

CoDe Focus Issues are special issues of CoDe Magazine dedicated to a specific topic and freely distributed to a more targeted audience.

CoDe Magazine Focus Issue: Visual Studio Extensibility

This second edition *VSX (Visual Studio Extensibility) CoDe Focus* issue includes a variety of topics new to Visual Studio 10 including editor extensions, MEF, MSBuild object model, and the enhanced project system. Also covered are details on the Visual Studio Gallery website more closely integrated into the Visual Studio IDE, applications based on the Visual Studio Shell, and new VSX community related projects.

The VSX Focus issue will have 30,000 issues in circulation and be distributed to:

- All CoDe Magazine Subscribers
- PDC (October 2009)
- DevConnections (November 2009)
- User Groups
- Code Camps
- Newsstands US and International

Why advertise in CoDe Focus issues?

CoDe Focus Magazines are special issues of *CoDe Magazine* dedicated to a specific topic with wide, free distribution.

Microsoft is directly involved in distribution channel decisions. *CoDe Focus* is distributed at special events like conferences, product launches and user groups. They are typically sent free of charge to active subscribers and/or to additional mailing lists.

High visibility inside Microsoft. Each *CoDe Focus* issue is distributed internally at Microsoft for internal evangelism.

Long shelf life. Each issue is distributed to its various channels over a period of nearly a full year.

Relevant and anticipated content. CoDe Focus issues are devoted entirely to covering timely topics or new technologies.

“CoDe Magazine ... [is] a valuable addition to our marketing scheme for Chart FX.”

— Robert Williams, VP Sales and Marketing, SoftwareFX

SoftwareFX

Focus Issue Rates and Specifications

Code Magazine Focus Issues have a long shelf life — nearly a full year! Plus, each Focus issue also has high visibility inside Microsoft — each issue is handed out internally on site at Microsoft for internal evangelism.

Four Color Rates

Placement Size	Rate*
Full Page	\$3,995
Full Spread	\$7,590
1/2 Page Horiz/Vert	\$2,395
1/4 Page	\$1,395

*Inside Cover (Front/Back) add 25%
Back Cover add 50%

Technical Specifications

Electronically: We prefer print-ready PDF files. Uncompressed, CMYK TIFF files accepted, too.

Safety Margins: Allow 3/16 inch safety margin on top and bottom and 5/16 inch safety margin on sides of page between live material and trim edge. For Full Bleed, add 3/16 inch on bleed sides.

**Space reservation
deadline:
July 31, 2009**

Submissions and Payment

Art Submission:

Send e-mail to
code@lakequincy.com
for art upload instructions.

Send Payments to:

Lake Quincy Media, LLC
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Kent, OH 44240 USA

**Artwork deadline:
August 5, 2009**

Accounts with no credit terms must make payment at the space reservation deadline.

Payments can be made online at <http://lakequincy.com/payment.aspx>

