Catalyst

MARKETING PROGRAM

Catalyst CDware™

SunSoft™ Catalyst CDware™ is the most comprehensive CD-ROM resource for software and hardware products for the Solaris™ software environment. CDware features an easy to use color GUI for Solaris 2. There are separate discs for SPARC® products and x86 products, each published three times per year.

Most software products are in trial format. Presentations also may include unlockable software, slide shows, product information and purchasing information. The Online Catalyst Catalog has over 8,800 Solaris products searchable in AnswerBook® format.

Standard Rate	1 time	3 times	6 times	12 times
1 Mb	$1,500	$1,463	$1,418	$1,328
2 Mb	$3,000	$2,925	$2,835	$2,655
3 Mb	$4,500	$4,388	$4,253	$3,983
5 Mb	$7,500	$7,313	$7,088	$6,638
8 Mb	$12,000	$11,700	$11,340	$10,620
10 Mb	$15,000	$14,625	$14,175	$13,275
15 Mb	$20,000	$19,500	$18,900	$17,700

Trial Software Discount Rate	1 time	3 times	6 times	12 times
1 Mb	$1,200	$1,170	$1,134	$1,062
2 Mb	$2,400	$2,340	$2,268	$2,124
3 Mb	$3,600	$3,510	$3,402	$3,186
5 Mb	$6,000	$5,850	$5,670	$5,310
8 Mb	$9,600	$9,360	$9,072	$8,496
10 Mb	$12,000	$11,700	$11,340	$10,620
15 Mb	$16,000	$15,600	$15,120	$14,160

SPARC & x86 CDware Issues	Agreement Close	Material Close	Publication Date
Sep ’94	June 15,1994	Jun 30, 1994	Sep 5, 1994
Jan ’95	Sep 15, 1994	Sep 30, 1994	Dec 15, 1994
May ’95	Jan 16, 1995	Jan 30, 1995	Apr 14, 1995
Sep ’95	May 15, 1995	May 30, 1995	Aug 15, 1995
Jan ’96	Sep 15, 1995	Sep 29, 1995	Dec 15, 1995
May ’96	Jan 15, 1996	Jan 30, 1996	Apr 15, 1996
Sep ’96	May 15, 1996	May 30, 1996	Aug 15, 1996

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About the Cost

Catalyst CDware features a simplified approach in pricing:

Open Rate for SPARC issues in U.S. Dollars

• 1–10 Megabytes	$1,500 per Mb
• Each additional Megabyte (Over 10)	$1,000 per Mb

Open Rate for x86 issues in U.S. Dollars

- 50% of the SPARC rates
- Up to 5 Mb free with Trial Software in the Sep '94 issue

And The Discounts

- **Frequency discount**: based on the total number of consecutive product presentations in a one year period. More than 3 separate products in one issue subject to approval.
- Trial Software Discount — 20% Discount
- Cash Discount — 2% 10 days, net 30
- Agency Discount to recognized advertising agencies: 15%

Special Services

- Subscriber List Rental
- Evaluation Copy Program
- Bundling Options
- Pre-Printed Inserts
- *"Try Us On CDware"* Logo program

Circulation

- Over 30,000 subscribers
- Bundled with over 100,000 Sun workstations, servers, and CD-ROM drives worldwide

Deposits

Every reservation must be secured with a signed agreement and a 20% nonrefundable reservation fee. First time vendors and agencies must pay balance in full with the insertion. Companies with approved credit will be billed the balance upon publication.

General Requirements

- Software applications must run on Solaris 2 or later version (Note: The Sep '94 SPARC issue is the last to accept Solaris 1 applications)
- Software participants must be a current member of the Catalyst Program
- Space reservation must be secured by a signed agreement and deposit before the Agreement closing date
- A purchase order or insertion order is required for billing. Billing subject to approved credit

Cancellations

No cancellations accepted after Agreement closing date. Contracts may be cancelled by advertiser or publisher on written notice in advance of Agreement closing date.

Contract & Copy Regulations

Orders are accepted subject to the contract and copy regulations found on the reverse side of the agreement. We reserve the right to change rates without notice.

Getting on Catalyst CDware

- If you're not a Catalyst member, the first step in becoming one is by calling (510) 460-3267 or 800-786-7638
- To participate on Catalyst CDware, contact our authorized representative:

  DocuVenture, Inc.
  P.O. Box 8903
  Stanford, CA 94309-8903
  Tel: (415) 851-3449
  Fax: (415) 851-1258
  e-mail: dvi@netcom.com
- Media Kit with complete details available on request.

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Printed in USA 6/94 92273-004