

FEATURES • COMMENTARIES • CASE STUDIES

Enterprise Searchsourcebook

The Ultimate Resource for Enterprise Search

2009

Media Kit

How Natural Language
Processing Can Answer
Enterprise Questions

Five Steps in Selecting
a Search Engine

Fight Search Fallacies
With Well-Formed Content

Building Search
Teams That Work

Nontextual
Enterprise Search

A Knowledge
Architecture Approach to
Enterprise Search

2009
Edition

CASE STUDIES

Serena Software/InQuira
Inside View/AHR
FAST/Dow Jones
Oracle/Jackson Labs
Collexis/NIH

what is the **Enterprise Search Sourcebook**?

The **Enterprise Search Sourcebook** is the complete guide and desktop resource for executives and technology managers who are implementing enterprise search or need to know more about the industry and its constantly changing nature. The 3rd Annual Sourcebook will provide in-depth articles on choosing, implementing, and justifying enterprise search solutions. Thousands of professionals will read and continue to reference this guide throughout the calendar year.

KEY FACTS:

- Distribution to 20,000 readers (15,000 mailed, 5,000 distributed at industry events)
- Available January 2009
- Distribution at industry events throughout 2009 (see where in the Circulation section)
- Written and edited by industry practitioners, experienced users, and enterprise search experts

The Sourcebook is the primary resource for businesses that are investing in enterprise search capabilities. Its editorial focus is uniquely confined to how enterprise search software and related applications really work inside organizations. The Sourcebook provides a unique “how-to” resource for decision-making executives and search professionals that will be referenced time and time again, throughout the year.

OUR PHILOSOPHY:

- Editorial quality is the key to readership
- Readership is the key to advertising value
- Audience quality equals advertising results

The Sourcebook's readership is made up completely of executives and managers who have expressed an interest in enterprise search and related technologies.

the 2009 edition includes:

THE HOT TOPICS:

- Humanizing Enterprise Search: The Natural Language Approach
- Non-textual Enterprise Search
- Secure Search: Finding What You Should
- Knowledge Architecture Approach to Enterprise Search
- Five Steps in Selecting an Engine
- Search Fallacies
- Enterprise Social Search
- Case Studies from Leading Organizations

Enterprise search plays a vital role in enabling corporations to increase the profitability, efficiency, and productivity of their business. The 2009 **Sourcebook** provides the knowledge and real-world examples executives and managers need to implement internal search solutions within their organizations.

THE NITTY-GRITTY:

- Feature articles providing in-depth analysis
- Case studies offering real-world insights
- Commentaries from search industry thought leaders



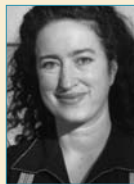
Content Contacts

ENTERPRISE SEARCH CENTER
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**ANNUAL ENTERPRISE SEARCH
SOURCEBOOK EDITOR**



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Editorial Director, Enterprise Group, ITI
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circulation profile

The 2009 Enterprise Search Sourcebook is mailed in January to executives and managers who qualify by subscribing online (www.enterprisearchcenter.com/sourcebook). It is also sent to registered users of enterprisearchcenter.com, previous attendees of Enterprise Search Summit, and selected subscribers of *KMWorld* and *EContent*. All of the recipients will have shown an active interest in enterprise search issues.

An additional 5,000 copies of the Sourcebook will be distributed to attendees at the industry tradeshows and conferences throughout 2009. They include:

- Enterprise Search Summits (East and West)
- AllIM Conference & Expo
- WebSearch University
- KMWorld & Intranets
- Taxonomy Boot Camp
- Special Libraries Association (SLA) Annual Conference
- destinationCRM
- Streaming Media East/West

Readers consist of all types of executives and managers involved in the purchase and implementation of enterprise search, including:

- Search managers
- CIOs & CTOs
- Intranet/portal managers
- IT managers
- Information and knowledge managers
- Information architects
- Content managers
- Information professionals
- Anyone who is responsible for organizing, managing, and retrieving internal and/or external information



advertising rates

2009 RATE CARD (NET): Display Rates

4 Color		4 Color	
spread	\$7,995	Cover 2	\$5,995
1 page	\$4,995	Cover 3	\$5,795
1/2 page	\$2,995	Cover 4	\$5,995

All full-page (or larger) display advertisers receive a half-page listing in the solutions showcase directory.

DISPLAY AD CLOSING DATES:

Date of Issue	Space Reservation and Ad Materials Deadline:
January 2009	December 12, 2008

SOLUTIONS SHOWCASE DIRECTORY: 2009 Rates (NET)

Listing Type	1st Listing
1/2 page (200 words)	\$2,495
1/4 page (100 words)	\$1,495

2009 SHOWCASE CLOSING DATES:

Date of Issue	Space Reservation and Ad Materials Deadline:
January 2009	December 12, 2008

ATTENTION VENDORS:

Send a message to the customers you want to influence! The **Sourcebook** is a year-long advertising opportunity that you pay for once...but benefit from all year long as we:

- Mail 15,000 copies in January to qualified subscribers
- Distribute 5,000 copies to attendees at tradeshow in 2009
- Attract and mail to new subscribers in 2009 via our Web site, conferences, and e-newsletters
- Distribute in digital format through our Web sites and e-mail newsletters (full reader metrics available, including clicks, page views, user statistics)



SOURCEBOOK

**ADVERTISING/
DIRECTORY
SALES
CONTACT:**

EAST COAST/MIDWEST REGION
Kathryn Rogals
EAST/MIDWEST/
INTERNATIONAL ACCOUNTS

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WEST/MOUNTAIN REGION
David Panara
ADVERTISING SALES
MANAGER

143 Old Marlton Pike
Medford, NJ 08055
(609) 654-6266 ext.146
(609) 714-2159 fax
dpanara@infotoday.com

solutions showcase directory

Highlight your company, products, or services with an affordable Solutions Showcase Directory listing in the **Sourcebook**. The Showcase listing is a 1/2-page or 1/4-page unit. All listings in the Solutions Showcase Directory are also included in the same section of the Web site at no additional charge, and for a period of 12 months after date of publication.

All full-page display advertisers receive a half-page listing in the solutions showcase directory at no additional charge.

SHOWCASE SPECIFICATIONS

Each 200-word Showcase listing will appear in the Showcase Section of the **Sourcebook**. All information is supplied by the advertiser and formatted by the Publisher to fit the 1/2- (or 1/4- for 100-word listings) page standard unit size. Each Showcase listing includes the following information:

1. *Company Logo or Product Shot*
(max 450 pixels wide at 300 dpi, EPS or high-quality TIFF format)
2. *Company Address, Phone, and URL*
3. *Contact Information: Name, Email, Phone*
4. *Product or Service "Snapshot"*
(100- or 200-word primary text description)
5. *Learn More (space permitting)*
 - Current/upcoming Webinars:
includes URL, title, and date(s)
 - Upcoming seminars:
includes URL, title, and date(s)
 - Current white papers and/or case studies:
includes title and URL

1/2 PAGE SHOWCASE LISTING

- \$2,495 per year per listing
- 200-word description
- four-color logo
- full contact info

1/4 PAGE SHOWCASE LISTING

- \$1,495 per year per listing
- 100-word description
- four-color logo
- full contact info

SAMPLE 1/2 PAGE AD (Not Actual Size)

CONTENT, DOCUMENT and
KMWorld
KNOWLEDGE Management

Subscribe TODAY

KMWorld magazine (published by Information Today, Inc. serves the content, document, and knowledge management markets. *KMWorld* provides actionable information and in-depth analysis for business leaders and strategic decision makers to help them improve their business performance. Free subscriptions are available to qualified subscribers; go to www.kmworld.com to subscribe.

KMWorld magazine also sponsors an annual conference, KMWorld & Intranets. The 2006 event will be October 31 – November 2 at the San Jose McEnery Convention Center. This conference offers a wide-ranging program especially focused to meet the needs of executives and strategic business and technology decision makers.

www.kmworld.com

contact

KMWorld
A Division of Information Today, Inc.
18 Bayview Street at Sharp's Wharf
P.O. Box 1358
Camden, ME 04843 USA
Phone: 207-236-8524
Fax: 207-236-6452

advertising agreement

ORDER FORM - 2009

COMPANY INFORMATION:

Company Name

Address 1

Address 2

City, State ZIP

Contact Name and Title

Telephone

Fax

Email

Creative Contact

Email

DISPLAY AD SIZE OPTIONS

- Spread** \$7,995 **Full Page** \$4,995
- Half Page** \$2,995 format orientation (*please choose one*) *vertical* *horizontal*
- Special Package** _____

SHOWCASE AD OPTIONS

- Half Page** (200 words \$2,495 no additional charge with full-page display ad purchase)
- Quarter Page** (100 words \$1,495)

Total (NET): \$ _____ Payment Method _____

Placement Details _____

AGREED:

Company/Agency

Name

Title

Signature

Date

MATERIAL INSTRUCTIONS:

See Advertising materials Spec Sheet for ad submission requirements or contact the production supervisor at admailbox@infotoday.com.

TERMS AND CONDITIONS:

Advertiser is responsible for supplying appropriate artwork by the Material Due date. Where a multiple insertion contract is in force, the publisher will pick up advertiser's ad from the most recent issue if new artwork is not received by this date. All advertising is subject to the publisher's approval. The publisher reserves the right and has the sole discretion to reject any advertising. Acceptance of an advertisement does not imply an endorsement by Information Today Inc. or its publications. Advertiser and advertising agency assume liability for all content of advertisements printed. All prices are NET. All invoices due upon receipt, once an open account is established. A 1.5 percent per-month late charge will be added to invoices over 30 days past due. All cancellations must be received in writing prior to the Space Reservation date. Information Today Inc. reserves the right to make adjustments to the advertising rates.

TO VALIDATE THIS CONTRACT:

sign, date and return this form
(by fax or email) to:

EAST COAST/MIDWEST REGION

Kathryn Rogals

ACCOUNT
EXECUTIVE

8290 Springlake Drive
Boca Raton, FL 33496
(561) 483-5190
(208) 460-2057 fax
kathy_rogals@knworld.com

WEST/MOUNTAIN REGION

David Panara

ADVERTISING SALES
MANAGER

143 Old Marlton Pike
Medford, NJ 08055
(609)654-6266 ext.146
(609)714-2159 fax
dpanara@infotoday.com

specifications & terms

MAILING INSTRUCTIONS

Send correspondence, printer's proofs, copy to be set, and camera-ready material to:

Sourcebook Production Supervisor
Information Today, Inc., 88 Danbury Road, Suite 1D, Wilton, CT
06897-4007
800/248-8466; 203/761-1466; Fax 203/761-1444

Please identify material by name of advertiser, publication, and issue date.

CONTRACT AND COPY REGULATIONS

Advertiser is responsible for supplying appropriate artwork by the Material Due date; where a multiple insertion contract is in force, the publisher will pick up advertiser's ad from the most recent issue if new artwork is not received by this date. All advertising is subject to the publisher's approval. The publisher reserves the right and has the sole discretion to reject any advertising. Acceptance of an advertisement does not imply an endorsement by Information Today, Inc. or its publications. Advertiser and advertising agency assume liability for all content of advertisements printed.

TERMS & CONDITIONS

A five percent (5%) discount may be applied for prepayment of your advertising insertion. All invoices due net 30 days. A 1.5 percent per-month late charge will be added to overdue invoices.

ELECTRONIC FILES

Macintosh format, QuarkXPress 6.5 or lower, Photoshop, or Illustrator files are preferred. Any/all images used should be CMYK and saved as either TIFF or EPS files. Any files supplied as RGB or containing SPOT colors will be converted to CMYK. Final file resolution must be at least 300 dpi. Ads submitted in other programs will be subject to additional conversion and production charges.

An accurate proof of how the ad is to be printed MUST be included with the disk. All four-color ads MUST be supplied with an accurate color proof.

DISK: Electronic files may be supplied on DVD or CD-ROM.

EMAIL: Ads sent via email must not exceed 10MB (gross file size). Files should be compressed as .sit, .zip, or .sea. Email files to:
admailbox@infoday.com

SHOWCASE LOGOS AND DESCRIPTIONS

Email your logo (EPS or high-quality TIFF) and description to
admailbox@infoday.com.

FTP INSTRUCTIONS:

Host: <http://files.infoday.com>

User ID: KerriFice (case sensitive)

Password: Kerri88 (case sensitive)

Electronic ad submission must be followed with a hard copy of the ad that accurately represents how the ad should appear when printed. PDF proofs are accepted; however, due to variations in color printers, PDF proofs will not be considered color-accurate proofs. A clear fax proof for B/W ads is acceptable. Fax copies to Sourcebook Production Supervisor at 203/761-1444. Original color proofs must be mailed to **Sourcebook Production Supervisor**.

Include all fonts (screen and printer) and graphics used in the ad. CMYK mode must be used for four-color text and graphics.

MECHANICAL SPECIFICATIONS

Bleeds Oversized ads are considered bleeds.

There is no extra charge for bleeds.

Mechanical size for bleeds is 8-5/8" x 11-1/8".

Live matter should be within 7-1/4" x 10".

Two-color advertisements using any color other than process yellow, cyan, and magenta will be subject to additional charges. All artwork must be furnished as 133-line screened, color separated negatives, accompanied by Matchprint or ngCromalin proof.

Ad Space Orientation Size (w x h, inches)

Ad Space	Orientation	Size (w x h, inches)
Full page	Vertical	8.625 x 11.125 (includes bleed)
1/2 page	Horizontal	7 x 5

Trim size is 8-1/2" X 10-7/8". A page consists of three columns, each 2-1/3" X 9-5/8". Printed by offset lithography, perfect bound. Halftones of 133- to 150-line screen are recommended. Publisher-set copy, alterations, and stripping charges are billed to customer at cost plus handling. Proof supplied for publisher-set copy only. Materials stored at advertisers' risk for three months and then destroyed unless otherwise instructed. Information Today, Inc. cannot be held responsible for any advertising material lost or damaged in printing.

Offset negatives are not accepted

(see *Electronic Files*).