Advertise in Our New Journal:
The Flex Authority Quarterly Update!

In June, House of Fusion will launch a new quarterly publication targeted towards Flex developers, with serious, well-written articles by experts in the field. We will build on our success with the *Fusion Authority Quarterly Update*, our popular ColdFusion journal.

What Makes Our Journals Special? Our journals are designed to sit on your bookshelf and act as a reference for years to come. They are printed in full color and come in a 6 by 9 size that can easily be propped up next to your monitor or brought into the bathroom. Each issue is at least 80 pages and our readers, ranging from dedicated programmers to managers, tell us that they read the issues cover to cover and make them a permanent part of their resource libraries.

Our Marketing Plan: We will be promoting the journal through multiple community channels, such as conferences, mailing lists, podcasts, the Adobe forums, and the blogosphere, as well as to our loyal 500+ subscriber base. The first issue of Flex Authority will have a print run of 1500 issues, with 700 of them being distributed to Adobe User Groups and at conferences. If you come on board as an advertiser with the first issue, we can offer you an attractive package that provides exposure in the Flex world that you can't get anywhere else!

As an early supporter of the magazine, we can offer you:

- Discounted Ad Rates: As someone who commits to publication before our first issue, we can provide you with a 10% discount off our ad rates.

- Rate Lock in: As an early supporter, we are willing to lock in your discounted rate for the first three years of publication.

- Copies: We can offer you 20 copies of each printed journal.

- Authorship: You'll have the opportunity to contribute a one-page column, to be displayed opposite your advertisement.
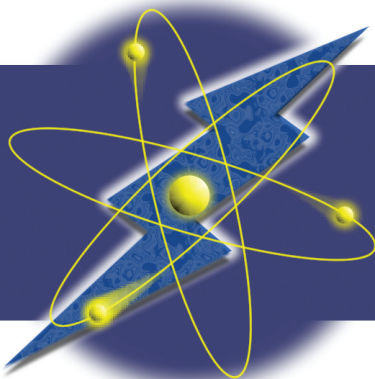
Please send me a rate card and media kit for Flex Authority.

Name

Email

Phone Number

For more information, contact Judith Dinowitz at (718) 951-3235 or editor@fusionauthority.com.