

- **Installation**
- **Configuration**
- **Training**
- **Optimization**

Address: Eichenweg 8

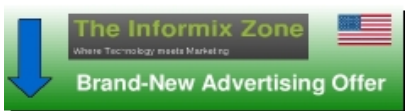
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March the 26th, 2010



Dear Informix Distributor, ISV, Partner and Customer,

thank you for your interest in advertising on the *Informix Zone* (<http://www.informix-zone.com>). You can be assured that there is no better place in the Internet to advertise your unique Informix related offerings.

The Informix Zone started about 4 years ago in 2006 from scratch and has evolved to the most recognized independent Informix-Portal. It is a synonym for the renaissance of Informix. The *Informix Zone* offers hundreds of unique articles and references to Informix related content.

If you start a Google-Search on the keyword „*Informix*“, you'll notice that The *Informix Zone* is in the top ten of the search results. A steadily growing number of visitors documents the rising interest in this independent community website exclusively dedicated to Informix technology.

On the next pages you'll find an overview on the different advertising options and prices. If you have questions or special wishes, please contact me directly via email (eric@herber-consulting.de). I'm happy to support you and find the optimal solution to advertise your Informix related offerings and solutions.

Thank you.

-Eric

Advertisement Blocks

The *Informix Zone* offers two different types of advertisement blocks: **Exclusive** and **Shared**. If you choose one of these advertisement blocks, the *Informix Zone* will publish a **separate article** about your company and the services you are offering based on a text you have to provide. The article is at **no charge**.

Generally an advertisement block consists of an image and an optional (short) summary text. When the visitor clicks on the advertisement, he will be redirected to your website or to another URL of your choice. The size of the image should not exceed 200x120 pixels.

Exclusive Advertisement Block

An Exclusive Advertisement Block is placed at the top of the left or right side of the *Informix Zone*. As the name „Exclusive“ suggests, your advertisement will be displayed **all the time**. There will be **no other** advertisements in this block, so you'll always get the **full attention** of the visitors.

Multiple Exclusive Advertisement Blocks from different customers will be placed one below the other on a „first-come first-served“ basis. The placement order will be changed **each quarter** in order to give fair airtime to everyone.

Shared Advertisement Block

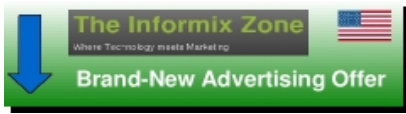
A Shared Advertisement Block is placed on the left or right side of *The Informix Zone* **below** the Exclusive Advertisement Block(s). A Shared Advertisement Block consists of a **maximum of four slots**. **One** of those four slots will be selected on a **random basis** and displayed in the block. All advertisements in the Shared Advertisement Block are treated equally.

The following graphic shows the placement and appearance of these two types of Advertisement Blocks:

The screenshot shows the Informix Zone website interface. At the top, there is a navigation bar with links like 'IDS Links', 'IDS Wiki', 'IDS@IBM', etc. Below the navigation bar, there is a search bar and a main content area. On the left side, there is a sidebar with 'CURSOR Software AG' advertisement and 'Advertising Menu'. The main content area features two articles. The first article is titled 'Informix auf der CeBIT' and is highlighted with a red box labeled 'Exclusive Advertisement Block'. The second article is titled 'A Warm Welcome to Bruce Weed' and is highlighted with a blue box labeled 'Shared Advertisement Block'. On the right side, there is a calendar for March 2010 and a 'Conferences Zone' section with an advertisement for 'Informix Power Conference 2010'.

Price List

Below you will find the price list for the two types of Advertising Blocks:



Advertisement Type	6 Months Runtime	12 Months Runtime
Exclusive Block	1.600 USD	2.600 USD
Shared Block	400 USD	650 USD

Special Offer

Members of the International Informix User Group (IIUG) receive a **15%** discount on the listed prices.

Gold Sponsors of the International Informix User Group (IIUG) receive a **20%** discount on the listed prices.

This special offer is only valid until June, the 30th 2010.