

The fastest-growing journal serving data center and emergency backup power professionals!

Mission CRITICAL

Data center and emergency backup solutions

New for 2012:

- All-new missioncriticalmagazine.com
- Integrated Product Launchpad Program
- Next-generation Webinar Upgrade

2012

Media Planning Guide



www.missioncriticalmagazine.com

Your ultimate network of data center professionals.

Launched in 2007, *Mission Critical* is today the fastest-growing journal written exclusively for data center and emergency backup power professionals. In print and electronic media, *Mission Critical* provides marketing results by connecting you with high-quality buyers and specifiers. Simply put, influencing this powerful and professional network has never been easier.

Mission Critical ads and sponsorships—combined with our high-quality editorial package—will create strong brand awareness among Fortune 500 readers in key vertical markets: banking & financial services, emergency response, gaming & hospitality, health care, mass transportation, municipal services, retail, telecom, and information technology.

Mission Critical media influences key titles in vastly different industries, companies and locations:

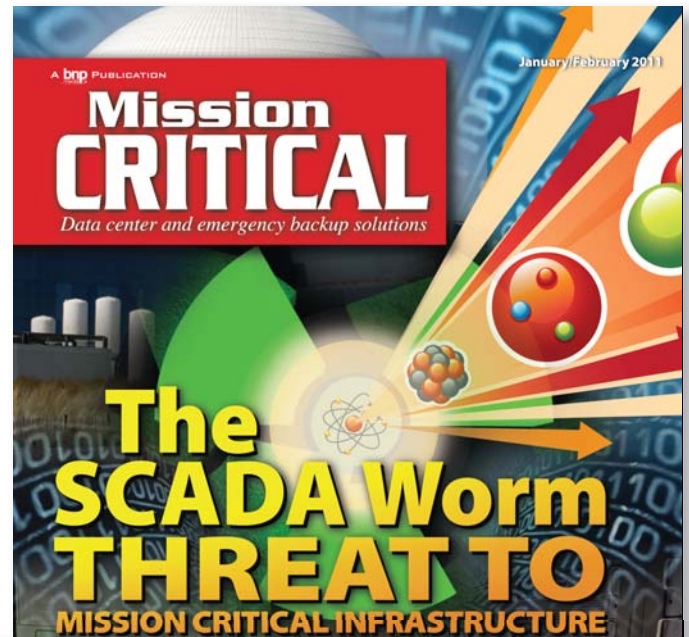
- Data center owners, managers, designers, engineers, and operators
- Emergency and backup power professionals
- Enterprise systems managers
- Power and cooling systems professionals
- Disaster recovery professionals
- Facility managers, directors, and more...

Sales leads. Brand awareness. Clicks.
Impressions. No matter your media preference or budget, *Mission Critical* delivers.

CRITICAL Facts:

78% of *Mission Critical* readers specify, recommend, authorize or influence the purchase of data center-related equipment, products and/or services.

Source: *Mission Critical* Reader Profile Study, October 2008.



**ALL
NEW**

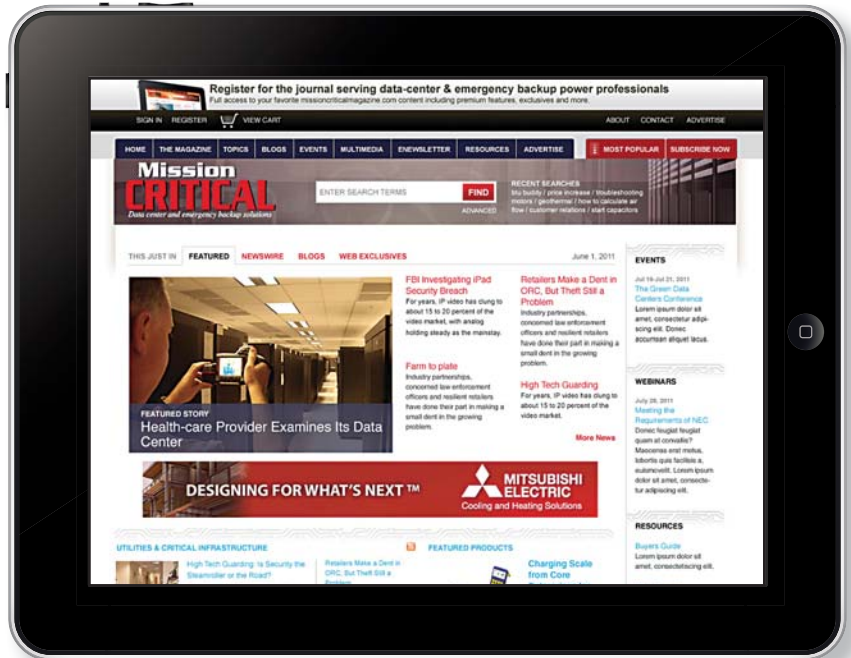
www.missioncriticalmagazine.com

Mission Critical online is all new in 2012! Data center professionals worldwide rely on *Mission Critical* for new products, news, and professional know-how. Capture their attention with sponsorships including the *Mission Critical* Blog, Product of the Week, and White Papers. Traditional run-of-site and topic page advertising includes:

- **Leaderboard Ads**
- **Medium Rectangle Ads**
- **Half Banner Ads**
- **Full Banner Ads, and more!**

Contact your regional sales manager to see our full ad inventory with complete size specifications.

Want live samples? Visit portfolio.bnppmedia.com/new to see rich media in action and learn more about your online advertising opportunities.



Video ads



Weekly and monthly video rotations are available — and we'll include your video in any of our monthly eNewsletters.

Contact your regional sales manager to get more details.

Social media sponsorships



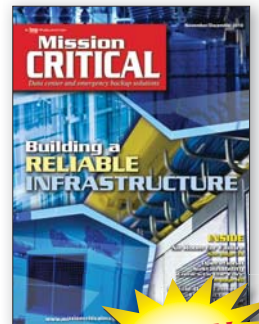
Leverage our fans and followers to promote your marketing message...

- **Twitter Widget:** Feed your tweets to our publication homepage
- **Sponsored Tweets:** We'll tweet your message to our followers
- **Facebook Welcome Page:** When fans visit our Facebook page, yours is the first message they'll see
- **Facebook Notes:** Your note (including link and image) reaches all *Mission Critical* fans

Integrated Product Launchpad Program

You receive exclusive **360° product coverage** as *Mission Critical* spreads your message through all of our major media platforms...

- **Print:** Product review spotlight in one issue
- **Online:** Lone product review on our home page
- **eNewsletter:** Product review included in one edition
- **Video:** Featured video on missioncriticalmagazine.com for one month
- **Facebook:** Product mention on our Facebook page — once per week for one month
- **Twitter:** Tweet about your product sent to all our followers — one tweet per week for one month



Editorial Calendar

Mission Critical partners with 7X24Exchange, DatacenterDynamics, Uptime Institute, and other major organizations and attends many of their regional events.

Issue	Ad Closing	Features	FREE Bonus Show Distribution
JAN.-FEB. Publication Date: February 17	January 19	New Trends in Data Center Management Software Solutions for Vexing Data Center Problems	<ul style="list-style-type: none"> Teledata Technology Convergence Conference, Feb. 2, Santa Clara, CA The Green Grid Technical Forum, March 6-7, San Jose, CA AFCOM/Data Center World Spring, March 18-22, Las Vegas, NV DatacenterDynamics, TBD March, New York, NY
MARCH-APRIL Publication Date: April 12	March 15	Preparing for Emergencies at Mission Critical Facilities Monitoring Solutions	<ul style="list-style-type: none"> Interop, May 6-10, Las Vegas, NV Uptime Institute Symposium, May 13-15, Santa Clara, CA 7x24Exchange, June 10-13, Orlando, FL Blade Systems Insight Summit, TBD Gartner Symposium ITXpo, TBD DatacenterDynamics, TBD
MAY-JUNE Publication Date: June 14	May 17	Reducing Power and Cooling Costs Backup Power Solutions	<ul style="list-style-type: none"> APPA National Conference, June 16-20, Seattle, WA ASHE, July 15-18, San Antonio, TX DatacenterDynamics, TBD Next Generation Data Center, TBD DatacenterDynamics, TBD
JULY-AUGUST Publication Date: August 16	July 19	Achieving High-Levels of Reliability A Look at Security and Fire Safety	<ul style="list-style-type: none"> BICSI Fall Conference, Sept. 16-20, Anaheim, CA Data Center Marketplace, TBD DatacenterDynamics, TBD
SEPT.-OCT. Publication Date: October 18	September 20	Ultra-Low PUEs Government Programs that Can Make a Difference	<ul style="list-style-type: none"> 7x24Exchange, Nov. 11-14, Phoenix, AZ AFCOM/Data Center World Fall, TBD DatacenterDynamics, TBD Gartner Symposium ITXpo, TBD
NOV.-DEC. Publication Date: December 13	November 15	2013 Buyers Guide Issue TCO Considerations Building New Facilities	<ul style="list-style-type: none"> POWER-GEN, Dec. 11-13, Orlando, FL 2013 AHR Expo, Jan. 28-30, Dallas, TX DatacenterDynamics, TBD ATI 2012, TBD 2013 BICSI Winter Conference, TBD

Editorial calendar is subject to change by publisher.

Editorial & Technical Advisory Board

 Kevin Heslin, editor Heslin is an award-winning editor with more than 20 years experience in technical and BtoB media.	 Cyrus Izzo, Syska Hennessy Group	 Glen Neville, Deutsche Bank	 Jim Smith, Digital Realty Trust
 Carolyn Fritz, managing editor Fritz is a graduate of Bowling Green University and is also managing editor of <i>Engineered Systems</i> .	 Jack McGowan, Energy Control	 Thomas E. Reed, PE, KlingStubbins	 Robert F. Sullivan, ComputerSite Engineering, Inc.
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 Peter Curtis, Power Management Concepts	 Peter Gross, HP EYP Mission Critical Facilities	 Dean Nelson, EBay	

2012 Media Planning Guide

2012 Rates & Specs

Black & White Ad Rates (Gross rates listed)			
	1x	3x	6x
Full Page:	\$5,795	\$5,305	\$4,775
1/2-island	\$3,715	\$3,395	\$3,080
1/2-page	\$3,340	\$3,025	\$2,705
1/3-page	\$2,915	\$2,600	\$2,280
1/4-page	\$2,440	\$2,120	\$1,805

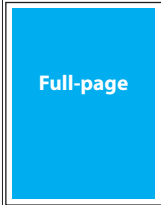
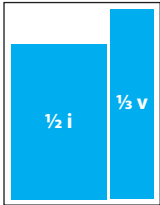
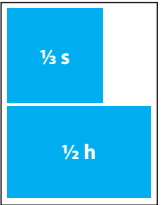
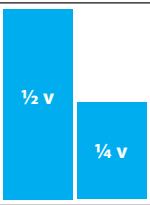
Color Rates (gross)

2-color: Add \$825	Spread: Add \$1,260
4-color: Add \$1,495	Spread: Add \$2,290

Premium Positions

2nd Cover add 10% to b/w rate
 3rd Cover add 10% to b/w rate
 Back Cover add 15% to b/w rate
 Contact your regional sales rep to learn about frequency discounts and integrated media packages!

Advertising Display Sizes

			
Full-page 7" x 10"	1/2-page island 4 1/2" x 7 3/8"	1/2-page square 4 1/2" x 4 7/8"	1/2-page vertical 3 3/8" x 10"
Full-page Bleed 8 1/2" x 11 1/4"	1/2-page vertical 2 1/4" x 10"	1/2-page horizontal 7" x 4 7/8"	1/4-page 3 3/8" x 4 7/8"

Ship Ad Materials to

Kelly Southard, Production Manager
 Mission Critical
 2401 W. Big Beaver Rd., Suite 700 | Troy, MI 48084
 Ph: (248) 244-6409 | Fx: (248) 786-1348
 southardk@bnpmedia.com

Mechanical & Digital Ad Requirements

Publication Trim Size: 8" x 10 3/4"
Type or Page Size: 7" x 10"
Binding: Saddle Stitch or Perfect Bound
Printing: Heat-set, web-fed offset
Screen: 150 lines printed. Magazine is Computer-to-Plate
Composition: Mechanical charges based on Publisher's prevailing rate will be billed for all production work at gross
Platforms: Macintosh preferred. (IBM-compatible accepted, fonts will be replaced by Mac versions).
File Formats: Quark, Photoshop, Indesign and Illustrator files accepted. PDF's are accepted, please call production manager for correct Distiller settings.
Photos: 300 dpi saved as TIFF or EPS. Color images must be CMYK. Do not compress graphics using JPEG or LZW.
Colors: All colors should be CMYK, unless a spot color purchased.
Electronic Submission: CD-ROM disks accepted. Email and FTP options should be discussed with the magazine's production manager. All artwork (photographs, logos, clipart, etc.) and all fonts (both printer and screen fonts, Postscript Type 1 fonts recommended) must be included. A screened contract quality proof created from the final electronic file must be submitted with each color ad. Kodak Approval proofs preferred. Iris or other SWOP Standard proofs accepted. Color cannot be guaranteed unless an acceptable proof is provided. Please supply B&W laser printout for B&W ads.
Ad Size: Crop marks for full-page ads should be at trim size 8" x 10 3/4". Bleed ads should extend beyond trim crop marks by 1/4" on each side. Vital matter must be kept at least 1/4" away from trim edges. Fractional ads should match sizes published in media kit.

Classified Advertising

Hire qualified help, sell used equipment, promote services and more with Classifieds. When you need to get your announcement out to *Mission Critical's* subscribers and have a limited budget — Classifieds Work!

Classified Rates: (Per Column Inch/Per Insertion)

1x: \$160	2x: \$144	4x: \$129	6x: \$118	2nd Color: +\$149	Box #: + \$36
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Frequency calculated on the total number of insertions run within a 12-month period.

Contact: Peter Moran • (914) 882-7033 • Fax: (248) 502-1052
 moranp@bnpmedia.com

Terms And Conditions

The following terms and conditions shall be assumed incorporated in every insertion order or space contract received by *Mission Critical* unless modified by written agreement and signed by the Publisher, and shall supercede any ambiguous or inconsistent statement in said order or contract.

Agency Commission: 15% of gross billing allowed to recognized agencies on space, color and position. Bills are dated same day as publication. Commission not allowed on other charges, such as insert handling, special binding or trimming of inserts, reprints, other mechanical charges and non-display classified advertising.

Payment Terms: Invoices are payable in US Funds only,

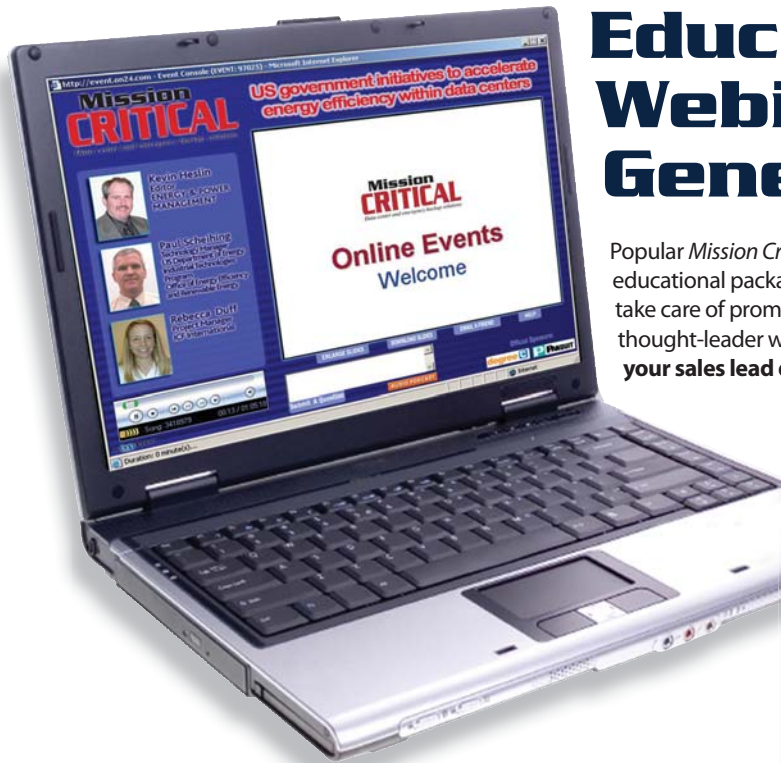
Net 30 days. 1 1/2% per month service charge thereafter (1/2% in Texas). Advertisements originating outside of the U.S. must be prepaid. Extension of credit is subject to the approval of the Credit Department. First-time advertisers will be required to provide credit information or prepayment at the start of their advertising program.

Publisher reserves the right to hold advertiser and/or agency jointly responsible and severally liable for money due and payable to the Publisher. Should it become necessary to refer any outstanding balance to an outside agency or attorney for collection, customer understands and agrees to pay all collection costs, including finance charges, court costs and attorney fees.

Copy and Contract: Advertiser and agency assume liability for all content (including text, representation, and illustrations) of advertisements printed, and also assume responsibility for any claims arising therefrom made against the Publisher. Acceptance of advertising copy and art is subject to Publisher's approval.

Short Rates and Rebates: Advertisers will be short rated if, within 12 months from the date of first insertion, they do not use the amount of space upon which their billings have been based. Advertisers will be rebated if, within 12 months from the date of the first insertion, they have used sufficient additional space to warrant a lower rate than that at which they have been billed.

Educational Webinars Generate Leads!



Popular *Mission Critical* Webinars target data center professionals through a unique online educational package. The process is simple. Choose a topic yourself or let us help. We'll take care of promotion, registration and all the technical details. You position yourself as a thought-leader while building brand awareness. **And all registered attendees become your sales lead database!**



NEW! *Mission Critical* now offers a Next-generation Webinar upgrade that will redefine your Webcasting experience! Now you can integrate social media and screenshare capabilities within your event for better attendee networking, stronger engagement, and greater ROI. Next-generation Webinars include webcam video, advanced reporting and analytics, mobile delivery on Flash-compatible devices, and more!

Your Integrated Webinar Marketing Package includes:

- Webinar registration leads with 12 months of real-time reporting — with demographics including name, company, title, phone, email and more
- Your logo and link on registration and audience console pages
- Editorial summary in print, online and eNewsletters
- Print ad promoting your event
- Multiple promotional email blasts to readers
- Online promotional ads
- eNewsletter promotional ads
- Digital edition promotional ads
- Logo included in emailed event reminders
- Your sponsorship included in archived Webinars online for 12 months

CRITICAL Facts:

Webinars average more than **650** registrants and target more than **32,000** readers. Source: Publisher's own data.

<http://webinars.missioncriticalmagazine.com>

Brand-building eNewsletter Advertising

Written by editor Kevin Heslin, popular *Mission Critical* eNewsletters distribute twice monthly to more than 18,000 data center/emergency backup power professionals.¹ Video, Banner Ads, Button Ads and Skyscraper Ads can give your products extra promotion in this trusted and completely opt-in format.

Nearly every eNewsletter edition sells out! So contact your regional sales manager early for pricing and availability!



CRITICAL Facts:

Mission Critical eNewsletters generate an average 20.2% open rate with 435+ reader clicks!

Video Ads

Call for specs

Banner Ads*

468 x 60 pixels

Tile Ads*

125 x 125 pixels

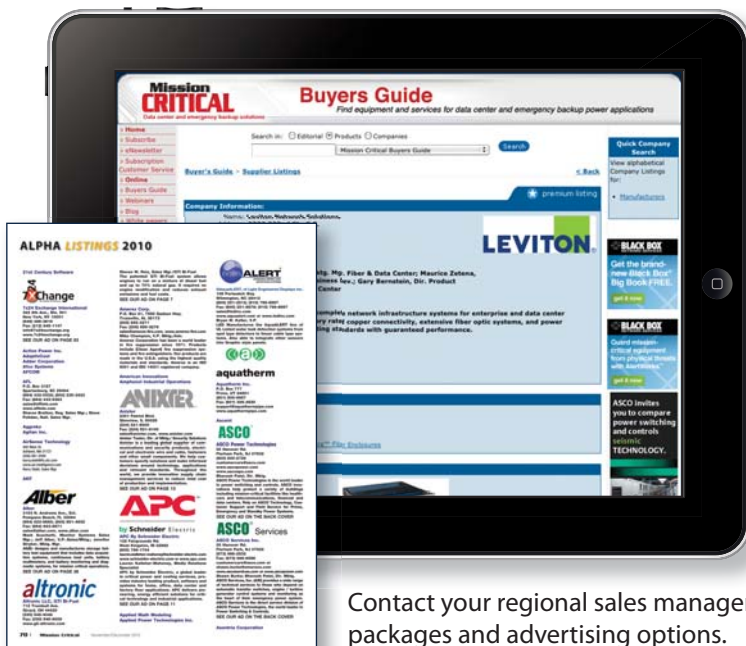
Skyscraper Ads*

120 x 600 pixels

¹ Publisher's own data.

*Specs: Under 40k file, .gif or .jpg at 72 dpi. 256 colors or less. Can be animated.

2013 Buyers Guide Advertising



The *Mission Critical* Buyers Guide is the fastest, easiest way professionals find equipment and services for data center and emergency backup power applications. Your listing appears in print, digital edition and also online for 12 months... So include as much detail as possible for better search results and more sales leads!

Get noticed with a 2013 PremiumPlus Listing Package:

- **NEW!** Includes LinkedIn, Facebook, and Twitter URL links
- Inclusion in the Request for Leads proposal program
- Choice of online video, tile ad, or 3 product-specific banner ads
- Color logo in print, digital edition and online
- Boldface in print and digital edition
- Live Web and email links
- Three online .PDF spec sheets
- Three online product photos
- Top placement online with star designation

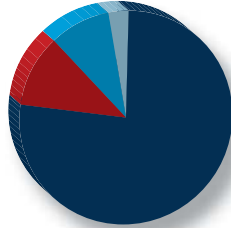
Contact your regional sales manager to see more listing packages and advertising options.

<http://buyersguide.missioncriticalmagazine.com>

The industry's most useful media.

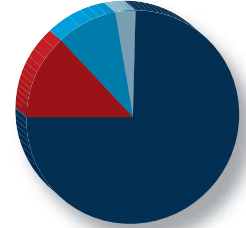
If you had time to read only **one** data center and emergency backup power magazine, which **one** magazine would you choose?¹

- 77% **Mission CRITICAL**
- 11% *Data Center Journal*
- 9% *Data Center Management*
- 3% *Processor*



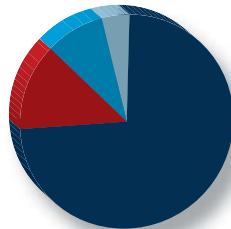
To reach industry professionals like yourself, in which **one** data center and emergency power magazine would you suggest a company primarily run its ads?¹

- 75% **Mission CRITICAL**
- 13% *Data Center Journal*
- 9% *Data Center Management*
- 3% *Processor*



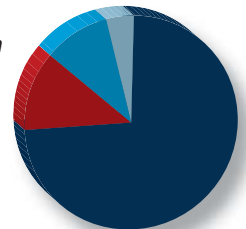
If you had time to use only **one** data center and emergency backup power website, which **one** would you choose?¹

- 74% **Mission CRITICAL** magazine.com
- 13% *DataCenterJournal.com*
- 9% *DataCenterManagement.com*
- 4% *Processor.com*



To reach industry professionals like yourself, on which **one** data center and emergency backup power website would you suggest a company primarily run its ads?¹

- 74% **Mission CRITICAL** magazine.com
- 12% *DataCenterJournal.com*
- 10% *DataCenterManagement.com*
- 4% *Processor.com*



¹ Mission Critical Reader Preference Study, July 2009.

Marketing Services

Custom Media Division—Personalized Media Solutions

BNP Custom Media Group helps you develop and execute content marketing campaigns that meet your specific needs. Our goal is to make the content marketing process as easy as possible for you—we'll take on the tough stuff while you focus solely on your brand's most important assets: your customers. Learn more about custom publishing and content marketing at custommedia.bnpmmedia.com or contact us directly: Chris Wilson | (248) 244-8264 | wilsonc@bnpmmedia.com



Reprints & ePrints

Print and electronic reprints are available in quantities of 500 or more. Print reprints ship in 3-4 weeks. Digital reprints email even faster. Contact Jill for your custom, no-obligation quote: Jill DeVries: Ph (248) 244-1726 or devriesj@bnpmmedia.com.

Clear Seas Research—Making the Complex Clear

Clear Seas Research is an industry-focused market research company dedicated to providing clear insights to complex business questions.



Clear Seas Research will work closely with you to determine if your marketing message breaks through the noise, engages your target, and causes them to take action. Primary market research will be used to test your marketing communication to ensure it is achieving the desired outcome.

To learn more about how Clear Seas Research can help you maximize your marketing ROI please contact Beth Surowiec at (248) 786-1619 or surowiecb@clearseasresearch.com.

<http://www.clearseasresearch.com>

Contact Us

www.missioncriticalmagazine.com

Peter Moran

Group Publisher & Classified Ad Sales
Ph: (914) 882-7033
Fx: (248) 502-1052
moranp@bnpmmedia.com

Russell Barone, Jr.

West Coast & Midwest Advertising Mgr.
Ph: (219) 464-4464
Fx: (248) 502-2078
baroner@bnpmmedia.com

Vic Burriss

East Coast Advertising Mgr.
Ph: (610) 436-4220 x8523
Fx: (248) 502-2078
burrissv@bnpmmedia.com

Kevin Heslin

Editor
Ph: (518) 731-7311
heslink@bnpmmedia.com

Kelly Southard

Production Manager
Ph: (248) 244-6409
Fx: (248) 786-1348
southardk@bnpmmedia.com

Carolyn Fritz

Managing Editor
Ph: (419) 754-7467
fritzcc@bnpmmedia.com



Corporate Office

2401 W. Big Beaver Rd., Suite 700
Troy, MI 48084
www.bnpmmedia.com

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