

Client Side News • 2011 PSP • Preferred Solution Provider program

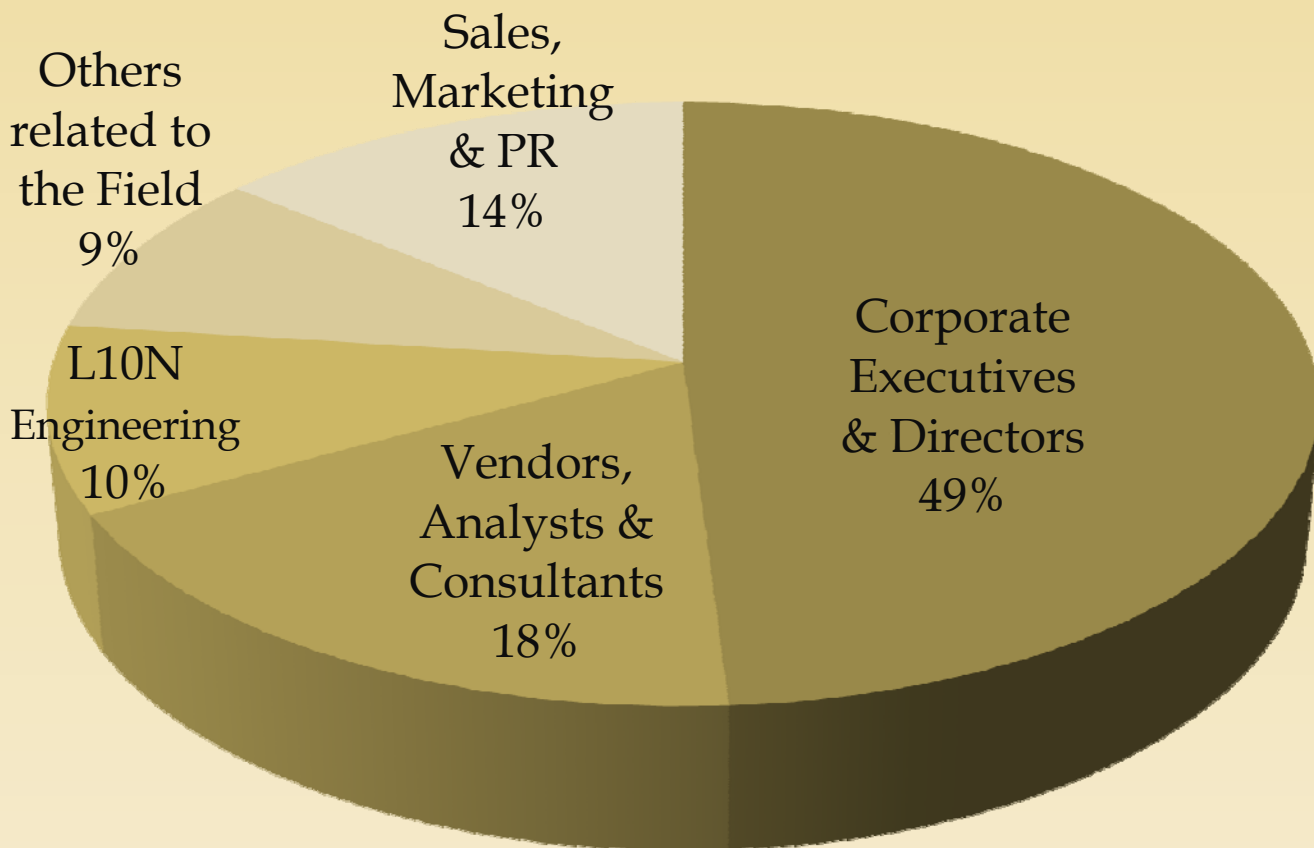


“The Only Client - Focused Magazine with global circulation delivering g11n, i18n and I10n content from a top down perspective for globalization executives, buyers and decision makers.”

“Absolutely the best buy for your advertising dollars!”



Client Side News Hits Your Target



13,500
Total Circulation

Global Circulation

20,250
Estimated Readership

56%	7,547	Global IT, Software, Web Publishers	11,320
14%	1,866	Government & Education	2,799
13%	1,767	Life Sciences & BioTech	2,650
11%	1,513	Consumer and Retail Goods	2,270
2%	369	Industrial Equip, Mfg's & Suppliers	553
2%	219	Pipeline, Power, Energy, Gas & Oil	328
2%	219	Legal & Financial Services	329

PSP Advertising rates

2011 PSP

Preferred
Solution
Provider

only
\$949

12 months- CSN Magazine Resource Listings

12 months- CSN Website Resource Listings

3 months- Global Intelligence Sponsor Ads

3 months- 1/3 page ads in CSN Magazine

(Ad sizes can be increased with PSP)

<i>Client Side News Magazine</i> advertising rates for 2011 PSP Members	Monthly Rate	1/4 Page	1/3 Page	1/2 Page	Full Page
	x 12 months	\$55	\$125	\$300	\$500
x 9 months	\$65	\$140	\$325	\$550	
x 6 months	\$75	\$155	\$350	\$600	
x 3 months	\$85	\$170	\$375	\$650	
x 1 month	\$95	\$185	\$400	\$700	

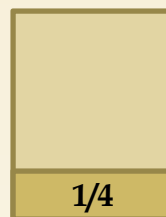
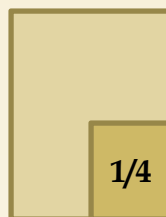
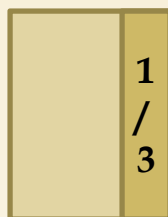
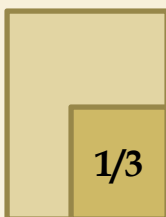
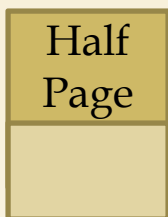
Client Side News Magazine Resource Listing	\$55 -month / \$250 -year	(save \$410)
Client Side News Website Resource Listing	\$55 -month / \$250 -year	(save \$410)
Global Intelligence Newsletter Button /Sponsor Ad	\$75 -month / \$450 -year	(save \$450)
Client Side News Website Home Page Button Ad	\$250 -month / \$2,000 -year	(save \$1,000)

Magazine Advertisement Sizes

mm 206.4 x 276.2 177.8 x 123.8 114.3 x 123.8 57.2 x 254 85.7 x 123.8 177.8 x 57.5

Inches 8 1/8 x 10 7/8 7 x 4 7/8 4 1/2 x 4 7/8 2 1/4 x 10 3 3/8 x 4 7/8 7 x 2 3/8

Size



2011 Editorial & Advertising Planning Calendar

Volume 11 Issue 1—January 2011

Ad Space Commitments Due..... December 29th 2011
Ad Materials Due..... January 5th 2011
Distribution Date.....January 15th 2011

Volume 11 Issue 2—February 2011

Ad Space Commitments Due..... January 30th 2011
Ad Materials Due..... February 6th 2011
Distribution Date.....February 15th 2011

Volume 11 Issue 3—March 2011

Ad Space Commitments Due..... February 27th 2011
Ad Materials Due..... March 6th 2011
Distribution Date.....March 16th 2011

Volume 11 Issue 4—April 2011

Ad Space Commitments Due..... March 31st 2011
Ad Materials Due..... April 4th 2011
Distribution Date..... April 15th 2011

Volume 11 Issue 5—May 2011

Ad Space Commitments Due..... April 30th 2011
Ad Materials Due..... May 5th 2011
Distribution Date.....May 18th 2011

Volume 11 Issue 6—June 2011

Ad Space Commitments Due..... May 29th 2011
Ad Materials Due..... June 6th 2011
Distribution Date.....June 15th 2011

Volume 11 Issue 7—July 2011

Ad Space Commitments Due..... June 30th 2011
Ad Materials Due..... July 6th 2011
Distribution Date.....July 15th 2011

Volume 11 Issue 8—August 2011

Ad Space Commitments Due..... July 31st 2011
Ad Materials Due..... August 7th 2011
Distribution Date.....August 17th 2011

Volume 11 Issue 9—September 2011

Ad Space Commitments Due..... August 28th 2011
Ad Materials Due..... September 5th 2011
Distribution Date.....September 15th 2011

Volume 11 Issue 10—October 2011

Ad Space Commitments Due..... September 30th 2011
Ad Materials Due..... October 5th 2011
Distribution Date.....October 15th 2011

Volume 11 Issue 11—November 2011

Ad Space Commitments Due..... October 30th 2011
Ad Materials Due..... November 6^yh 2011
Distribution Date.....November 16th 2011

Volume 11 Issue 12—December 2011

Ad Space Commitments Due..... November 30th 2011
Ad Materials Due..... December 4th 2011
Distribution Date.....December 15th 2011