7,800	7,660
2/3 Page	7,100	6,820	6,710	6,540	6,430
1/2 Island	6,400	6,155	6,060	5,910	5,815
1/2 Page	5,910	5,690	5,605	5,470	5,380
1/3 Page	4,440	4,295	4,235	4,145	4,090
1/4 Page	3,740	3,625	3,585	3,515	3,470

Special Positions

Inside Front Cover:	Add 20%
Back Cover:	Add 20%
Inside Back Cover:	Add 15%
Preferred Position:	Add 10%

Commissions

Accredited advertising agencies receive a 15% commission provided invoices are paid within 30 days. Production charges are not subject to agency commission.

Earned Rates

The number of insertions placed during the 12-month contact period determines Cadalyst's frequency rate. A spread is counted as two insertions of one page, three insertions of two pages each earn the six-time rate of US \$8,010 per page, etc. The same method is used for calculating the earned frequency rate for fractional ads. For example, two 1/3 page ads in one issue of Cadalyst are counted as two insertions of 1/3 page.

Cadmart Rates

	1"	2"	3"	4"	5"	Additional color:
1x	\$330	645	945	1,210	1,475	2-color: \$25
3x	320	620	910	1,175	1,435	4-color: \$50
6x	305	590	865	1,130	1,395	All rates include product listing on www.cadalyst.com
12x	295	570	840	1,105	1,365	
24x	280	550	810	1,080	1,145	

Ad Closing & Material Due Dates

	Ad Closing	Ad Materials Due	CadMart Closing
Jan	11-25	12-05	11-25
Feb	12-30	01-09	12-30
Mar	01-28	02-05	01-28
Apr	03-01	03-09	03-01
May	03-31	04-08	03-31
June	04-28	05-06	04-28
July	05-29	06-08	05-29
Aug	06-29	07-08	06-29
Sept	08-02	08-10	08-02
Oct	08-30	09-08	08-30
Nov	09-29	10-07	09-29
Dec	10-28	11-05	10-28
Jan '05	11-24	12-07	11-24

Inserts & Business Reply Cards

Check with the publisher for insert pricing, mechanical requirements, quantity and shipping instructions. Also, check with the Publisher regarding new postal regulations for printing inserts or business reply cards. Insert mechanical charges are non-commissionable. Inserts are non-cancelable.

Standard Terms and Conditions for Advertising

Advanstar's terms and conditions (the "Standard Terms") can be found on Page 17.



04

THE TESTIMONIAL OF Douglas R. Cochran, President, ArchMedia, Inc.

"Advertising with Cadalyst has proven to be an effective solution to "help get the word out" for our products. With each new advertisement, we must prepare for the onslaught of sales inquiries and the increased activity on our overloaded web site. This is a problem that we are happy to encounter and one we have learned to expect!"



E-NEWSLETTER RATES

2004 Rates

(Effective January 2004)

Ad rates are gross per broadcast



Cadalyst Newslite - The E-newsletter

Premium Newslite Sponsorship (1st position): \$2950

Standard Newslite Sponsorship (2nd position): \$1950

Value Newslite Sponsorship (3rd position): \$1450

MCAD - The E-newsletter

Premium Newslite Sponsorship (1st position): \$2950

Standard Newslite Sponsorship (2nd position): \$1950

Value Newslite Sponsorship (3rd position): \$1450

AEC - The E-newsletter

Premium Newslite Sponsorship (1st position): \$2950

Standard Newslite Sponsorship (2nd position): \$1950

Value Newslite Sponsorship (3rd position): \$1450

CAD Manager - The E-newsletter

Premium Newslite Sponsorship (1st position): \$2950

Standard Newslite Sponsorship (2nd position): \$1950

Value Newslite Sponsorship (3rd position): \$1450

WEB RATES

www.cadalyst.com - The Website

(Effective January 2004)

Ad rates are gross per month

Skyscraper

Position: Right column of homepage and run of site.

3 months \$3950

6 months \$3450

12 months \$2950

Ask about expanding skyscraper rates.

Banner

Position: Homepage at the top of page and run of site.

3 months \$2950

6 months \$2450

12 months \$1950



Marquee

Position: Ads run vertically along the left margin of the homepage and do not rotate

3 months \$2950

6 months \$2450

12 months \$1950

Button

Position: Ads run vertically along the left margin of the homepage and do not rotate

3 months \$2360

6 months \$1960

12 months \$1560

04

THE TESTIMONIAL OF Preston Plew, Applications Engineering Technician,
Leggett & Platt Storage Systems

I am using Windows 2000 and was having the exact problem with Mtext you solve with one of your tips in the Cadalyst Newslite. I couldn't figure out how to fix it. So once again THANK YOU!



PRINT PUBLICATION DIGITAL SPECS

Digital Ad Requirements

- Digital data is required for all ad submissions. Preferred format is PDF/X-1. PDF is an acceptable format. Files should be press optimized, converted to CMYK, and have all fonts embedded. Cadalyst will be relieved of all responsibility for any form of compensation if an ad is supplied in non-preferred or non-acceptable formats, such as native application files. Non-preferred or non-acceptable formats will be charged a \$150 processing fee. We cannot guarantee the accuracy of reproduction from any ads supplied in non-preferred or non-acceptable formats. For detailed instructions of preferred formats, contact the production manager or download digital ad specifications from www.advanstar.com/adspec/.
- Cadalyst will not supply a faxed or soft proof on client supplied files. We assume due diligence has been taken - by the client, or by their agency, to preflight and proof all advertisements prior to submission. If we detect an error before going to press, we will make a reasonable effort to contact you to correct and resubmit your file before publication.
- Accepted Media: Files may be submitted on CD-ROM.
- FTP: Files may be submitted to our FTP site. Please contact the production manager for instructions.
- Ad Proofs: To insure that your ad is reproduced correctly, a SWOP-certified color proof that has been made from the same file that you supply to us must be provided. We cannot guarantee the accuracy of reproduction of your ad without a SWOP proof. No makegoods will be issued on ads run without a SWOP proof.
- Film: Cadalyst is computer to plate. Any ads submitted on film will incur a \$50 charge.

Printing: Web offset

Binding: Saddle-stitched

Trim Size: 7³/₄" wide x 10¹/₂" high

Live Matter: Keep critical copy a minimum
3/8" from all trim edges and gutter

Send Materials to:

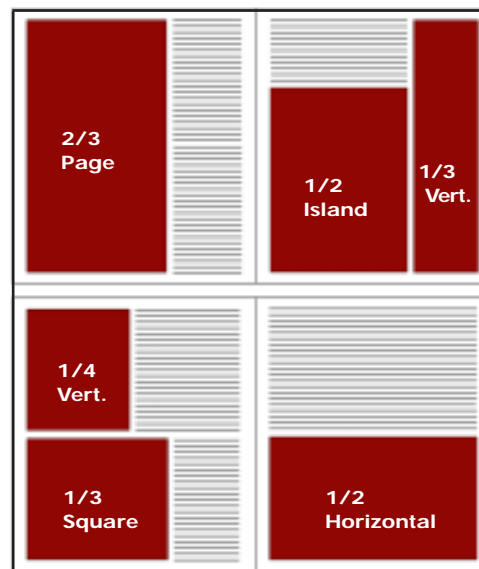
Jeannie Hortness
Sr. Production Manager
Cadalyst
201 Sandpointe Ave., Suite 600
Santa Ana, CA 92707-8700
Tel: 714-513-8431 or 800-854-3112
Fax: 714-513-8693
Email: jhortness@advanstar.com

Ad Closing & Material Due Dates

	Ad Closing	Ad Materials Due	CadMart Closing
Jan	11-25	12-05	11-25
Feb	12-30	01-09	12-30
Mar	01-28	02-05	01-28
Apr	03-01	03-09	03-01
May	03-31	04-08	03-31
June	04-28	05-06	04-28
July	05-29	06-08	05-29
Aug	06-29	07-08	06-29
Sept	08-02	08-10	08-02
Oct	08-30	09-08	08-30
Nov	09-29	10-07	09-29
Dec	10-28	11-05	10-28
Jan '05	11-24	12-07	11-24

Dimensions

Ad Size	BLEED		NON-BLEED	
	Width	Depth	Width	Depth
Spread	15 3/4"	10 3/4"	14 1/2"	9 1/2"
Full Page	8"	10 3/4"	7"	9 3/4"
2/3 Page			4 1/2"	9 3/4"
1/2 Page Horizontal			6 3/4"	4 3/4"
1/2 Page Spread	15 3/4"	5 1/4"		
1/2 Page Island			4 1/2"	7 1/4"
1/3 Page Vertical			2 1/8"	9 3/4"
1/3 Page Square			4 1/2"	4 3/4"
1/4 Page Vertical			3 1/4"	4 3/4"



04

THE TESTIMONIAL OF Watson Kilbourne CompugraphX

I have been a Cadalyst subscriber since 1986. Cadalyst has been particularly helpful to readers by providing comprehensive hardware and software reviews over the years. I especially like the Hot Tip Harry page every month and also the ability to download the tips for free from your website.



E-NEWSLETTER DIGITAL SPECS

Cadalyst E-newsletters

Sponsor Materials: 50 words of copy + logo + url link

Email to: Jeannie Hortness at jhortness@advanstar.com



Materials Due

Cadalyst Newline Sponsorships

Materials are due on the Wednesday prior to the date of the e-newsletter broadcast

Materials Due

MCAD and AEC Newsletter Sponsorships

Materials are due on the Friday prior to the date of the e-newsletter broadcast

Materials Due

CAD Manager Newsletter Sponsorships

Materials are due on the Friday prior to the date of the e-newsletter broadcast

WEB DIGITAL SPECS

www.cadalyst.com - The Website

Skyscraper:

120 x 600 pixels

35-38kb max file size

Animation: no limits on animation

Formats: .GIF, .JPG, .PNG

Banner:

468 x 60 pixels

15-17kb max file size

Animation: no limits on animation

Formats: .GIF, .JPG, .PNG



Marquee:

138x100 pixels

16kb max file size

Animation: no limits on animation

Formats: .GIF, .JPG, .PNG

Button:

120 x 60 pixels

7-8kb max file size

Animation: no limits on animation

Formats: .GIF, .JPG, .PNG

Materials Due

Website Advertising

Ad materials are due 3 days prior to posting on the site

Additional Information Regarding Digital Ads

Rich Media:

If you plan to use Rich Media formats, please contact adtraffic@advanstar.com ahead of time to insure your ads will work with our ad serving software.

Tracking:

Advanstar is able to provide (by request) the numbers of clicks and impressions that ads generate.

Third Party ad tags are also accepted, if advertisers want to track their own stats.

Send materials to:

adtraffic@advanstar.com at least three days before the start date.

Please include:

- Information on where the ad is to be located on the site (i.e. homepage, run-of-site, etc.)
- The start and end dates of the campaign
- The URL the ad will link to, and
- Any other relevant information

Confirmation:

You will receive an email when the ad is live.

Direct questions to: adtraffic@advanstar.com

04

THE TESTIMONIAL OF Coral King, AIA Arcadia Architecture

Happy Anniversary, Cadalyst! I appreciate "Hot Tip Harry" and all his escapades in search of CAD tips. We named our 1-pen HP plotter Harry Plotter (initials HP). Maybe a certain writer reads Cadalyst, too.



INTEGRATED MARKETING

Cadalyst Presents A Menu of Marketing Solutions

Cadalyst magazine is the foundation for a complete line of response-based and add-on marketing solutions from Advanstar Communications. We will build custom packages of integrated media to meet your specific needs.

Cadmart

For small ads, the Cadmart section of Cadalyst magazine is the choice. Specific category headings make it easy for readers to find your products and services. Call Debbie Duhn at 800-822-6678, x 229, 41-984-5229, or email dduhn@advanstar.com.

Web Seminars

Cadalyst web-based seminar events allow you to reach your audience of buyers where they work with customized expert and objective content. Web seminars are available to registrants "live" and are archived on or website where "on-demand" viewing allows your company's message and lead generation to continue after the web seminar has taken place. Call Kristina Panter at 715-513-8406, or email kpanter@advanstar.com.

List Rental and Direct Mail Campaigns

Advanstar can provide start-to-finish execution of your direct mail campaign, including mailing lists, creative, production and mailing services. To get you started, Advanstar offers comprehensive databases targeted by business and industry, title and purchasing authority. Call 541-984-5295.

E-Mail Campaigns

Take advantage of Cadalyst's e-mail newsletter subscriber list and other quality e-mail lists. Partner with us to make the most of this cost-effective, direct response medium. Call 541-984-5295

Business Reply Cards

Transform your ad into a direct response vehicle by adding a BRC adjacent to your magazine print ad. Call your Cadalyst sales representative.

Post-It Notes

Genuine 3M Post-It Notes can be imprinted and attached to your advertising page to call attention to your message. Call your Cadalyst sales representative.

Magazine Inserts

Furnish your own insert of 4-8 pages, or Advanstar will custom-create a powerful sales piece for insertion in Cadalyst magazine. Call Cadalyst's publisher at 714-513-8621.

Viewpoint Advertorial

ViewPoint inserts in Cadalyst provide a turnkey opportunity for marketers to include their own article in the magazine. Our staff works with you to craft copy, and we handle all design and production. ViewPoints are printed on heavy stock with a gloss coating and tipped into the front half of the magazine. Only one Viewpoint, per issue is available on a first-come, first-served basis. One thousand bonus copies are included in your purchase. Call your Cadalyst sales representative.

Reprints

Custom advertising and editorial reprints provide you with a simple, professional and cost-effective way to spread your company's message. Add your logo, address and highlighted text. Custom reprint packages include an e-print of the article to post on your website. Call 800-822-6678.

Custom Publishing

Support your marketing efforts with custom-created publishing pieces, such as themed supplements, white papers, tech reports, books, manuals and much more. Call your Cadalyst sales representative.

04

The Testimonial of Katrina Lacey, CPH Engineers
I am trying to incorporate lisp routines into our standards and I have found your Hot Tip Harry lisps from readers so very helpful.



cadalyst

the complete CAD management and technical resource

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Cadalyst is part of Advanstar Communications' Technology Publishing Division, which publishes *America's Network*, *Telecom Asia*, *Wireless Asia*, *RNT*, *RESPONSE*, *Frontline Solutions*, *Sensors* and *Dealernews*, in addition to Cadalyst. Advanstar Communications Inc. (www.advanstar.com) is a worldwide business information company serving specialized markets with high quality information resources and integrated marketing solutions. With this purchase, Advanstar now has 115 business magazines and directories, 78 tradeshow and conferences, numerous Web sites, and a wide range of print and electronic direct marketing, database and reference products and services. In addition to the healthcare and pharmaceutical industries, Advanstar serves targeted market sectors in the art, automotive, beauty, e-learning, call center, digital media, entertainment/marketing, fashion & apparel, manufacturing and processing, powersports, science, telecommunications and travel/hospitality industries. The Company now has more than 1,400 employees and currently operates from multiple offices in North America, Latin America, Europe and Asia.

Standard Terms and Conditions for Advertising

The following terms and conditions (the "Standard Terms") shall be incorporated by reference into all Insertion Orders submitted to Advanstar Communications Inc. ("Publisher") by Advertiser or its advertising agency:

- A.** Invoices are rendered at date of publication.
- B.** Publisher holds the Advertiser and its advertising agency jointly responsible for paying all duly authorized advertising inserted in or attached to Cadalyst. All overdue payments will be reinvoiced directly to the Advertiser, who will be held fully responsible for payment.
- C.** Terms: Invoices are rendered on the publication date of each issue and are due upon receipt. Agency commission will be disallowed on all overdue invoices. In the event Advertiser's account is placed for collection, Advertiser and agency agree to pay Publisher for all reasonable collection costs and/or attorneys' fees incurred. Advertiser and agency also agree to pay finance charges on the unpaid account balance at the rate of 1-1/2% per month or the maximum permitted by law.
- D.** Publisher will not be bound by any terms, conditions or provisions appearing on insertion orders or copy instructions which conflict with provisions of these Standard Terms, including, without limitation, sequential liability statements from advertising agencies. In the event of any inconsistency between an insertion order and/or copy instructions and these Standard Terms, the Standard Terms shall control.
- E.** All advertisements are accepted and published by the Publisher on the representation that the agency and/or Advertiser are properly authorized to publish the entire contents and subject matter thereof.
- F.** Advertiser hereby grants Publisher the right and license to use, reproduce, transmit, and distribute all creative materials supplied by or on behalf of Advertiser, including without limitation, all text, graphics, illustrations and photographs (the "Creative"). Advertiser represents and warrants that: (i) it has all the necessary rights in the Creative; (ii) the Creative does not violate any applicable law or regulation; and (iii) the Creative does not violate or infringe upon any third party right in any manner or contain any material or information that is defamatory, libelous, slanderous, that violates any person's right of publicity, privacy or personality, or may otherwise result in any tort, injury, damage or harm to any person. Advertiser acknowledges that Publisher is relying on the foregoing representations and warranties. Advertiser agrees to indemnify, defend and hold Publisher and its affiliates, and their respective officers, directors and employees, harmless from and against any and all expenses and losses of any kind (including reasonable attorneys' fees and costs) incurred based upon a breach of any of the foregoing representations and warranties or in connection with any claim arising from or related to any advertisement supplied by Advertiser or its agents and run by Publisher.
- G.** Publisher reserves the right to reject any advertising, which Publisher feels is not in keeping with the publication's standards or for any other reason, even if the advertising has been published previously by Publisher.
- H.** Publisher shall not be liable for any omitted, misplaced, or mispositioned advertisements.
- I.** All orders are accepted by Publisher subject to change in rate upon notice from Publisher.
- J.** Orders may be cancelled within ten (10) business days of the effective date of a change of rates without incurring a shortrate adjustment, provided the Advertiser's contract rate has been earned as of the date of cancellation.
- K.** An order may be cancelled without liability up to thirty (30) days prior to the issue's ad close date. Publisher reserves the right to demand payment for orders cancelled less than thirty (30) days prior to ad close, regardless of the date of ad placement.
- L.** A 1/4 page ad is the minimum rate holder.
- M.** Advertiser will be shortrated if, within a 12-month period from the date of the first insertion, Advertiser does not use the amount of space upon which its billings has been based. Advertiser will be rebated if, within a 12-month period from the date of the first insertion, Advertiser has used sufficient additional space to warrant a lower rate than that at which it has been billed.
- N.** Costs incurred by Publisher for production work on advertisements will be charged to the Advertiser regardless of whether or not the ad runs. Advertiser will be charged for any artwork, separations, halftone, shipping, or typography provided by Publisher.
- O.** In the event a change of copy is not received by Publisher by the publication's ad closing date, the copy run in the previous issue of the publication will be inserted.
- P.** Publisher will hold Advertiser's materials for a maximum of one year from last issue date. It is the responsibility of the Advertiser to arrange for the disposition of artwork, proofs or digital materials prior to that time, otherwise materials will be destroyed. All requests must be submitted in writing.
- Q.** Publisher will not be held responsible for consequential costs or other damages due to loss or damage of digital ad materials, art, proofs or transparencies.
- R.** Reader response inquiries are provided as a service. Publisher disclaims all liability and responsibility for inaccuracies.
- S.** Under no circumstances shall Publisher be liable for any indirect, incidental, special or consequential damages (including, without limitation, loss of profit or impairment of goodwill) of any Advertiser. Under no circumstances shall Publisher's direct or indirect liability to any advertising agency or Advertiser exceed the invoiced cost of the advertisement. Notwithstanding the foregoing, Publisher shall have no liability for (i) any failure or delay resulting from conditions beyond Publisher's control; or (ii) errors in content or omissions in any creative or advertising materials provided by Advertiser.
- T.** These Standard Terms, together with insertion orders submitted by Advertiser, (i) shall be governed by and construed in accordance with the laws of the State of New York and the United States, without giving effect to principles of conflicts law; (ii) may be amended only by written agreement executed by an authorized representative of each party; and (iii) constitute the complete and entire expression of the agreement between the parties, and shall supersede any and all other agreements regarding the subject matter hereof, whether written or oral, between the parties. Failure by either party to enforce any provision of these Standard Terms shall not be deemed a waiver of future enforcement of that or any other provision. Advertiser may not resell, assign, or transfer any of its rights hereunder.

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