

LEAD IT™

advertising opportunities

A biannual IT leadership magazine published by 

Reach thousands of IT executives throughout the Midwest!

Published by PDS, a leading technology services company throughout the Midwest, *LEAD IT* is a biannual, high-end magazine targeting CIO's, IT directors and managers within large and medium sized Enterprise organizations. Touted as a "casual read," *LEAD IT* inspires readers with thought-leadership, human-interest stories, CIO profiles, and the latest IT solutions for the enterprise.

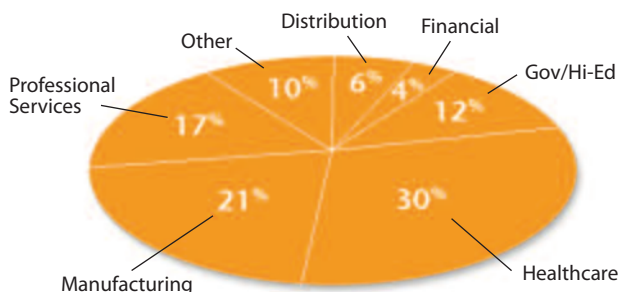
Reach 5000 IT executives in healthcare, manufacturing, retail, utilities, banking and gov/ed throughout the midwest!
Reserve your space in LEAD IT now!



Circulation

With a direct distribution model, over half of the total distribution is hand-delivered by a team of executive-level IT consultants from PDS. The balance is distributed either by mail or directly at PDS events, including the annual PDS Technology Conference, quarterly CIO Roundtables, and regional partner events.

Targeted Industries:





PDS LEAD IT 2012 Vol. I

Issue Date: Spring 2012

Circulation: 5000 copies distributed to IT executives in various industries throughout the Midwest

- 41% C-Level IT Executives
- 43% IT Directors
- 10% IT Managers
- 6% IT Engineers/Technical Staff
- 43% Healthcare
- 19% Manufacturing
- 16% Professional Services
- 7% Gov/Ed
- 5% Financial
- 10% Other
- 39% Wisconsin
- 22% Illinois
- 14% Minnesota
- 7% Missouri
- 5% Ohio
- 4% Indiana
- 9% Iowa, Kansas, Nebraska, North Dakota and South Dakota

Space Reservation: Contact Carrie Rhoads.

Artwork Deadline: Contact Carrie Rhoads.

Issue Overview:

- Private Cloud Computing
- Dynamic Virtual Compute Model
- IT Profiles

Ad Rates:

Premium: \$5,000.00

Benefits:

- Full-Page/Full-Color Ad
- Digital Signage Ad at PDS Office
- Web Ad on www.leaditmagazine.com

Standard: \$2,500.00

Benefits:

- Full-Page/Full-Color Ad

Submitting Artwork:

Print Specifications:

- Trim size: 8 1/2" x 10 7/8"
- Bleed size: 9" x 11 3/8" (Add a 1/4 inch on all sides of your artwork)
- Live area: 8" x 10 3/8"
- All artwork must be supplied in electronic format. Preferred format is a high resolution .pdf file (300 dpi). Hi-res .pdf files are accepted only if they are exported as CMYK using the "Press Quality" setting with all fonts and images embedded/linked to the file. If created in Quark, disable OPI prior to exporting. Publisher will accept alternative formats, including .psd, .tif, .eps, or jpeg as long as they are 300 dpi, CMYK format with all fonts converted.
- Artwork will not be returned to advertisers.
- Proofs will not be sent to advertisers in advance of printing so advertisers are encouraged to mail a hard copy proof along with the digital artwork to confirm color and quality of output.
- Digital files can be e-mailed to: crhoads@pdspc.com.