



wMUsers

Advertising Rate Card June 2006

Email: advertise@wmusers.com



The webMethods User Community

wMUsers Member

http://www.wmusers.com/
Email: advertise@wmusers.com

Reach more than 5,000 webMethods stakeholders

Independently serving the webMethods user community since 2001

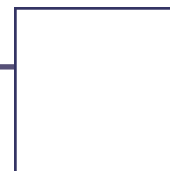
Reach the most active and influential users of the webMethods Platform

wMUsers delivers high-quality, publicly-available resources for users of the webMethods Platform software.

wMUsers and its community feature:

- **Discussion Forums:** Technical and Business Support for webMethods users. Real experts giving real answers.
- **webMethods Shareware** developed by community members for public consumption.
- **webMethods Job Opportunities** for finding your next placement.
- **webMethods Knowledge Center:** In-depth coverage of a single webMethods –related subject.
- **webMethods White Papers:** Technical review of webMethods-related topics.
- **webMethods Glossary of Terms**

You will reach the best and most knowledgeable webMethods users when you advertise your product at wMUsers.



Advertising to the wMUsers Community



The Featured Banner Ad

Banner ads are the most visible of all wMUsers advertising options.

Shown at the top of every Web page, your banner will be prominent and an effective means of targeting your demographic.

The Skyscraper Ad

Above the scroll, Skyscraper ads are a terrific option for click-aways to your Web site and for achieving ultra-high visibility for your corporate logo.

The Button Ad

The Button ad is an inexpensive way to co-brand with wMUsers. With high-visibility and liberal design policies, Button ads will promote your product and drive traffic to your Web site.

Discussion Forums Sponsorship

wMUsers sends over 230 weekly emails that can include your promotional text.

Sent to 5,000+ *opt-in* members, your message is read more than **3.7 million** times each month!



Monthly Packages Keeps It Simple!

Advertising at wMUsers is very simple. Packages run monthly.

- Reserve one month and pay regular prices.
- Reserve two months and get 5% off your order.
- Reserve three months and get 10% off your order.

Advertising Rates and Descriptions

The Featured Banner Ad Graphic Specification: 68 pixels x 468 pixels, 18k	\$750/month
The Skyscraper Ad Graphic Specification: 450 pixels x 120 pixels, 15k	\$610/month
The Big Button Ad Graphic Specification: 240 pixels x 120 pixels, 12k	\$450/month
The Button Ad Graphic Specification: 120 pixels x 120 pixels, 8k	250/month
Discussion Forums Sponsorship Text Specification: 4 lines x 60 chars	\$400/month

920,000+ emails are sent each week to opt-in members of wMUsers each week. Reach our members for just \$50 per week, or \$0.00054 per email.

Advertising Payment Terms

- All packages must be paid in full in advance of start date
- American Express, VISA, MC accepted.
- Cancellation Policy: 25% fee will be applied for any cancellations within 5 days of the starting date. 100% refund will be applied to all other cancellations.
- All advertising package rates are valid through June 30, 2006

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wMUsers: For webMethods Professionals