![Adobe logo]

Adobe Developer Marketing

An organization committed to your success

Now you can stay focused on what you do best—designing innovative products. That's because Adobe offers sales, distribution, and marketing support for the plug-ins that you create for Adobe applications. Combined with the technical support that you receive as a member of the Adobe Developers Association (ADA), Adobe Developer Marketing gives you the resources you need to capitalize on your innovations.

Adobe Developer Marketing offers a range of services designed especially to help you meet your distribution, sales, public relations, and other promotional needs efficiently and cost-effectively.

Distribute Your Products Through the Adobe Plug-in Source

Rather than pursue costly, traditional channels of distribution, you can sell your products through the Adobe Plug-in Source. It gives you immediate access to Adobe customers worldwide.

The Adobe Plug-in Source catalog is mailed regularly to approximately 200,000 customers in the U.S. and Canada. And by working with Adobe Developer Marketing, you also can access distribution resources in Europe and the Pacific Rim.

Build Your Press Coverage

Make sure that readers of the leading trade publications know about your plug-in products. Adobe Developer Marketing offers a free public relations guide that contains step-by-step press-release strategies.

When you have a product ready for market, let Adobe Developer Marketing help you get editorial coverage in Adobe Magazine, the popular bimonthly with more than 600,000 readers. You may also wish to advertise your plug-in products here. We'll provide a developer discount!

Connect With Power Users

Adobe Developer Marketing can help you coordinate mailings to our installed base of application end-users. Ask about direct mail opportunities to your target customers.

Gain Visibility Inside Adobe

Adobe Developer Marketing presents new third-party products to the company's product marketing managers, sales staff, support technicians, customer service representatives, and other influencers. It's a great way to get your product literature and trial software into the hands of people who talk to Adobe customers every day—and who can make a difference in your sales results.

Demos on CD-ROMs

Adobe's major application packages contain Deluxe CD-ROMs filled with bonus content. You can include your own trial software on these discs and reach millions of prospects by informing Adobe Developer Marketing of your product plans. We will place developer content on CDs dependent on product schedules and deliverables.

Get Exposure On–Line

Adobe maintains a home page on the Internet's World Wide Web (http://www.adobe.com), as well as forums on America Online and CompuServe. With these resources, Adobe Developer Marketing can help you upload your product demos to on-line services, include your product information on Adobe's homepage, or build links between Adobe's home page and yours.

Who to Contact

To find out more about what Adobe Developer Marketing can do for you, feel free to contact us:

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