



Where serious technology buyers decide

2013 Cloud Computing Calendar & Sponsorship Opportunities

December 2012

2013 Cloud Computing Sponsorship Opportunities Calendar

TechTarget Demand™

December 2012	January	February	March	April	May	June
University: Modern Infrastructure E-Book: Entering the Private Cloud <ul style="list-style-type: none"> Ch.1 Ch.2 Ch.3 Ch.4 Video: Maximizing ROI from Hybrid Clouds Video: Webcast on Cloud Models Handbook: Cloud Computing Capacity Management Video: Podcast on Cloud Security CIO Mi Supplement: The Data Center of the Future	E-Zine: Modern Infrastructure – The Data Center of the Future Handbook: Building a Private Cloud Best Practices and Tactics	E-Zine: Modern Infrastructure – BYOD Stretches IT to its Limits Handbook: Getting over the Cloud Adoption Hurdle Handbook: How to Choose a Hybrid Cloud Approach	E-Zine: Modern Infrastructure – Engineered Systems Live Chat: with Mi Contributor Classroom: Affordable Disaster Recovery in the Cloud CIO E-Zine: Cloud a la Carte	E-Zine: Modern Infrastructure – Big Data Beckons	E-Zine: Modern Infrastructure – HP, IBM, Dell: Does what they say about servers still matter? Handbook: Open Source and the Cloud - Interoperability Issues and the Cloud	E-Zine: Modern Infrastructure – Platform as a Service: Successor to Server Virtualization Classroom: Consumerization and the Cloud Handbook: Migrating Apps to the Cloud and App Uses CIO E-Guide: Hybrid Cloud Management

TechTarget Face-to-Face™

January	February	March	April	May	June
			Modern Infrastructure Decisions <ul style="list-style-type: none"> NYC 		

TechTarget Brand™

- Topic Takeovers
- Brand Engage Units
- Microsites
- Embedded Sites

2013 Cloud Computing Sponsorship Opportunities Calendar

TechTarget Demand™

July	August	September	October	November	December
E-Zine: Modern Infrastructure - TBD Handbook: Storage and the Cloud CIO Mi Supplement: Securing/Mitigating Risk in the Cloud		E-Zine: Modern Infrastructure - TBD Handbook: To Cloud or Not to Cloud? Cloud Computing, Colocation and Hosting	E-Zine: Modern Infrastructure – TBD Handbook: Big Data and the Cloud Classroom: Hybrid Clouds – Pulling it all Together CIO E-Zine: Governing the Cloud CIO Mi Supplement: Integrating Cloud Services	E-Zine: Modern Infrastructure - TBD CIO V-Seminar: Cloud Security	

TechTarget Face-to-Face™

July	August	September	October	November	December

On Demand Products

E-Guides:

- Cloud Computing

Stream:

- Cloud Computing

Custom Express

Custom Plug & Play

CIO Need to Know on Cloud Computing

TechTarget Demand™ - Sponsorship Examples

TechTarget E-Zine

Modern Infrastructure

TechTarget
Editorial Align™

This monthly online magazine provides long-form articles on the true challenges and successes of IT groups adopting:

- *Hardware purchasing and considerations*
- *Server virtualization, its uses and its management*
- *Cloud Computing, hosting and outsourcing and management*
- *Endpoint, consumerization and BYOD trends*
- *Desktop and application virtualization*
- *Storage and storage networking considerations*

Reach CIOs and IT decision makers who need to understand the alignment of business and IT and guide their staff when making technology purchasing decisions.

- **Stay in front of focused technology professionals** actively researching the topics relevant to your solution on a monthly basis
- **Alignment with top-of-mind market trends** and TechTarget's award winning content
- **Guaranteed delivery of leads**



2013 Launch Dates:

January 8 th	June 11 th
February 12 th	July 30 th
March 12 th	September 10 th
April 9 th	October 8 th
May 14 th	November 12 th

TechTarget E-Zine

Modern Infrastructure

2013 Cover Story Calendar

January	The Data Center of the Future
February	BYOD Stretches IT to its Limits
March	Engineered Systems
April	Big Data Beckons: Time to Open Up the Vaults
May	HP, IBM, Dell: Does what they say about servers still matter?
June	Platform as a Service: Successor to Server Virtualization
July	TBD
September	TBD
October	TBD
November	TBD



TechTarget E-Book

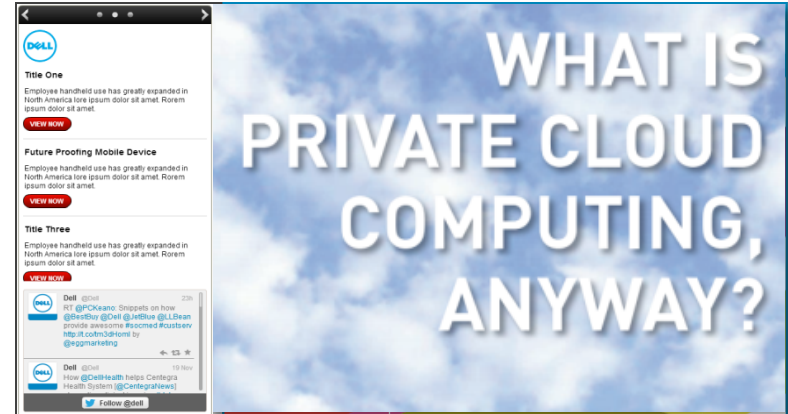
Entering the Private Cloud

TechTarget
Editorial Align™



While cloud computing can hardly claim mainstream status today, many enterprises over the past two years have considered or turned to the model to improve IT flexibility, scalability and management while also potentially reducing costs.

Chapter Overview	Launch Dates
Chapter 1: What is Private Cloud?	Available Now
Chapter 2: Leveraging Existing and New Technologies to Create a Private Cloud	Available Now
Chapter 3: Managing and Securing a Private Cloud	December 14, 2012
Chapter 4: Bridging to Public Cloud Services	December 14, 2012



Target Audience

IT managers considering a cloud deployment and doing research into the potential benefits and liabilities of cloud computing. Numerous other staffers, from CIOs considering the model to system administrators will find well-researched information on the technology as well.



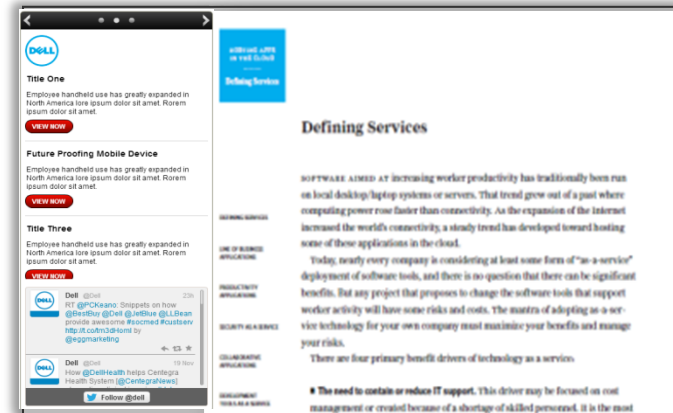
In this handbook on building a private cloud, we explore some of the benefits and challenges as well as specific tactics to turn your internal, virtualized data center into a cloud environment.

Topics Covered Include

Segment 1: Building a Private Cloud in 10 Steps

Segment 2: Private Cloud Challenges

Segment 3: Private Cloud Benefits



Target Audience

As companies consider the move from highly virtualized data centers to private cloud models, they need to understand the considerations and specific steps to make the transition. In particular, they need to understand how to lay the groundwork as well as the preparation required. This handbook assesses the implications for infrastructure and for personnel.

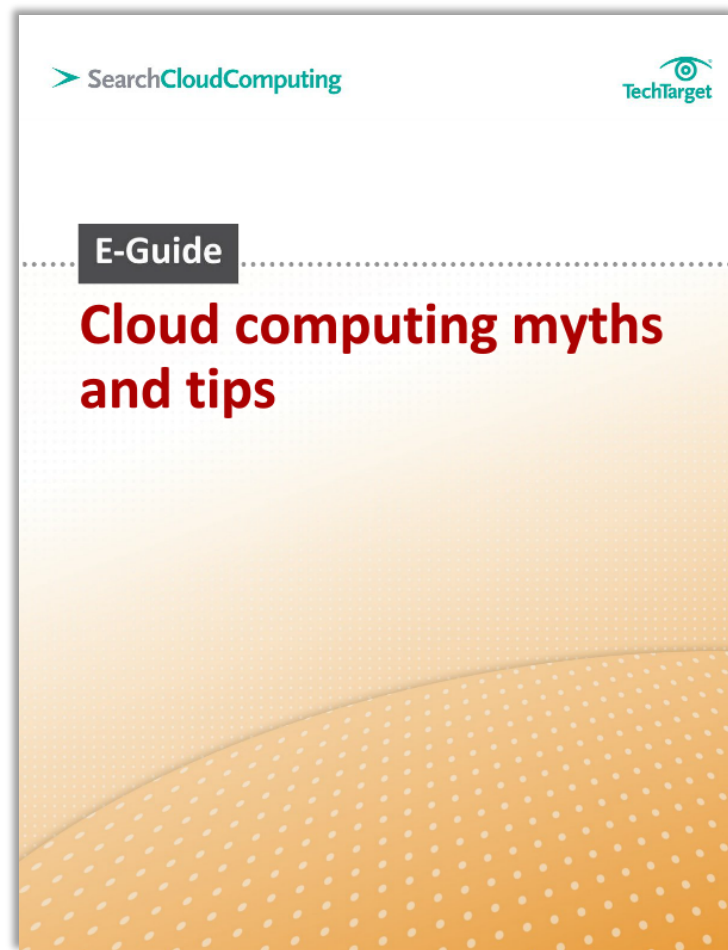
Launch Date: January 22, 2013



- **Quick, concise answer to an immediate technology question**
 - Answered by an independent expert or experts
- **Contains topical collections of 2 to 3 previously published TechTarget editorial content selected by you**
 - Align with your solution(s) or objectives
- **Display links to your content alongside E-Guide in a Demand Engage Unit**
- **An introduction written by TechTarget's marketing team**
- **Features sponsor branding and resource page**

Sample Topics

- Cloud costs and management considerations
- Evaluating cloud security concerns
- Private cloud infrastructure best practices





DR is a critical enterprise function which demands that off-site storage and computing are effective. The move to cloud offers an off-site DR target which can provide a high level of performance without the costs and staff required to maintain a proprietary DR facility. This classroom will offer data center managers the latest on DR in the cloud and reflect changes in the cloud industry. Growing government and industry regulations are forcing all companies to adopt reliable and repeatable disaster recovery protocols. At the same time, businesses are trying to shed the capital costs incurred by second or third data center locations. This makes an ideal case for maturing cloud DR services.

Sponsorship Elements

- Sponsorship of a topically aligned classroom
- Contact information of guaranteed qualified leads
- Booth in sponsor hall
- Up to 10 assets in classroom being sponsored



Classroom Overview

Lesson 1: **Understanding DR in the Cloud**

Lesson 2: **Selecting the Best DR Product for your Cloud**

Lesson 3: **Testing DR in the Cloud**

Lesson 4: **Quiz**

Launch Date: *March 11, 2013*

TechTarget Classroom

Hybrid Clouds – Pulling it all together

TechTarget
Editorial Stream™



This classroom evaluates the necessary components for successfully combining public and private clouds in the enterprise.

Sponsorship Elements

- Sponsorship of a topically aligned classroom
- Contact information of guaranteed qualified leads
- Booth in sponsor hall
- Up to 10 assets in classroom being sponsored

Launch Date: *October 16, 2013*



Interactive Classroom Overview

Lesson 1: The Practical differences between public and private clouds

Lesson 2: Selecting the right cloud model for your app

Lesson 3: Creating interoperability between private and public clouds

Lesson 4: Management and control of the enterprise hybrid cloud

TechTarget Video

Maximizing ROI from Hybrid Clouds

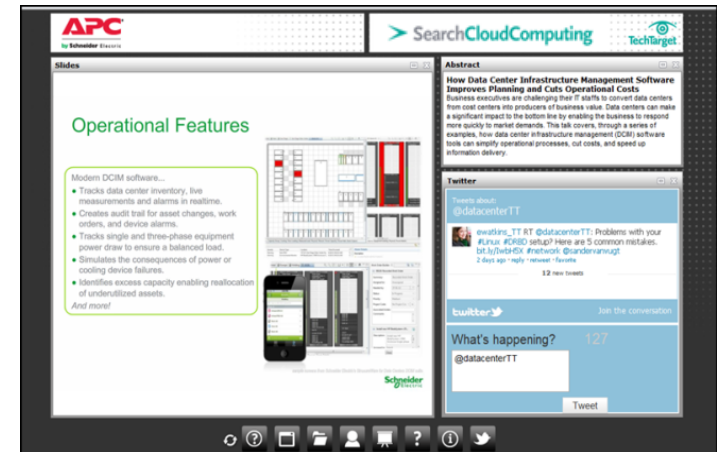
TechTarget
Demand™



All clouds are not created equal. There are private clouds, building on the existing enterprise data center. There are public clouds, outsourcing everyday computing tasks to external providers. But it's not an all-or-nothing choice, a third option allows companies to connect public and private clouds – combining the benefits of public and private resources. But getting benefits from hybrid clouds isn't always quick or easy.

Overview

In this video, we'll dig deeper into hybrid cloud benefits and look at the choices involved in selection, portability and management.



- **Syndication of your primary streaming asset** (webcast or video)
- **Creation of accompanying streaming transcript and podcast**, also syndicated across the TechTarget network
- **Lead capture** with complete contact information of each person who downloads
- **Additional reporting on each lead** via the Activity Intelligence™ dashboards
- **Guaranteed delivery of a minimum number of targeted leads** during the three month sponsorship period

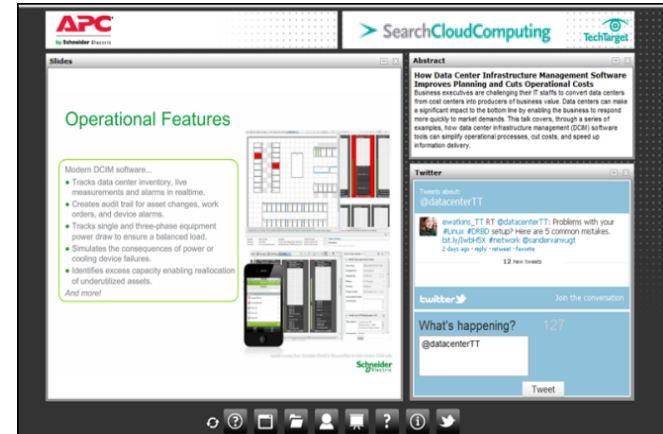
Launch Date: Available Now

TechTarget Video Webcast on Cloud Models

TechTarget
Demand™



- **Syndication of your primary streaming asset** (webcast or video)
- **Creation of accompanying streaming transcript and podcast**, also syndicated across the TechTarget network
- **Lead capture** with complete contact information of each person who downloads
- **Additional reporting on each lead** via the Activity Intelligence™ dashboards
- **Guaranteed delivery of a minimum number of targeted leads** during the three month sponsorship period



Overview

This webcast defines three cloud-based models: Infrastructure as a Service, Platform as a Service and Software as a Service and indicates when enterprises should consider one versus another or a combination of cloud-based services.

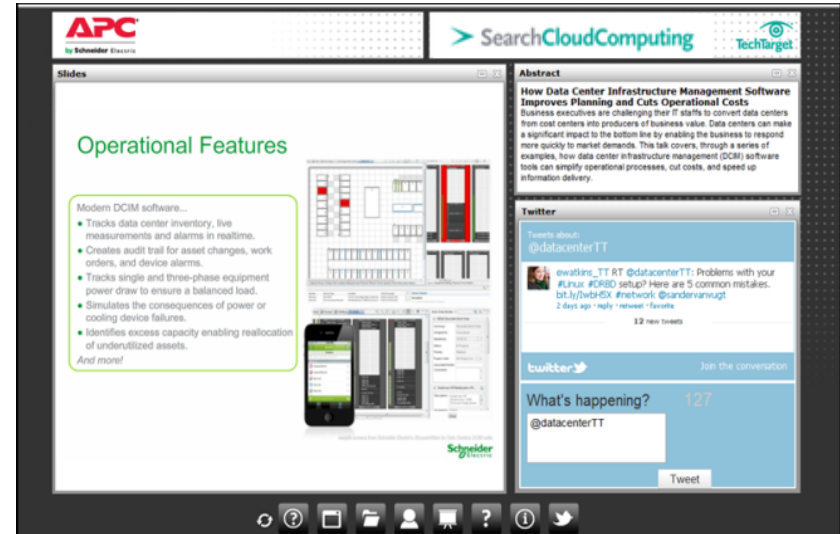
Launch Date: Available Now

TechTarget Video Podcast on Cloud Security

TechTarget
Demand™



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Overview

Security risks: What risks does the public cloud pose, and how to mitigate them? Enterprises are hesitant to move data and applications to public or hybrid clouds because of concerns about data commingling and data leakage. This segment outlines some key security concerns and potential solutions to these issues.

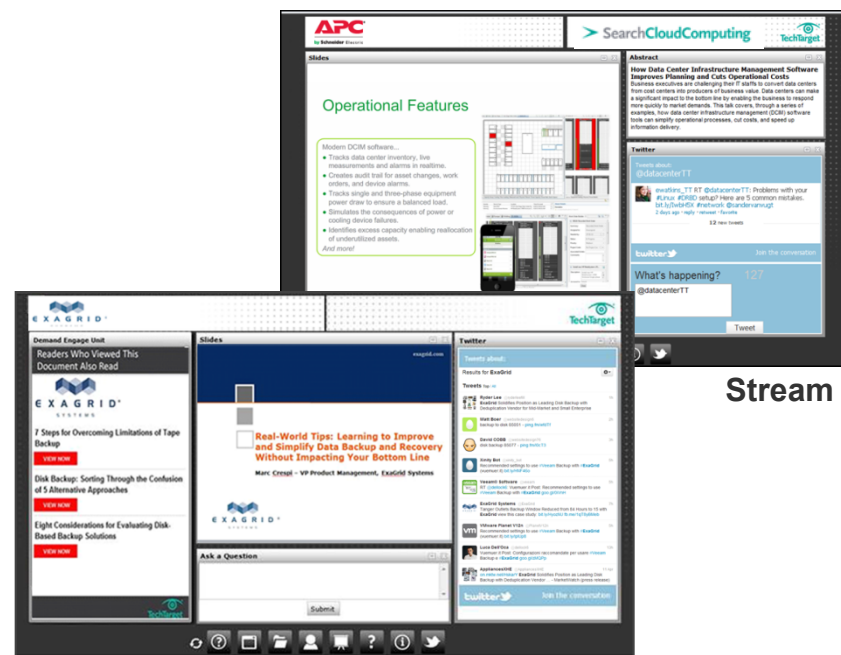
Launch Date: Available Now

TechTarget Stream / MultiStream Cloud Computing

TechTarget
Editorial Stream™



- Syndication of your primary streaming asset (webcast or video)
- Creation of accompanying streaming transcript and podcast, also syndicated across the TechTarget network
- Lead capture with complete contact information of each person who downloads any of the three media elements
- Additional reporting on each lead via the Activity Intelligence™ dashboards
- Guaranteed delivery of a minimum number of targeted leads during the three month sponsorship period



MultiStream

Product	Elements	
Stream	<ul style="list-style-type: none"> • Streaming Asset (Webcast or Video) • Podcast • Transcript 	
MultiStream	<ul style="list-style-type: none"> • Long form Streaming Asset in 3 syndicated segments • Podcast • 3 Transcripts • DEU 	

Sample Titles Include

- Hybrid cloud: How to bridge public and private clouds
- Amazon is down, now what? Building a resilient cloud
- Cloud computing and big data: So happy together
- What's happening in your private cloud? Monitoring tips and tricks

Quick, affordable, custom creation solutions to align your solution with Data Center topics

NEW

Custom Express

- Practical topic overviews delivered in new formats
- 2-3 pages
- 3 week turnaround



Custom Plug & Play

- Thought leadership on hot topic areas
- 2-3 pages
- 3 week turnaround



TechTarget Topic Takeover Cloud Computing

TechTarget
Engage™



- **Targeted reach** with audience in “read and research” mode
- **Maximize brand alignment and awareness building** against a key technology topic
- **100% share-of-voice** per page view
- **Establish market leadership** with relevant, engaged users
- **Maximize conversion** with your target audience by combining brand marketing with award winning editorial content

Sample Topics

- Cloud Applications
- Cloud Computing Costs
- Management, Cloud Development
- Cloud Infrastructure & Use Cases
- Cloud Management
- Cloud Security



TechTarget Brand Engage Unit Establish Brand ROI

TechTarget
Engage™



- Turnkey custom-created rich media ad units integrate any number of different engagement opportunities:
 - Awareness building
 - Content promotion
 - Generating social interactions
 - Community building
- Interactive brand and demand gen experience to interject your content and solutions through:
 - content, video, social feeds, quizzes, polls, etc.
- Unique & interactive experience for tech pros to engage with your brand across multiple languages

The screenshot displays the SearchSecurity website interface. At the top, there's a navigation bar with links for News, Magazine, Multimedia, Security Topics, Tutorials, Expert Advice, White Papers, Blogs, and Certification Central. A search bar is also present. Below the navigation, a banner for 'Information Security Decisions Free Conference' is shown, along with a section for '6 Security Speakers & 9 Expert Sessions'. The main content area is titled 'Security News' and lists several articles, including 'Top Security Story: Enterprise mobile device security 2012', 'Researchers begin analyzing Black Hole exploit kit revisions', 'PCI Council issues mobile application rules for software developers', 'KEYW inks deal to acquire SIEM technology', 'AT&T applies new tactics to advanced', 'RSA key length change should be prioritized Tuesday', 'GoDaddy back online, affirms no data loss', 'For Target, retailer's risk management buy-in', 'Napitano calls for cybersecurity intelligence', and 'GoDaddy investigates service disruption'. On the right side, there's a 'Latest Articles' section with links to various security topics. Overlaid on the bottom right is a rich media advertisement for AMD. The ad features a video player with a man speaking, surrounded by text about data center optimization and related content like quizzes and community links.

Thank You

Contact

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