Your Global Connection With Today’s BI Decision Makers

Dashboard Insight (DI) is the paramount online resource for decision makers in the BI and data visualization industry.

Dashboard Insight Delivers:

- The most focused audience of active BI solution buyers in the world
- Highly qualified targeted leads
- A high level of exposure aimed straight at your specific audience
- Direct communication with key decision makers and influencers
- Direct market education of your technical content to qualified buyers
- An effective third-party endorsement and a strong awareness of your brand

It’s not easy in today’s dynamic BI market for solution providers to find a single advertising vehicle that can deliver the results they need. Marketers need to achieve a mix of marketing objectives, such as branding, direct response, technical education, community building and more.

At the same time, business owners, analysts and development professionals are demanding more from the information they consume. They’re no longer satisfied with what vendors deliver, but instead seek proven, peer-tested solutions. And the demand for this information is accelerating.

That’s where Dashboard Insight comes in. DI delivers cutting-edge content to the world’s most targeted audience of decision makers for BI solutions – providing a complete package of advertising solutions to help BI marketers on the provider side reach this elusive and discerning audience.

Whether you need to generate leads, maximize your ROI, gain visibility, extend brand awareness or educate the market, Dashboard Insight can create a strategic marketing plan that is right for you. By using an integrated mix of advertising venues such as newsletters, email blasts, banners, webcasts, portals, contests, white papers, advertorials, content generation or online technical summits, we can help you interact with the most concentrated audience of influencers, recommenders and decision makers to help you generate leads and convert your marketing dollars into measurable results.
DI Delivers A Qualified Audience Into A Strong Buying Market

Dashboard Insight delivers more higher-quality viewers than any other BI-focused site. Not only does Dashboard Insight reach the best BI decision-maker audience available, it also provides the most highly qualified leads in the market.

The following are the job titles/functions that best describe our audience:

<table>
<thead>
<tr>
<th>Job Title</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>DBA</td>
<td>5.50%</td>
</tr>
<tr>
<td>Developer/IT</td>
<td>24.50%</td>
</tr>
<tr>
<td>Business Analyst/Data Analyst</td>
<td>21.80%</td>
</tr>
<tr>
<td>Manager/Director</td>
<td>23.60%</td>
</tr>
<tr>
<td>Executive (CXO)</td>
<td>0.00%</td>
</tr>
<tr>
<td>Consultant</td>
<td>14.50%</td>
</tr>
</tbody>
</table>

Level of influence of DI readers on investment in BI budget:

<table>
<thead>
<tr>
<th>Role</th>
<th>Influence</th>
</tr>
</thead>
<tbody>
<tr>
<td>Decision Maker</td>
<td>38.5%</td>
</tr>
<tr>
<td>Influencer</td>
<td>42.7%</td>
</tr>
</tbody>
</table>
The Vast Majority Of DI Readers Influence Or Decide On BI investment!

"My association with Dashboard Insight has been extremely valuable. Content posted on the Dashboard Insight website has boosted my company’s Google ratings and expanded the credibility of my work, reaching audiences I would not have typically had access to."

-Sandy Asch
Principal
Alliance for Organizational Excellence LLC

DI visitors’ budgets for data visualization/business intelligence:

- Less than $50,000: 43.80%
- $50,000 - $500,000: 33.40%
- $500,000 +: 22.90%
Dashboard Insight Delivers The World’s Most Targeted Decision Makers For BI Solutions

DI’s unique approach to serving the business market has propelled it into a leadership position in the pantheon of BI online resources. Because DI is a favored destination for those seeking analysis they can trust from the best minds in the industry, business leaders have been visiting in high numbers to leverage its expert advice, news, solutions and collateral content.

Because of this…
Your very presence on DI is a Third-Party Endorsement of Your Quality.

Advertising Opportunities

Dashboard Insight offers a wide variety of advertising mechanisms to help you reach your target market and communicate with this highly responsive audience. Decision makers navigate to DI because they are searching for solutions to their current business challenges. This is your opportunity to reach out to those on the corporate side who are tasked with giving the final word on BI purchases. Dashboard Insight provides a broad array of advertising options, from space advertising to custom projects – each designed to help you achieve your marketing and lead-generation goals.

Some of these solutions include:

- Vendor Directory (Silver & Gold Levels)
- Banner Advertising
- **NEW** - Newsletter Sponsorship
- Advertorials (Sponsored Articles)
- Lead - Generation Opportunities
- Micro Page Sponsorships

36% of our audience is in the software evaluation space
Banner Advertising

Site advertising opportunities encompass a variety of options which provide high-impact results that fit within your advertising budget. There is an expectation on the part of the viewer that if your banner, sponsored article or advertisement is seen on DI, then you are quite simply a “cut above.”

<table>
<thead>
<tr>
<th>Type</th>
<th>Size</th>
<th>Position</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard</td>
<td>728 x 90</td>
<td>Top Fold of each page</td>
<td>$50/CPI</td>
</tr>
<tr>
<td>Tower</td>
<td>160 x 600</td>
<td>Right hand side of articles</td>
<td>$50/CPI</td>
</tr>
</tbody>
</table>

(Per thousand impressions)

Custom Pay-Per-Lead Programs also available, contact us for details.

Newsletter And Email Advertising

Dashboard Insight offers two widely read email newsletters to help you deliver your message to buyers.

<table>
<thead>
<tr>
<th>Type</th>
<th>Size</th>
<th>Position</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monthly Newsletter Sponsorship</td>
<td>300 chars plus 125 x 125 logo</td>
<td>Prominently positioned at our discretion</td>
<td>$500</td>
</tr>
<tr>
<td>Monthly Newsletter Banner Ad Insertion</td>
<td>Leader Board: 728 x 90 or Tower: 160 x 600</td>
<td>Prominently positioned at our discretion</td>
<td>$1000</td>
</tr>
</tbody>
</table>

(Limited quantities available and prices subject to change)

For current newsletter statistics, contact advertising@dashboardinsight.com
Banner Advertising Opportunities

Dashboard Insight

Banner Advertising

Leaderboard: 728 x 90

Cutting Information Clutter
Using a Targeted Dashboard Information Mix

By Amy Guthrie, Media Relations, Dashboard Insight

Dashboards are revolutionizing the delivery of meaningful and actionable content to targeted information consumers. The amount of information that is available within an organization can be delivered to information consumers in an endless and potentially overwhelming. The type of information delivered via dashboards will vary considerably depending upon who is the targeted information consumer. So how do you cut through the information clutter to identify the essence of what each individual information consumer needs? In other words, who needs what and when and to what location?

Let's take a step back and take a look at the challenges of targeting specific types of information to specific individuals with specific functional needs. The fundamental purpose of business information is to answer compelling business questions. The types of business questions asked throughout an enterprise vary widely based on department, job function, and position within the organization. Nonetheless, most-valued business questions can be easily grouped into four predominant categories: Current-sight, hindsight, insight, and foresight, as shown in Figure 1.

| Current-sight | What is happening? | Operational Reporting |
| Hindsight | What has happened? | Historical Reporting |
| Insight | Why did it happen? | Investigative Analytics |
| Foresight | What will happen? | Predictive Analytics |

Figure 1: Four Predominant Information Categories

Dashboard Information Mix

Each unique information dashboard is typically a mixture of these four categories. Not surprisingly, most dashboards are not equally balanced with all four; rather, dashboards tend to be heavily weighted toward just one or two of these information types.

The reason for this imbalance may be by design or by happenstance. For example, some dashboards have been heavily weighted toward hindsight or insight may be so because the business questions are predominantly oriented toward what has happened? In this example, existing dashboard content may be satisfactory to meet current business needs. On the other hand, dashboards heavily weighted toward hindsight may be a by happenstance because the established information delivery technology and architecture do not effectively produce and support hindsight. Current-sight or Foresight information. Thus Hindsight is the only type of information available via dashboards. In this example, a serious gap may
Enhance your white paper, article, or One-On-One interview with our Article Optimization package and drive more readers and decision makers to your site. Optimization allows strong branding, better indexation and gives you a ready-made marketing document.

The package runs for the duration of one year and includes company logo and a maximum of 5 links of your choosing, which can be updated at any time.

ONLY $199.00
The Vendor Directory provides those looking to invest in BI solutions with the spectrum of quality vendors and consultants, organized into categories. With links included, we believe this is an excellent opportunity for companies with gold/silver listings to drive more traffic to their sites and improve their organization’s SEO status.

The Vendor Directory Advertising Opportunities

For our **Vendor Directory** we insist on a level of quality of product – you won’t find providers within our confines that don’t meet the grade. **And our viewers know that!**

**Listing Levels***

**Free Listing**
- 25 words of text
- URL displayed only
- Sorted only by alphabetical order
- Listing will appear in one category

**Silver Listing**  **$99/month** (prices subject to change)
- 50 words of text (includes one link in the body text, for SEO benefits)
- Company logo will be displayed with listing, image size limited to 150 x 65 pixels
- URL link and one phone number displayed
- Silver listing appear higher on the page than free listings
- Listing can appear in up to 2 categories
- Links to the three most recent articles submitted by company

**Gold Listing**  **$200/month** (prices subject to change)
- 100 words of text (includes up to three links in the body text, for SEO benefits)
- Top of the page positioning
- URL link and one phone number displayed
- Company logo will be displayed with listing, image size limited to 150 x 65 pixels
- BOLD and HIGHLIGHTED name panel
- Thumbnail image within text, image size limited to 200 x 140 pixels
- Listing can appear in up to three categories
- Links to the three most recent articles submitted by the company

* Examples of each level on next page
Sponsored Articles (Advertorials)

Use Dashboard Insight’s Sponsored Article/Advertorial Section to present your in-depth message - these sections receive special prominence on the site. They’re a great way to reach our buying audience who are actively looking for solutions.

These limited-availability opportunities are featured in a dedicated, sponsored-content area on Dashboard Insight (where the client has complete control of the banner ads). They feature content you develop, with multiple link/action opportunities in each. The most effective showcase advertorials provide useful developer content and resources. Dashboard Insight also provides a dedicated discussion area for each showcase advertorial.

The showcase advertorials are promoted from the Dashboard Insight home page and throughout the site, including home-page placement for a minimum of 30 days.

<table>
<thead>
<tr>
<th>Advertorial or white-paper</th>
<th>1000 - 2000 words (approximate)</th>
<th>With links to your designated page and your additional presence on DI, if any</th>
<th>$1500</th>
</tr>
</thead>
</table>

(Prices subject to change)

Custom Solutions

Your marketing goals demand innovative, yet proven, marketing vehicles. Dashboard Insight offers a wide variety of solutions beyond those listed above. While space advertising is important to build brand credibility and awareness, only custom programs and solutions can lift your message above the rest.

We will design a custom solution for you to help you achieve your marketing goals within your budget. Some of these special solutions may include:

• Dedicated portals helping you tell an in-depth story, provide detailed technical content, and position your company as a leader in the field
• Contests to help build top-of-mind awareness and promote developer action (downloads, hands-on experiences and so forth)
• And more!

Please call us at 416.640.3479 x 4 or editor@dashboardinsight.com
Listen To What Others Say About The Value Of Advertising In Dashboard Insight…

“Dashboard Insight is a solid distribution platform and a reliable promotions vehicle for building brand equity and generating high-quality leads.”

Allan Wille
President & CEO
Klipfolio

“OpenBI is very happy with what we’re getting from my work with Dashboard Insight. I also write for DMReview and the B-Eye-Network, and find DI more nimble and easier to work with than the others. We’re also pleased at the traffic that’s been driven to the OpenBI site by DI.

From the start of my work with DI in the fall, we’ve had as much traffic driven to our site by DI as DMReview, and more than BEN. Overall, OpenBI is happy with our partnership with DI and look to work intensively with them in 2008.”

Steve Miller
President
OpenBI, LLC

“I am appreciative of DashboardInsight.com approaching me to be one of their original contributors to their website. I am in a job role where driving Internet traffic to my employer’s website or personally to me is valued. DashboardInsight.com has been gracious to post my name as one of their VIP contributors on their website plus periodically post one of my authored pieces. I sense after each posting I have felt a “lift” in correspondence volume to my e-mail address.

But regardless, what I like very much about DashboardInsight.com is they are specializing in an increasingly relevant and important area for organizations --- What to measure? How to select and report those measures? Accountability of managers and employees with consequences is rising in all organizations, including public sector government, so the topics addressed in this website are very important.”

Gary Cokins
SAS

“I believe Dashboard insight has collected the most authoritative and relevant collection of online content when it comes to developing, deploying and evaluating dashboard technologies.

I have continuously been impressed with quality and volume of articles, demos, and reviews that I can find at Dashboard Insight. Whenever I am looking to see what the latest trends, innovations, and experts have to say about the dashboard space, I turn to Dashboard Insight.”

Thomas Gonzalez
Managing Director,
BrightPoint Consulting, Inc.