

IBM Data Management Business Partners IBM and Business Partner Joint Advertising Program

**Place a full-page ad in a local newspaper or magazine and have IBM pay 50% of the cost.
Plus, get a world-class Olympic print ad (ready for placement in a magazine or newspaper)
IBM creates and customizes for your firm**

Joint Advertising

Let IBM help increase your advertising. Take advantage of IBM's leadership in advertising and marketing to help make your firm's next ad successful. Qualified IBM Business Partners can be reimbursed for 50% of the cost of advertisement, up to \$4000 US from IBM.

Advertise In the Same Publications As IBM (And At The Same Time)

IBM advertises in leading publications. Make your ad more effective by placing it in the same publication, and in the same issue, as IBM. Partners can advertise in newspapers, magazines or on the Internet. For a schedule of the publications in which IBM Data Management will advertise, visit the web site below and select "Leveraging Information NA Advertising Calendar."

Steps To Proceed

1. Carefully read terms and conditions, available at site below.
2. Make sure you are an eligible IBM Business Partner (see section below.)
3. Partners must get pre-approved before participating in this program. To get pre-approved, complete Program Application Form (only takes a few minutes) available at web site below.
4. Partners must use e-business logo in the ad. You can obtain the e-business logo and rules for usage at <http://www-1.ibm.com/partnerworld/marketing/pmrktng.nsf/weblook/elogo.html>
5. Submit a Joint Advertising Claim Form to get reimbursed (see section below.)

To Get Reimbursed:

1. Complete Joint Advertising Claim Form, available at web site below.
2. Partners must agree to provide a very basic report of results (as listed on Claim Form).
3. Submit Claims Forms by November 1, 2000.
4. IBM reimburses partner within 4 to 6 weeks.

Eligible Partners

- Advanced or Premier in IBM Business Partner Program - Software.
- Appropriate certification in Business Intelligence or Content Management. A list of accepted certifications can be found at web site listed below.

For complete information, visit <http://partnerinfo.software.ibm.com>
Look under "Marketing and Sales" then "Co-marketing Programs" then "Joint Advertising"

Get Your Ad Customized with the Olympic Rings

Partners get an Olympic ad customized and sent to you on a CD. IBM partners are the only partners allowed to use the Olympic rings. Olympics ads are available for DB2, MQ Series, WebSphere Commerce Suite.

It is a great time to run these ads. The Olympics will still be in mind when you run the ads. Plus, the IBM corporate marketing campaign for Sept to December is e-commerce, and ads from your partner will leverage all the advertising IBM will be conducting. The Olympic ads can be viewed and customized by visiting <http://www.teamplayersprogram.com>