

# Mission CRITICAL

*Data center and emergency backup solutions*

**NEW**  
in 2010:  
! Sponsored eBlasts  
! Bonus Ad Readership Study



# 2010

## Integrated Media PLANNING GUIDE

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

[www.missioncriticalmagazine.com](http://www.missioncriticalmagazine.com)



# New for 2010!

## Sponsored eBlasts, eNewsletters

Target data center and emergency backup power professionals directly with your custom eNewsletter content. Provide your own editorial or work with *Mission Critical* staff to develop. There's no easier way to detail your product line in a single-sponsored email format. Contact your sales rep. for pricing and content specifications.



## CRITICAL Facts:

Linked in | Twitter | Facebook

*Mission Critical* is established on all the major social media networks. Follow us! Be a friend! Use our direct mail lists to promote your own social media network.

## FREE AdScore Advertising Readership Study

Offered 3 times in 2010, this valuable report details how *Mission Critical* readers see your ad versus others in the issue. You get your copy for Free when you run a print ad in Jan./Feb., March/April, or Nov./Dec.



# Integrated Media Get Results!

Combining print advertising with *Mission Critical's* online and electronic mail options will help you generate more sales leads with minimal wasted resources. Contact your sales rep for pricing and custom program information.

2010 Integrated Media Packages		
Component	Platinum	Gold
Print Advertising	6x	4x
Online Ad	25% Savings	10% Savings
eNewsletter Ad	25% Savings	10% Savings
Supplied Video Ad	25% Savings	10% Savings
Sponsored eBlast	25% Savings	10% Savings
2011 Buyers Guide Premium Package	25% Savings	10% Savings

In Print



Online



eNewsletters



Supplied Video



Sponsored eBlast



2011 Digital Buyers Guide



## 2010 Editorial Calendar

Issue	Ad Closing	Features	FREE Advertiser Bonuses & Show Distribution
<b>JANUARY-FEBRUARY</b> Publication Date: February 12	January 19	The Green Data Center  Bridging the Facility-IT Divide	<ul style="list-style-type: none"> <li>• <b>FREE Advertising Readership Study</b></li> <li>• AFCOM, March 9-10, Nashville, TN</li> <li>• Datacenter Dynamics, TBD March, New York, NY</li> </ul>
<b>MARCH-APRIL</b> Publication Date: March 24	March 2	Technical Advances in Data Center Management  DR and the Data Center	<ul style="list-style-type: none"> <li>• <b>FREE Advertising Readership Study</b></li> <li>• Blade Systems Insight, April 18-20, Orlando, FL</li> <li>• BICSI Spring Conference, May 2-5, Montreal, Can.</li> <li>• Tridium Niagara Summit, May 2-4, Las Vegas</li> <li>• Battcon, May 17-19, Hollywood, CA</li> <li>• Uptime Institute, May 17-19, New York</li> <li>• Datacenter Dynamics, TBD May, Washington, D.C.</li> <li>• Gartner Symposium ITXpo, TBD May</li> </ul>
<b>MAY-JUNE</b> Publication Date: May 22	April 23	Saving Energy, Saving Dollars  Backup Power Solutions	<ul style="list-style-type: none"> <li>• 7x24 Exchange, June 6-9, Boca Raton, FL</li> <li>• ASHE, July 11-14, Tampa, FL</li> <li>• Datacenter Dynamics, TBD July, San Francisco, CA</li> <li>• APPA, TBD July</li> </ul>
<b>JULY-AUGUST</b> Publication Date: July 27	June 23	PUE, DCiE, and Other Metrics  Saving Water	<ul style="list-style-type: none"> <li>• Datacenter Dynamics, TBD Aug., Seattle, WA</li> <li>• NGDC, TBD Aug., San Francisco, CA</li> <li>• BICSI Fall Conference, Sept. 12-16, Las Vegas, NV</li> </ul>
<b>SEPTEMBER-OCTOBER</b> Publication Date: September 24	August 27	Reducing Data Center Operating Costs  Achieving High Reliability	<ul style="list-style-type: none"> <li>• AFCOM/Data Center World, TBD</li> <li>• Gartner Symposium ITXpo, TBD Oct.</li> <li>• Datacenter Dynamics, TBD Oct., Chicago, IL</li> </ul>

### Mission Critical 2011 Digital Buyers Guide Launches in September

<b>NOVEMBER-DECEMBER</b> Publication Date: November 10	October 8	Consolidation and Virtualization  Building a Reliable Infrastructure	<ul style="list-style-type: none"> <li>• <b>FREE Advertising Readership Study</b></li> <li>• 7x24 Exchange, Nov. 14-17, Phoenix, AZ</li> <li>• Powergen, Dec. 14-16, Las Vegas, NV</li> <li>• Datacenter Dynamics, TBD Dec., Dallas, TX</li> <li>• BICSI Winter Conference &amp; Expo, TBD January, 2011</li> <li>• AHR Expo 2011, Jan. 31-Feb. 2, Las Vegas, NV</li> </ul>
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*Editorial calendar is subject to change by publisher.*

### CRITICAL Facts:

**Mission Critical** readers manage or support **41** sites covering nearly **650,000** square feet on average.

Source: Mission Critical Reader Profile Study, October 2008.

# Mission CRITICAL

**Mission Critical** devotes editorial coverage to these products & product categories:

#### 1. Electrical

- Power Systems and products: PDU, Switches, Breakers, Bypass, Transformers, Inverters, Transfer Switches, Automatic and Static
- Standby Power: Generators, Alternators, Catalytic Converters, Acoustical Housings, Bi-fuel, Diesel, Natural Gas, Mobile, Rental, Fuel Cells, Microturbines
- UPS, Flywheel, Battery, Rotary, and Dynamic Combined Systems
- Power Monitoring Electrical Systems and Controllers (Emergency and Non-Emergency)
- Power Strips and Surge Protectors
- Fuel Systems: Distribution, Control, Monitoring and Holding Tanks (Gas included)
- Batteries
- DC Systems
- Load Banks

#### 2. Mechanical, HVAC, and Plumbing Products and Services

- CRAC, Air Handler Products,
- Chilled Water Plants, Liquid Cooling Systems (See Plumbing)
- Precision Cooling: Ceiling, Wall, Plenum,
- Refrigerant Cooling Systems
- Plumbing: Piping and Plant, Chillers, Liquid Cooling, Condensate
- Fans
- Portable and Supplemental Cooling
- Cooling Towers
- In-Row Cooling Systems

#### 3. Fire, Water and Smoke Alarm and Protection Systems

- Alarms and Early Warning Detection Systems: Fire, Air, Smoke and Water
- Fire Suppression Products and Systems: Distribution, Supply, Tanks and Servicing
- Manual and Automatic Control Panels, Products and Systems: FACP, MPS, etc.

#### 4. Network Equipment and Cable Infrastructure and Management

- Network and Cable/Fiber Design and Installation
- Electrical Power Cables, Conduits, Connectors and Raceway Systems
- Cable and Cable Management Products and Systems: Panels, Terminators, Trays, Risers, Conduits
- Racks, Rails, Cabinets, Cages and Enclosure Systems: Air, Liquid
- KVM and Remote Management, Command Bridge Products and Systems
- Locking and Monitoring Systems and Mechanisms
- Raised Floor Components: Tiles, Grommets, Pedestals
- Blanking Panels
- Data Acquisition

#### 5. Physical and Electronic Security Systems

- Physical and Perimeter Intrusion Protection Communications
- Physical and Logical Intrusion Detection, Illumination
- Access Controls, Systems, Products, and Servicing

## 2010 Rates & Specs

Black & White Ad Rates (Gross rates listed)			
	1x	3x	6x
Full Page:	\$5,460	\$5,000	\$4,500
1/2-island	\$3,500	\$3,200	\$2,900
1/2-page	\$3,150	\$2,850	\$2,550
1/3-page	\$2,750	\$2,450	\$2,150
1/4-page	\$2,300	\$2,000	\$1,700

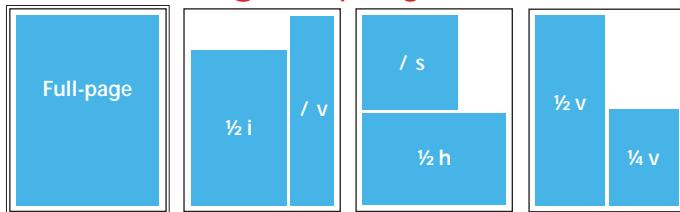
## Color Rates (gross)

2-color: Add \$800	Spread: Add \$1,225
4-color: Add \$1,450	Spread: Add \$2,225

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

## Digital Ad Requirements

**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: \$150	2x: \$135	4x: \$120	6x: \$110	2nd Color: +\$142	Box #: + \$32
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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@bnpmmedia.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.



## Mission Critical Webinars

### Educational Webinars Generate Sales Leads!

Popular *Mission Critical* Webinars target data center professionals in a unique online educational package. We take care of promotion, registration and all the technical details. You position yourself as a thought-leader while building brand awareness. All registered attendees become your huge sales lead database. Choose a topic yourself or let us help. BNP Media is on course to produce more than 120 Webinars in 2009!

### Your Integrated Webinar Marketing Package includes:

#### CRITICAL Facts:

*Mission Critical* Webinar sponsors generate **six-figure** ad impressions and upward of **500** high-quality leads.

Source: Publisher's own data.

- ! 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 button and banner ads
- ! eNewsletter promotional banner ads
- ! Digital edition promotion
- ! Logo included in emailed event reminders
- ! Your sponsorship included in archived Webinars online for 12 months

See for yourself:

<http://webinars.missioncriticalmagazine.com>

## 2011 Online Buyers Guide

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

### Get noticed with a 2011 PremiumPlus Listings Package:

- ! Inclusion in the Request for Leads proposal program
- ! Choice of online video, tile ad, or 3 product-specific banner ads
- ! Color logo
- ! Live Web and email links
- ! 3 online .PDF spec sheets
- ! 3 online product photos
- ! Top placement online with star designation
- ! Email lead form

\$795 net (or \$1,195 net for non-display advertisers.)

Contact your sales rep to see more listings packages and advertising options.



Check it out:

[www.missioncriticalmagazine.com/buyersguide](http://www.missioncriticalmagazine.com/buyersguide)

# Online Advertising

The online home for data center and emergency backup power information is [www.missioncriticalmagazine.com](http://www.missioncriticalmagazine.com). Web-savvy professionals from across all industries visit daily for content simply unavailable anywhere else.

- 1 **Video Ads**  
2-3 minutes max. Call for specs \$2,450/mo.
- 2 **Banner Ads\***  
468 x 60 pixels \$1,200/mo.
- 3 **Button Ads\***  
120 x 60 pixels \$600/mo.
- 4 **Skyscraper Ads\***  
120 x 600 pixels \$1,800/mo.

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



Make sure you target industry professionals as they research products online.

## CRITICAL Facts:

*Mission Critical* online generates upward of **15,000** monthly page views.

Source: Publisher's own data.

### Animated Rich Media and Digital Advertising

Get creative and interactive when targeting data center professionals! Visit [portfolio.bnpmmedia.com](http://portfolio.bnpmmedia.com) to see all the rich media options available. Contact your sales rep for rates and specs.

#### Peel Ad



Your corner ad grabs attention and provides more detail as it "peels" across the page.

#### Floating Ad



Your animated ad floats over the page and comes to rest as a banner or skyscraper ad.

#### Expandable Banner Ad



Your ad appears as a banner that "expands" with additional content.

#### Digital Brochure Distribution



Let us digitize your brochure or small catalog and distribute to subscribers via email. Works just like a digital magazine.

#### Digital Edition Sponsorship

Sole-sponsors of our digital edition receive a full-page digital ad adjacent to the cover, logo placement in the digital cover note and live links to generate sales leads.



#### Co-ee-break Video Ads

Turnkey production and hosting of your 2-5 minute custom video ad. Can be shot on-site at major trade events. Plus we email your video link to our subscribers.



## eNewsletter Advertising

Written by *Mission Critical* editor Kevin Heslin, eNewsletters distribute twice monthly via email to thousands of data center/emergency backup power professionals. Video, Banner Ads, Button Ads and Skyscraper Ads can give your products extra promotion in this completely opt-in format.

### CRITICAL Facts:

**Mission Critical eNewsletters average a 24% open rate and generate more than 800 reader clicks.**

Source: Publisher's own data.

- |                          |                                 |             |
|--------------------------|---------------------------------|-------------|
| <b>1</b> Video Ads       | 2-3 minutes max. Call for specs | \$2,450/mo. |
| <b>2</b> Banner Ads*     | 468 x 60 pixels                 | \$1,200/mo. |
| <b>3</b> Tile Ads*       | 125 x 125 pixels                | \$480/mo.   |
| <b>4</b> Skyscraper Ads* | 120 x 600 pixels                | \$1,800/mo. |

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



## Marketing Services

### Custom Media Division—Personalized Media Solutions

Are you thinking of starting your own magazine, website, or eNewsletter? Let us do the work for you, from start to finish. Our Custom Media Division combines media experts with *Mission Critical's* readership. Let us partner with you to produce a powerful media package that showcases your message in the marketplace. Contact Steve Beyer at (630) 699-7625 or email [beyers@bnpmmedia.com](mailto:beyers@bnpmmedia.com). <http://custommedia.bnpmmedia.com>.



### List Rental

#### Postal Lists:

Robert Liska  
ph: (800) 223-2194  
[Robert.Liska@edithroman.com](mailto:Robert.Liska@edithroman.com)



#### Email Lists:

Shawn Kingston  
ph: (800) 409-4443 x828  
[Shawn.Kingston@epostdirect.com](mailto:Shawn.Kingston@epostdirect.com)



For more information, please visit <http://bnp.edithroman.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](mailto: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 help your business grow and succeed in today's marketplace through use of brand assessment & management, customer satisfaction, marketing effectiveness, product market positioning and price optimization tools. For more information contact Beth Surowiec at (248) 786-1619 or [surowiecb@clearseasresearch.com](mailto:surowiecb@clearseasresearch.com). <http://www.clearseasresearch.com>

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