



**SOFTWARE**  
TEST PROFESSIONALS

## STP Media Kit 2012

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**Software Test Professionals serves the global software testing and QA community, providing more than 50,000 software professionals with information, education, training, and more. STP is dedicated to providing a highly interactive, dynamic platform for community, resources, and knowledge sharing for the software test and QA profession.**

724 South Tejon Street, Suite C / Colorado Springs, Colorado 80903

For more information on print and online advertising opportunities with STP, please contact  
**Software Test Professionals** at 1.877.257.9531 ■ Fax 719.476.0257 ■ [info@softwaretestpro.com](mailto:info@softwaretestpro.com)



# SOFTWARE TEST PROFESSIONALS

## STP Media Kit 2012

### THE AUDIENCE

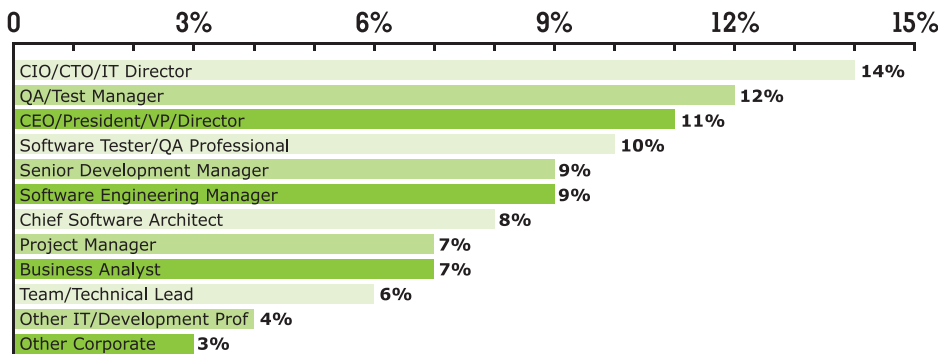
Software Test Professionals is a resource for more than 50,000 test and quality assurance professionals, providing news, information, education, a growing membership community and forums for networking.

STP's publications take a strategic view of the entire application development life cycle. STP produces a bi-monthly magazine; two bi-weekly e-newsletters; training offerings; two leading industry conferences

each year; and an interactive web portal which hosts a robust library of resources for the testing community.

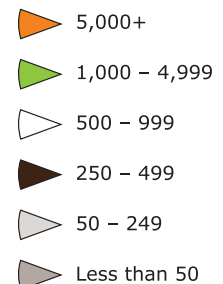
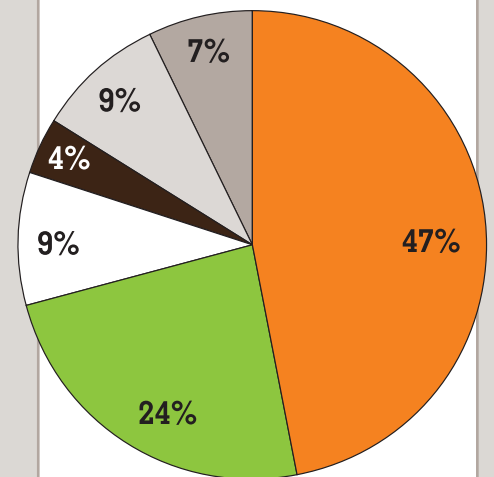
STP's community comprises CTOs and CIOs, software development managers, senior developers, chief software architects, project/team leaders and test/QA managers.

### Job Title

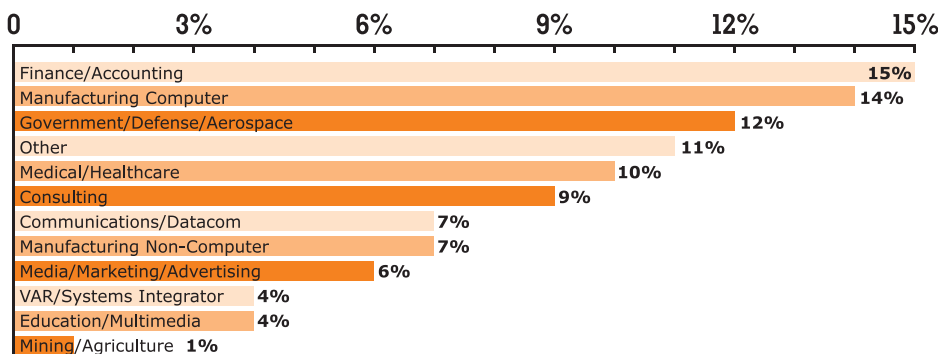


### Company Size

(by # employees)



### Industry



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### eNEWSLETTER ADVERTISING

#### STP's Insider eNewsletter

is a bi-weekly newsletter delivering powerful industry news about software testing practices, tools and trends to a subscriber base of 50,000 test and quality assurance professionals. From the latest developments in technology and the news surrounding our industry, to helpful management tips and membership information, this newsletter taps readers into the latest need-to-know information.

STP publishes the Insider eNewsletter every other week on Thursdays, and each issue offers two advertising opportunities.

#### Ad Specifications

##### Feature Ad #1 – \$500

Graphic/Logo: 200x250-linked,  
GIF/JPG – 25 kb max, No animation

##### Feature Ad #2 – \$1,000

Graphic/Logo: Up to 140x225-linked,  
GIF/JPG – 5 kb max Text: Up to 85 words

Prices are per issue. Volume discounts available.

Feature  
Ad #2

View this email in a web browser.

**STP SOFTWARE TEST PROFESSIONALS**

About STP  
Join STP  
Log In

INSIDER - community news August 11, 2011

**IN THIS ISSUE:**

- Can your website handle the traffic?
- Psychology of an Inventive Tester
- Vote Now - 2011 Software Test Luminary Still Time To Vote!
- TWIST #57 - With Noah Sussman
- Test Automation... How Will You Achieve Business Value?
- Upcoming Webcast: Test Estimation
- Lunch and Learn - with two STPCon Speakers

*Please Note: Some if not all of the articles in this newsletter require complimentary membership to view. It takes just moments to complete and provides increased access to STP resources.*

**Can your website handle the traffic?**

Holiday shopping season is almost here. Does your load testing ensure customers will be delighted with your website during the peak traffic? If your website slows down, and your customers run into a traffic jam, you may lose revenue and customer loyalty. A recent study found that 78% of consumers went to a competitor's site due to poor performance at peak times. Take the free Gomez Web Load Test and see what happens when your website traffic increases

Take a Free Load Test NOW!

**Psychology of an Inventive Tester**  
By: Adrian Rapan - QA Analyst, LMAX

It is not a job requirement, but when getting hired as a software tester your creativeness will be assessed either through some interview questions or in a practical task. The funny thing is that employers should be careful what they wish for as an overly creative tester can sometimes be less productive at finding those tricky bugs.

This is because as a creative tester you need to understand that the mind plays tricks on you. It needs to do so to keep you sane. The brain is hardwired to draw conclusions of your experiences and store them for easy access, instead of recording every bit of information that your senses pick up.

Continue Reading

**2ND ANNUAL SOFTWARE TEST LUMINARY AWARD**

Cast Your Vote Today  
2011 Software Test Luminary

**REGISTER BY 9/16  
GET \$400.00 OFF  
FULL CONFERENCE  
PACKAGE**

**STP SOFTWARE TEST PROFESSIONALS  
CONFERENCE FALL 2011  
OCTOBER 24-27  
Dallas, Texas**

The Leading Conference on  
Software Testing

**Achieving Business Value with  
TEST AUTOMATION**

**COMING SOON**  
STP ONLINE SUMMIT  
OCT. 11-13, 2011

**Upcoming Events**

**STP WEBCAST**

Test Estimation

Thursday, September 8  
2:00 - 3:30PM EST

How many testers do we need?  
How many test cases do we need?  
How many bugs will testing find?  
How long will testing take? Those are good questions, but those questions are often hard to answer. In this webinar, drawn from three decades of industry experience and materials in his best-selling book *Managing the Testing Process*, 3rd edition, Rex will discuss fundamental techniques for test estimation. Join in the discussion after the initial

Feature  
Ad #1

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## STP Media Kit 2012

### eNEWSLETTER ADVERTISING

#### STP's Test & QA Report

is a bi-weekly newsletter, sent to 50,000 subscribers, which features original articles and interviews with top thought-leaders in software testing and quality about trends, best practices and test/QA methodologies. Topics include performance testing, security, requirements management, change/configuration management, debugging, web load testing, defect management, test automation, application life-cycle management and much more.

STP publishes the Test & QA Report every other week on Tuesdays, and each issue offers three advertising opportunities.

#### Ad Specifications

##### 1. Feature 1 Ad – \$1,000

###### Option 1:

Graphic/Logo: 170x388-linked, GIF/JPG – 25 kb max  
Graphic only

###### Option 2:

Graphic/Logo: 170x150-linked, GIF/JPG – 25 kb max  
Text: Up to 50 words (*same as section 2*)

##### 2. Feature 2 Ad – \$600

Graphic/Logo: 170x150-linked, GIF/JPG – 25 kb max  
Text: 50 words

##### 3. Feature 3 Ad – \$900

Graphic/Logo: 360x85-linked, GIF/JPG – 25 kb max  
Text: Up to 100 words

Prices are per issue. Volume discounts available.

Would you like to view the [online version?](#)

## STP TEST & QA REPORT

**1. Feature 1 Ad**

REGISTER BY 9/16  
GET \$400.00 OFF  
FULL CONFERENCE  
PACKAGE

STP SOFTWARE TEST PROFESSIONALS CONFERENCE FALL 2011

OCTOBER 24-27  
Dallas, Texas

The Leading Conference on Software Testing

**2. Feature 2 Ad**

The Value and Importance of Code Review

Did you know that most code reviews are conducted in an ad hoc fashion, don't always include the right people, and fail to take advantage of the latest tools and technology? That's according to new research that looks at the state of peer code review today. The exclusive study commissioned by Klocwork and conducted by Forester Consulting provides valuable data and insights that will help you benchmark and improve your peer code review practices.

Register for & Download This Study

@SoftwareTestPro  
f.com/SoftwareTestPro

**3. Feature 3 Ad**

Is the Elimination of Testers Next?

**Rich Hand**  
- Director of Membership & Publications

A "secret" program is being pursued by Google to develop a car that drives by itself with no human interaction. (<http://www.cnbc.com/id/39594537>). I found it very intriguing but I started thinking about what other "secret" programs are going on out there that may someday jeopardize other things we as human beings do?

Who would have thought that a driverless car would be capable of navigating the very complex process of driving through a major metropolitan area? We have all seen futuristic movies like "I, Robot" where Will Smith in the chase scene tells the car to go into auto pilot, and the car seemingly drives by itself. The reality of that actually happening is a stretch to many of us – but not for long – this technology may only be ten short years away!

Continue Reading

STP New York, NY Local Interest Chapter Meeting Wed 8/18 1:30pm

Local Interest Chapter: kicks off in New York City!  
Testing Software Systems in the Financial Industry; Navigating the complexity and regulation to deliver quality software... Join guest speaker Bala Muller, Vice President/ Vortex Computer Systems, Inc. & Rich Hand, Director of Membership at STP as they kick off the first Local Interest Chapter (LIC) Meeting in NYC. [See Programs](#) is at the end of the month for those of you on the west coast. Are you interested in starting your own LIC in another city? [Learn how](#) you can get one started.

Learn More about this NYC Event

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## STP Media Kit 2012

### STP WEBSITE ADVERTISING

The STP website offers high-visibility opportunities for advertisers on the home page. This site features streamlined and intuitive navigation where our community of more than 50,000 software test and quality assurance professionals access the latest industry news and information, education and networking. The site houses the online version of the STP magazine, eNewsletter and webinar archives, original articles, discussion forums, contributor blogs, white papers, and much more.

### Ad Specifications

#### Large Box Ad – \$1,200 per Month

Dimensions (w x h) 300 x 250,  
Default GIF/JPG = 40 kb max  
Initial flash = 40 kb max

Polite Download – Initial file size = 40 kb.  
Total File size = 200 kb (without video),  
1 MB (streaming only, progressive download must be on user click)  
Animation & Looping – 4 screens max

#### Film Strip Ads – \$600 per Month

Dimensions 200 x 175 pixels,  
Default GIF/JPG = 40 kb max  
Animation & Looping – 4 screens max

The screenshot shows the STP website interface with a navigation bar (Community, Events, Training, Resources, ST&QA Magazine, Community Forum) and a search bar. The main content area features several advertisements:

- Large Box Ad:** A 300 x 250 pixel advertisement for the STP Software Test Professionals Conference Fall 2011, held in Dallas, Texas from October 24-27. It includes the STP logo and the tagline "The Leading Conference on Software Testing".
- Film Strip Ads:** A 200 x 175 pixel advertisement for "Calculating a Website's Peak User Load" featuring a blue and white graphic with a laptop and data lines.
- Other Ads:** A "Be a Performance Testing Early Bird Find Your Bugs" ad with a cartoon bird, a "CloudTest Lite" ad for performance testing, and a "5 Considerations for Starting with Mobile Testing" ad.

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### COST-PER-LEAD PROGRAM

Position your company as a thought leader in the software test and QA industry by offering your branded white paper, case study, or webinar to STP's community of 50,000 software development managers, test/QA managers, software architects and developers.

STP will promote your white paper or webinar through our extensive marketing resources such as

dedicated eblasts, eNewsletter ads, web ads and positioning your asset in the STP Resources Directory.

We manage the registration process and capture the vital information of those downloading your resource. These leads are sent to you weekly and include name, company, title, email and phone number. Once we've reached your lead guarantee you may opt to extend your campaign and continue to receive leads.

*Call for Cost-per-Lead Options & Pricing*

**STP SOFTWARE TEST PROFESSIONALS**

**Sponsored Resources**

**Five Strategies for Performance Testing Mobile Applications**

*"In Q4 2010 the number of smartphones shipped exceeded the number of PCs, for the first time..."*

Mobile applications are now mainstream business. Businesses ranging from healthcare providers to retailers and airlines are creating applications for mobile devices including iPhones, iPads and Android phones. According to Equation Research, 58% of mobile users expect sites to load roughly as quickly on their mobile phones as on their desktops at home. **Learn the 5 Critical Strategies for testing mobile applications** and ensure that your mobile app will function reliably and consistently even under heavy load.

[Register & Download Now](#)

*This Premium Resource is Sponsored By:*

**CloudTest**  
by SOASTA

#### Cost-per-Lead Ad Specifications:

Graphical/Logo: Up to 225 x 200-linked, GIF/JPG – 25 kb max,  
Text: 150 – 200 words

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## STP Media Kit 2012

### WEBINAR PROMOTION PROGRAM

Position your company as a thought leader in the software test and QA industry by promoting your webinars. STP will promote your webinar through two separate dedicated E-blasts in conjunction with a selection of social broadcasts.

**\$4,000**



## SOFTWARE TEST PROFESSIONALS

**- STILL TIME TO REGISTER -**

### **Web Load Testing for Dummies**

A **Compuware** Sponsored Webcast

**Wednesday - Sept 21, 2011**

**- 1:00-2:00 PM (Eastern)**



Web applications that perform well can strengthen a company's brand, reputation, and create customer loyalty. Web applications that perform poorly put all of that at risk. Web load testing is a critical component to any risk management plan for web applications.

Join **Scott Barber**, President of PerfTestPlus and **Colin Mason**, Product Manager, Compuware to learn the whys and wherefores of Web Load Testing as they present **Web Load Testing for Dummies**.

#### You will learn:

- The ins and outs of web load testing — know what to expect from web load testing
- The importance of outside-in load testing — determine what the performance feels like to an actual user
- Why and when to test — set goals, gather your team, and implement
- How to manage ongoing analysis— monitor how your testing is going
- How diagnostics tools combined with web load testing dramatically reduces time to problem resolution

**BONUS!** - All attendees will receive an copy of our new book!

**Register for this webcast now!**

Brought to you by:



#### Webinar Panelists

**Scott Barber**  
Chief Technologist, President, CEO  
PerfTestPlus



A writer, consultant, and speaker. He is a prominent thought-leader in the area of software system performance testing and served as the

Executive Director of the Association for Software Testing, and is the co-founder of the Workshop on Performance and Reliability. He has contributed to several books including the upcoming How to Reduce the Cost of Testing, Taylor & Francis.

**Colin Mason**  
Product Manager for Gomez Web Load Testing - Compuware



Colin has over a decade of performance testing experience and has conducted over hundreds of load tests for companies world wide. He has presented at numerous industry conferences, including STAR, and has authored industry-acclaimed papers on performance testing web applications.

[Register Now](#)

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### STP ONLINE SUMMITS

STP Online Summits are live topic-specific events that are delivered entirely online for three and a half hours per day over three consecutive days. The speakers present their sessions live in real time. The audience can listen to and watch their presentations, as well as ask questions and get instant answers. Participants are able to network with fellow attendees through an STP Crew that will be facilitated by the summit host and panel of speakers.

**Leverage this captive audience through one of two sponsorship opportunities:**

#### Gold Sponsorship Package – \$4,000

This sponsorship package includes several opportunities for thought leadership, promotion and branding before, during and after the STP Online Summit. This package is limited to 3 sponsors per summit.

##### This sponsorship includes:

- **Company Logo on Online Summit Event Page**
- **Online Summit Registrant Leads** – Full contact details of registrants following the completion of the Online Summit.
- **Speaking Opportunity** – One time, 5-minute speaking opportunity during the Online Summit.
- **Email Blasts** – STP promotes the summit through dedicated email blasts to our marketing database of more than 50,000 contacts. Sponsor's logo and URL link to their website will be included in materials promoting the summit.
- **ST&QA Magazine Ad OR Newsletter Ad** – Choose between:
  - ½ page 4 color ad in an upcoming ST&QA magazine.
  - Tower ad in an upcoming edition of the Insider e-newsletter.
- **Company Ad During STP Online Summit** – Sponsor's logo and URL link to their website will be included in the pre-event slide show and the break slide shows each day of the summit.

#### Silver Sponsorship Package – \$2,000

This sponsorship package was designed to provide high-visibility of company brand and thought leadership before and during the STP Online Summit. This package is limited to 6 sponsors per summit.

##### This sponsorship includes:

- **Email Blast** – STP promotes the summit through dedicated email blasts to our marketing database of more than 50,000 contacts. Sponsor's logo and URL link to their website will be included in one pre-event email blast promoting the STP Online Summit.
- **Company Ad During STP Online Summit** – Sponsor's logo and URL link to their website will be included in the pre-event slide show and the break slide shows each day of the summit.
- **ST&QA Magazine Ad OR Newsletter Ad** – Choose between:
  - ½ page 4 color ad in an upcoming ST&QA magazine.
  - Tower ad in an upcoming edition of the Insider e-newsletter.

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### STP Media Kit 2012



## ST&QA

### Magazine Rate Card

#### Four Color Ads\*

		Ad Specifications
<b>Full Page</b>	\$1,200	8.25" wide x 10.75" high — .125" bleed
<b>½ Page</b>	\$800	7.75" wide x 5.125" high — No bleed
<b>¼ Page</b>	\$500	3.875" wide x 5.125" high — No bleed

#### Premium Positions\*

<b>Back Outside Cover</b>	\$2,000	8.25" wide x 10.75" high — .125" bleed
<b>Front Right Page 3</b>	\$1,800	8.25" wide x 10.75" high — .125" bleed

\* *Special rates apply to ST&QA Authors. See page 10 for more information.*

#### Digital Opportunities

<b>Digital Alert</b>	\$750 bundled with print ad in same issue
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#### Electronic Format Specifications

Electronic format of all ads is the preferred format for Software Test & Performance Magazine. Files should be laid out in either InDesign, Illustrator, or Photoshop up to CS4, or any other design program that can be saved as either a PDF, .EPS, .JPG or .TIF file. All files must be present including all linked files (if any) and fonts. All files must be Macintosh compatible. Prepare all files for optimized output at 150 line screen (300 dpi). Color images should be in CMYK mode only. Any files that require any alterations to fit these specifications or preflighting to solve any issues will be billed an additional fee. E-mail, CD, or DVD are acceptable formats for transfer. Please compress and send no files over 25 mb. A color PDF or Color print out must accompany all electronic submissions. Please send all artwork to:

**Scott Hanson** | Creative Director | Software Test Professionals  
724 South Tejon Street, Suite C | Colorado Springs, CO 80903 | [shanson@softwaretestpro.com](mailto:shanson@softwaretestpro.com)

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### CALLING ALL AUTHORS

*Special pricing for ST&QA advertisements is available for contributing authors. Please contact STP for pricing.*

Prospective editorial contributors are invited to submit article proposals for Software Test & Quality Assurance magazine. Articles should target software and application development managers, project managers, team leaders and test and quality assurance managers. Articles should provide useful information about:

- Trends and emerging technologies
- Best practices
- Policies and procedures
- Development and test methodologies
- Requirements
- Hiring and managing staff
- Solving quality and performance problems
- Proactively implementing new technologies



All submissions should offer practical solutions, tips and techniques for improving enterprise software quality and post-deployment performance. Publication of articles is at the sole discretion of the editorial staff at Software Test Professionals. Promotional articles about specific commercial products will be not published.

Publication Date	Graphic Design Deadline	Article Deadline
December/January	12/2/11 – 12/8/11	18 – November
February/March	2/13/12 – 2/10/12	16 – January
April/May	4/9/12 – 4/16/12	12 – March
June/July	5/29/12 – 6/4/12	7 – May
August/September	8/6/12 – 8/13/12	9 – July
October/November	10/1/12 – 10/8/12	10 – September

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