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Communications  
**TECHNOLOGY**

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Media  
Planner 2008

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[www.Cable360.net/CT](http://www.Cable360.net/CT)

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# Magazine

## SUPPORTING THE INDUSTRY

*Communications Technology is the official trade journal of the Society of Cable Telecommunications Engineers (SCTE). The SCTE continually expands its resources and services to meet the changing needs of its members in a rapidly evolving industry. Communications Technology is proud of the unique partnership we've developed with the SCTE, and we take seriously our role as its official journal.*

## MISSION STATEMENT

Communications Technology is a global resource that provides broadband engineering executives and managers with reliable information on technology trends, strategy, implementation and best practices.

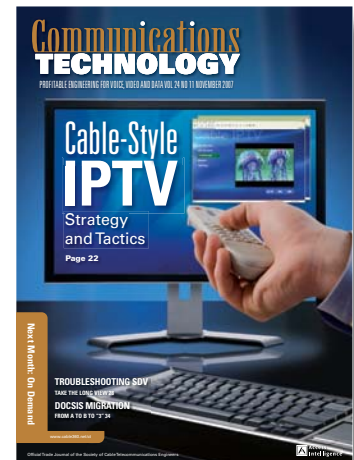
## PROFITABLE ENGINEERING FOR VOICE, VIDEO AND DATA

As the leading public forum for the discussion and analysis of advanced engineering and technical operations in the triple and quadruple-play environments, Communications Technology is an indispensable tool for today's broadband engineer.

Communications Technology increases the success of broadband providers by distributing best practice information to engineering teams to deploy high-performance, reliable and profitable systems. As a "community center" for broadband engineering thought leaders, Communications Technology contributes to the success of broadband technology vendors by providing a direct, highly respected channel to their key buyers.

By choosing Communications Technology, broadband engineering professionals fulfill their need for critical technology information. As an advertiser, your sales message is forefront as a solution to engineers seeking technologies that enhance revenues and optimize network performance.

**“A very important information source for technology trending, implementation and technical discussion.”** – Wayne Hall, VP, Comcast



# Special Issues

## A SMART INVESTMENT

Companies who advertise in *Communications Executive* are poised to expand business relationships and promote their products and services to key decision makers. Advertising in *Communications Executive* will create a strong message of relevance, viability and stability; key considerations for executives involved in making important decisions and implementing strategies.

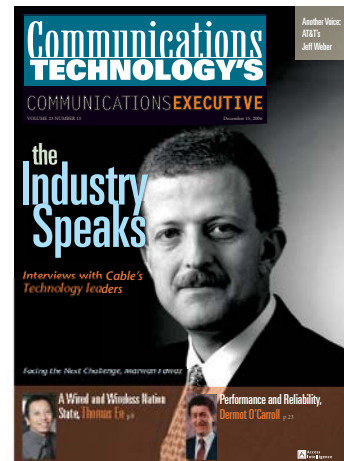
**Total Circulation: 18,000**

## COMMUNICATIONS EXECUTIVE

*Communications Executive* is an annual publication profiling the executives who are leading the way in today's dynamic triple-play environment. Brought to you by Communications Technology magazine, *Communications Executive* provides a platform for leaders to share their vision for the industry. Last year's issue profiled more than two-dozen interviews, including 16 top-level executives from multiple system operators (MSOs) around-the-world.

We provide a CTO-level industry overview and include expert views on industry hot topics.

*Communications Executive* will include representatives from the cable vendor and operator communities, as well as leaders from competitive and converging technologies.



Rates (gross)	
Full Page, Includes Profile	\$6,970
1/2 Page Horizontal, no profile included	\$5,525

Ad Dimensions	
Magazine Trim	7 7/8" x 10 3/4" 201mm x 272mm
Full Page w/Bleed	8 1/8" x 11" 206mm x 279mm
Full Page Live Area	7" x 10" 178mm x 253mm
1/2 Page Horizontal	7" x 4 3/4" 178mm x 120mm

## CABLE TEC EXPO SHOW DAILIES

CT editors deliver extensive reporting on new technology and issues at the industry's key shows. Don't miss deep dive coverage of Emerging Technology in a show daily and SCTE Cable-Tec Expo with a pre-show and at-show daily.

Print Rates (gross)	
Tabloid Page	\$8,500
Standard Full Page	\$6,500
Standard Half Page	\$5,500
Banner Ad	\$3,500
Space	May 21
Materials	May 28

E-Show Dailies (7-Days) (net)	
Leaderboard	\$4,500
Lg. Skyscraper	\$4,000
Med Skyscraper	\$2,500
Content Ad	\$2,500
Banner Ad	\$1,500

**Better Science. Better Service. Better Solutions!**  
See us at Booth #286 - wireless, IP, architecture, POC, business services and more.

**Communications TECHNOLOGY's** **CABLETEC SHOW DAILY**  
PROFITABLE ENGINEERING FOR VOICE, VIDEO AND DATA 06-20-2007

**Not all Switched Digital Video is created equal.**  
Scientific Atlanta

**SCTE Board Elects Gorman Chairman; Four Other Shifts**  
Scientific Atlanta

**An open, flexible advantage.**  
Open. Scientific. Flexible.

# Operator Newsletters

In order to provide operators with an internal corporate communications tool, Communications Technology publishes an internal newsletter for Charter Communications. Communications Technology also writes, produces and publishes a special newsletter for the National Cable Television Cooperative (NCTC). These partnerships allow advertisers to penetrate the technical teams of these particular organizations. In turn, their respective members benefit from receiving an important educational tool, Communications Technology.

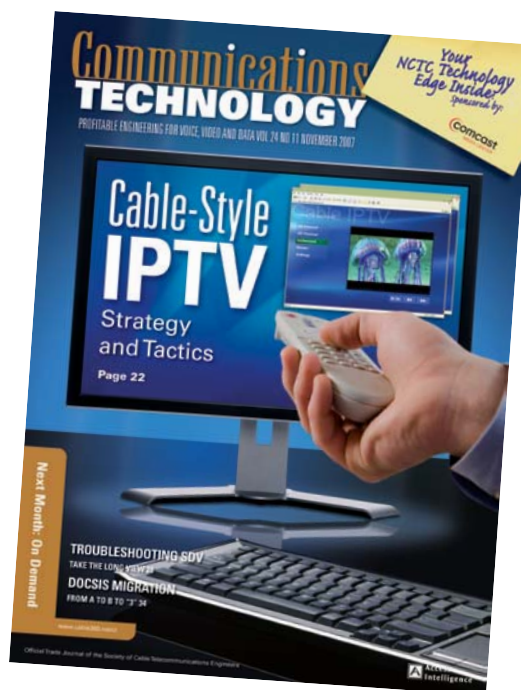
## CHARTER

Communications Technology produces and distributes Connected, the internal engineering newsletter to the Charter Communications technical team. This custom version of the publication with newsletter is delivered to the home address of members of the Charter team on a quarterly basis, providing advertisers with a unique reach to the third largest U.S.-based cable operator.



## NCTC

Communications Technology produces and distributes a quarterly technical newsletter for the National Cable Television Cooperative (NCTC). Representing more than 12 million subscribers and nearly 1,000 members\*\*, the NCTC is a very important force in the cable industry. This newsletter is delivered to the engineering managers who “make it happen” at the system level for independent cable operators.



## OPERATOR NEWSLETTER SUPPLEMENTS

Operator	Distribution**	2007 Frequency	Description
Charter	6,554 +/-	January, April, July, October	Entire Charter Technical Team
NCTC	2,884 +/-	February, May, August, November	Engineering & Operations Management

\*\* Publishers own data

STAY TUNED FOR ADDITIONAL OPERATOR NEWSLETTER DEVELOPMENTS.

# 2008 Editorial Calendar

## JANUARY

**Features:** HDTV, Video Codecs  
**Supplement:** Charter,  
**Bonus Distribution:** CES, ET  
**Specials:** ET Daily, Communications Executive  
**Sales Close:** 11/26 **Art Due:** 11/29

## FEBRUARY

**Features:** PON, PacketCable  
**Supplements:** NCTC, grounding wall chart  
**Sales Close:** 12/26 **Art Due:** 1/3

## MARCH

**Features:** SDV, Ethernet tx  
**Bonus Distribution:** CCBN (China)  
**Sales Close:** 1/28 **Art Due:** 1/30

## APRIL

**Features:** DOCSIS 3.0, OSS/BSS  
**Supplements:** Charter, Cable IPTV wall chart  
**Bonus Distribution:** Cable Congress  
**Sales Close:** 2/25 **Art Due:** 3/3

## MAY

**Features:** Wireless, DPI (ads)  
**Supplement:** NCTC  
**Bonus Distribution:** NCTA, ANGA  
**Specials:** NCTA Breakfast  
**Sales Close:** 3/24 **Art Due:** 3/31

## JUNE

**Features:** All Digital, DCAS  
**Bonus Distribution:** SCTE Expo  
**Specials:** Pre-Expo & Expo Daily,  
Women in Technology  
**Sales Close:** 4/28 **Art Due:** 5/1

## JULY

**Features:** Optical tx, Content OD  
**Supplements:** Charter, IP PBX wall chart  
**Specials:** System of the Year  
**Sales Close:** 5/26 **Art Due:** 6/4

## AUGUST

**Features:** T&M, Voice  
**Supplement:** NCTC  
**Bonus Distribution:** NCTC  
**Specials:** Top Tier Systems  
**Sales Close:** 6/27 **Art Due:** 6/30

## SEPTEMBER

**Features:** IPTV, G-PON  
**Bonus Distribution:** IBC  
**Sales Close:** 7/28 **Art Due:** 8/4

## OCTOBER

**Features:** MDUs, HFC Powering  
**Supplements:** Charter, mapping wall chart  
**Sales Close:** 8/25 **Art Due:** 8/29

## NOVEMBER

**Features:** Video, WiMAX  
**Supplement:** NCTC  
**Bonus Distribution:** TelcoTV  
**Sales Close:** 9/29 **Art Due:** 10/1

## DECEMBER

**Features:** SIP, Home Net  
**Sales Close:** 10/27 **Art Due:** 10/27

**Note:** Editorial topics are not exhaustive and may be subject to change.

## ADVERTISE

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**Susan Joyce**  
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sjoyce@accessintel.com

**Todd Spitz**  
Classified Sales  
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tspitz@accessintel.com

# Circulation

Communications Technology's relationship with the MSOs through its custom newsletter program has delivered the most current and up-to-date file on engineering management available today. Eight times each year.

Communications Technology currently receives management lists directly from Charter and the NCTC. Stay tuned for more developments in this area of special MSO publications.

## CIRCULATION\* +

- 27,917 Average total qualified circulation
- 66.5% MSO/ISO qualified subscribers
- 77.7% Engineering Management, Engineers and Technical Specialist qualified subscribers

## SUBSCRIBERS BY BUSINESS & INDUSTRY\*

- ISO 15.8%
- MSO 50.7%
- Telecom Carrier 12.9%
- Contractor 7.4%
- Manufacturers 12.2%

## SUBSCRIBERS BY JOB FUNCTION AND TITLE\*

- Engineering Management & Engineers 51.5 %
- Corporate/Operations Management 19.7%
- Technical Specialists 26.2%
- Other 2.6%

## SUBSCRIBER PURCHASING INFLUENCE\* ^

- Recommend 29.2%
- Specify 7.8%
- Evaluate 14.2%
- Approve 17.1%
- Not Involved 10.5%

## OPERATOR NEWSLETTER SUPPLEMENTS

Operator	Distribution**	2007 Frequency	Description
Charter	6,554 +/-	January, April, July, October	Entire Charter Technical Team
NCTC	2,884 +/-	February, May, August, November	Engineering & Operations Management

\* June 2007 BPA statement

\*\* Publishers own data

^ This chart represents 78.8% of respondents

+ Average total qualified circulation

# Print Specifications

Do you have a new product you want to showcase?

Do you provide a unique service within our industry?

Do you have a special career opportunity available?

If you answered "yes" to any of these questions, you need to advertise in *Communications Technology*, connecting buyers and sellers.

Print Specifications		
Magazine Trim	7 7/8" x 10 3/4"	201mm x 272mm
Full Page w/Bleed	8 1/8" x 11"	206mm x 279 mm
Full Page Live Area	7" x 10"	178mm x 253mm
2-Page Spread	Trim 15 3/4" x 10 3/4"	398mm x 273mm
	w/bleed 16" x 11" (Live Area 14 3/4" x 10 3/4")	405mm x 279mm
1/2 Page Horizontal	Trim 15 3/4" x 4 3/4" 3	98mm x 120mm Spread
	w/bleed 16" x 4 3/4" (Live Area 14 3/4" x 4 3/4")	405mm x 120mm
2/3 Page Vertical	4 1/2" x 9 1/2"	114mm x 242mm
1/2 Page Horizontal	7" x 4 3/4"	178mm x 120mm
1/2 Page Island	4 1/2" x 7 1/2"	114mm x 190mm
1/3 Page Square	4 1/2" x 4 3/4"	114mm x 120mm
1/3 Page Vertical	2 1/8" x 9 1/2"	53mm x 242mm
1/3 Page Horizontal	7" x 3 5/8"	178mm x 92mm
1/4 Page Vertical	3 3/8" x 4 3/4"	85mm x 120mm
1/6 Page Vertical	2 1/8" x 4 3/4"	53mm x 120mm
1/6 Page Horizontal	4 1/2" x 2 1/8"	114mm x 53mm

Classified Specifications	
1 column	2 1/4"
2 columns	4 1/2"
3 columns	7"

Business Card		
1/4 Page	3 3/8" x 4 3/4"	85mmx120mm
1/3 Page	4 1/2" x 4 3/4"	114mmx120mm

# Print Rates

Need more information on advertising and rates?

Tish Drake  
Associate Publisher  
(800) 325-0156  
tdrake@accessintel.com

Susan Joyce  
Eastern Sales Manager  
(303) 778-5976  
sjoyce@accessintel.com

Todd Spitz  
Classified Sales  
(813) 251-0758  
tspitz@accessintel.com

Print Rates								
Size	1X	3X	6X	9X	12X	15X	18X	24X
Full Page	\$6,930	\$6,760	\$6,580	\$6,255	\$5,940	\$5,795	\$5,645	\$5,360
2/3 page	\$6,060	\$5,905	\$5,755	\$5,470	\$5,195	\$5,170	\$4,935	\$4,690
1/2 page	\$5,140	\$5,015	\$4,885	\$4,640	\$4,405	\$4,300	\$4,190	\$3,980
1/3 page	\$3,960	\$3,860	\$3,760	\$3,575	\$3,395	\$3,310	\$3,225	\$3,065
1/4 page	\$3,330	\$3,245	\$3,160	\$3,005	\$2,855	\$2,785	\$2,710	\$2,575
1/6 page	\$2,705	\$2,640	\$2,570	\$2,440	\$2,320	\$2,260	\$2,200	\$2,090

All Print Rates Gross

Color Rates	
4-color	\$1,140
2-color	\$545

All Print Rates Gross

Special Position Rates (12X)	
Cover 2	\$6,930
Cover 3	\$6,230
Cover 4	\$9,706

All Print Rates Gross

- Guaranteed placement or first quarter of magazine 10%

Classified Rates: Black & White (Rates Per Column Inch)				
	1x	3x	6x	12x
1	\$280	\$255	\$230	\$220
2	\$535	\$500	\$460	\$420
3	\$715	\$680	\$640	\$605
4	\$890	\$860	\$825	\$780
5	\$1,075	\$1,045	\$1,005	\$970
6	\$1,285	\$1,250	\$1,190	\$1,150
Business Card	\$590	\$565	\$515	\$480
1/4 Page	\$1,230	\$1,180	\$1,130	\$1,080
1/3 Page	\$1,640	\$1,590	\$1,540	\$1,490

All Print Rates Gross

- Spot color may be added for \$70 per color.

# Electronic Newsletters

## CT REPORTS: MORE SIGNAL, LESS NOISE

Building and maintaining a triple-play environment is what our subscribers do for a living. Giving them the information they need to do it every week is our editors' job. They report and analyze the key developments in voice, video and data twice a week.

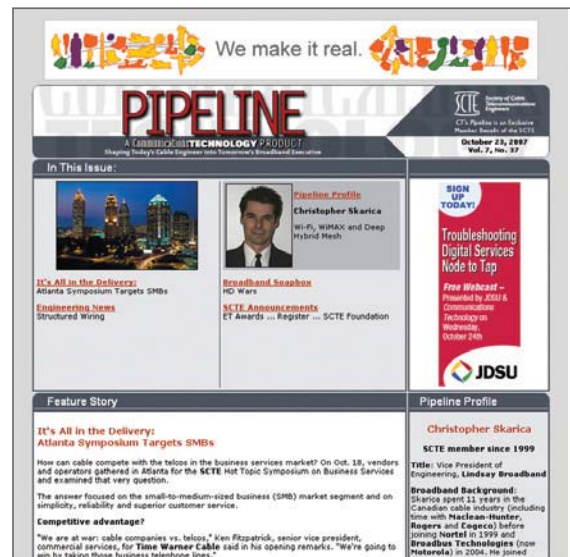
Delivered to 14,000 subscribers twice a week.\*



## CT'S PIPELINE: A DIRECT LINE TO SCTE MEMBERS

There's only one official e-weekly published for all 14,000 members of the SCTE and this is it.\* CT's Pipeline goes straight to the in-boxes of active members, carrying news, analysis, profiles of leading broadband engineers and executives, and updates on SCTE events.

\*Publishers own data



Newsletter Rates (net)					
	Size	1X	6X	12X	Quarterly (Cons.)
Leader board	728 x 90	\$1,100	\$880	\$704	\$563
Large Skyscraper	120 x 600	\$900	\$720	\$576	\$461
Mediumd Skyscraper	120 x 300	\$600	\$480	\$384	\$307
Banner	468 x 60	\$400	\$320	\$256	\$205
Button	120 x 60	\$150	\$120	\$96	\$77
Content Ad	340 x 285	\$900	\$720	\$576	\$461

# Website

## [WWW.CABLE360.NET/CT](http://WWW.CABLE360.NET/CT)

We deliver the news and resources that engineers and technical management need to plan and implement their next steps in video, voice, and data services. What will you find at our site?

### NEWS ALL WEEK

Our editors update the site throughout the week with stories on developing technology and best practices in implementation. That's made this new site a go-to resource for a continuous feed of mission-critical information. CT readers now have access to a resource that complements the monthly experience with one that is constantly changing all week.

### VIDEO REPORTING

You've been used to in-depth journalism from our editorial staff, now you can watch them head into the field to visit operators, systems and vendors that are breaking new ground or just doing it better. CT's great reading, now it's great watching too.

### WEBEVENTS - ON-DEMAND

In an ongoing effort to help our subscribers uncover, analyze and implement solutions and to spotlight the vendors that can make these solutions happen, we host webevents to provide a unique interactive forum that unites cable vendors and decision makers for a highly focused, high-impact online program. These webevents are available for free on-demand playback (registration required) on our website.

## MORE TRAFFIC, DRIVEN BY CABLE360.NET

We drive more traffic to the Communications Technology website through the Cable360.net network of sites to offer cable professionals the big picture on their business from Beltway politics to programming to the deployment of advanced services. Cable360.net is a super-site that offers more video content and rich media advertising alternatives than any other site in the space.

## THE RICHEST MEDIA ADVERTISING ALTERNATIVES

We've developed some unique online marketing alternatives on CT-Magazine.com. Talk to us about placing commercials in CT's video player. Show off your new gear with video segments featuring your product managers in "Demo Room." Or let us build you a custom micro-site.

With Cable360.net/CT, Communications Technology isn't just monthly anymore. It's covering the next generation of cable day-by-day.

Run of Site (net)				
Size	1-3 mos	4-6 mos	7-9 mos	10-12 mos
Leaderboard (728 x 90)	\$4,200	\$4,030	\$3,780	\$3,570
Larger Skyscraper (120 x 600)	\$3,840	\$3,690	\$3,460	\$3,260
Medium Skyscraper (120 x 300)	\$3,360	\$3,230	\$3,020	\$2,860
Buttons (120 x 60)	\$600	\$580	\$540	\$510
Content Ad Square (340 x 285)	\$3,360	\$3,230	\$3,020	\$2,860
Bottom Banner (468 x 60)	\$2,400	\$2,300	\$2,160	\$2,040

Home Page (net)				
Size	1-3 mos	4-6 mos	7-9 mos	10-12 mos
Leaderboard (728 x 90)	\$3,000	\$2,880	\$2,700	\$2,550
Larger Skyscraper (120 x 600)	\$2,100	\$2,020	\$1,890	\$1,790
Medium Skyscraper (120 x 300)	\$1,380	\$1,330	\$1,240	\$1,170
Buttons (120 x 60)	\$690	\$660	\$620	\$590
Content Ad Square (340 x 285)	\$2,100	\$2,020	\$1,890	\$1,790
Bottom Banner (468 x 60)	\$1,500	\$1,440	\$1,350	\$1,280

Individual Sites (other than home) (net)				
Size	1-3 mos	4-6 mos	7-9 mos	10-12 mos
Leaderboard (728 x 90)	\$2,280	\$2,190	\$2,050	\$1,940
Larger Skyscraper (120 x 600)	\$1,380	\$1,330	\$1,240	\$1,170
Medium Skyscraper (120 x 300)	\$850	\$830	\$770	\$720
Buttons (120 x 60)	\$360	\$350	\$320	\$310
Content Ad Square (340 x 285)	\$1,380	\$1,330	\$1,240	\$1,170
Bottom Banner (468 x 60)	\$1,020	\$980	\$920	\$870

# Website

Rich Media (net)	Weekly	Monthly
Commercials (one site)	\$2,260	\$7,060
Commercials (two sites)	\$4,060	\$12,700
Commercials (three sites)	\$5,410	\$16,930
Commercials (run of network)	\$6,310	\$19,750
Demo Room (one site)		\$2,950

## WHITE PAPER HOSTING

Generate leads, educate the industry, and increase market awareness and branding. Post your white paper on [www.cable360.net/ct](http://www.cable360.net/ct).

Rates (net)	
1 month	\$2,300
2 months	\$4,200
3 months	\$5,600

## ELECTRONIC SPECIFICATIONS

Leader board – 728 x 90 pixels

Content Ad – 340 x 285 pixels

Skyscraper (large) – 120 x 600 pixels

Skyscraper (medium) – 120 x 300 pixels

Video Player – 240 x 60 / 120 x 60 pixels

Button – 120 x 60 pixels

Bottom Banner – 468 x 60 pixels

**FILE SIZE:** All ads should be 25K or less

**FILE FORMATS:** We accept GIF, JPEG, SWF (Flash). Please save files in RGB and not CMYK.

**ANIMATION:** No more than 4 seconds, with no more than 3 loops.

**TARGET URLS:** All supplied URLs must be active when submitted.

**THIRD PARTY TRACKING:** To implement any additional ad trafficking, tags must be sent with creative one week prior to go-live.

**DUE DATE:** All art and links due Thursday before start of schedule.

For production of ads:

Tesha Blett

(301) 354-1476

Fax: (320) 213-8017

[tblett@accessintel.com](mailto:tblett@accessintel.com)

The screenshot shows the Communications Technology website with several ad placements:

- Leaderboard (728 x 90):** Located at the top of the main content area, featuring a video player for "CT's System of the Year: Cox OC".
- Large Skyscraper (120 x 600):** Located on the right side of the page, featuring a video player for "Video Player 240 x 60/120 x 60".
- Medium Skyscraper (120 x 300):** Located on the right side of the page, featuring a "Click Here" button for "our daily news round-up of top stories, breaking news and market intelligence".
- Content Ad (340 x 285):** Located on the right side of the page, featuring a "Click Here" button for "our daily news round-up of top stories, breaking news and market intelligence".
- Bottom Banner (468 x 60):** Located at the bottom of the page, featuring a "Click Here" button for "our daily news round-up of top stories, breaking news and market intelligence".
- Buttons (120 x 60):** Two buttons located at the bottom of the page, one for "Click Here" and one for "Click Here".

# Webcasts

We bring cable operators leading-edge information on emerging technologies and best practices through live webcasts. Web events provide a unique, interactive forum that unites cable vendors and engineering decision makers for a highly focused, high-impact discussion of technical issues, services and products. Full sponsorships are available for each event.

## SPONSORSHIPS INCLUDE:

- Full page promotional ad for webcasts produced by CT
- Two pre event email blasts and one post event email blast
- Promotion on CT's Pipeline
- Promotion on CT Reports
- Promotion on our home page
- Sponsor logo recognized during event
- Capture demographic info on registration page
- Polling questions during the webcast
- Seat on the webcast panel
- Names and addresses of all registrants and attendees
- Event archived on the website for one year
- Moderated by a CT Editor

**Over \$24,850 in promotional value!**

## RESPONSIBILITY OF SPONSOR:

- Select Topic
- Select Date/Time
- Recruit speakers
- Supply presentation

### Rates (net):

**\$12,500** net for CT partners OR commit to 2 or more.

**\$15,000** net for non-CT partners



# Editorial Staff



## JONATHAN TOMBES EDITOR

Jonathan Tombes joined Communications Technology in 1999 and has covered video, voice, data and wireless technologies as deployed at consumer premises, on the distribution line, and in the node, headend and network operations center. Jonathan also has written on standards, training and regulation that impacts the cable industry, has moderated panels and served on the SCTE Expo program subcommittee. He edits Communications Technology, CT Reports and CT's Pipeline. He previously worked in the public policy arena in Washington, D.C. His earlier writings have appeared in The Washington Post, The Asia Wall Street Journal and elsewhere. [jtombes@accessintel.com](mailto:jtombes@accessintel.com)



## RON HENDRICKSON MANAGING EDITOR

Ron Hendrickson manages the day-to-day editorial operations of Communications Technology, CT's Pipeline, CT's Web site, and custom publishing. Ron has more than a decade of publishing experience, primarily in the cable industry, including a previous stint with Communications Technology, several years at NCTI as a curriculum editor/developer, and numerous freelance projects. Prior to entering the publishing field, Ron was at various times a construction worker, steel fabricator, and U.S. Marine. [rhendrickson@accessintel.com](mailto:rhendrickson@accessintel.com)



## JENN RINALDI ASSOCIATE EDITOR

Jenn joins our team with more than five years of freelance editing and writing experience. Her credits include The Legal Intelligencer, The Washington Post, Intellectual Property Worldwide Magazine, The Legal Times of DC and other publications. Originally from Bucks County, Pennsylvania, Jenn earned her BA in History from Villanova University in 1996 and JD from Widener University School of Law in 1999. She is licensed to practice law Pennsylvania. Jenn resided in Vienna, Austria from 2003-2005 and has traveled extensively throughout the EU. She now lives in Frederick, Maryland and will be working out of AI headquarters in Rockville. [jrinaldi@accessintel.com](mailto:jrinaldi@accessintel.com)



## RON HRANAC SENIOR TECHNOLOGY EDITOR

Cable Pioneer Ron Hranac's cable career began in 1972. Over the past three plus decades, he has published hundreds of technical papers and articles, including his contributions to Communications Technology, International Cable, and Communications Technology International. In addition to his editorial endeavors, Ron is a Technical Leader for Cisco Systems, specializing in RF engineering in cable and wireless technologies. Ron has served SCTE in a variety of leadership positions since 1979, was its first Fellow Member and was named Member of the Year in 2004. In 2006 he was co-recipient of SCTE's Chairman's Award. [rhranac@aol.com](mailto:rhranac@aol.com)



## JAY JUNKUS TELEPHONY EDITOR

Jay Junkus has more than 30 years of telecom experience, and has been writing for Communications Technology since 1995. He is president of KnowledgeLink, Inc. ([www.knowledgelinkinc.com](http://www.knowledgelinkinc.com)), a telecommunications consulting and training firm, and author of Digipoints: The Digital Knowledge Handbook (Volumes 1, 2 & 3). In addition to having trained thousands of cable personnel in telephony and data networking, he is the author of numerous white papers on current technologies and advises companies on cable technologies and markets. Jay is a Senior Member of SCTE and Director on the Greater Chicago SCTE Chapter Board. [jjunkus@knowledgelinkinc.com](mailto:jjunkus@knowledgelinkinc.com)



## JIM BARTHOLD CONTRIBUTING EDITOR

Jim Barthold is a freelance writer with over 30 years of communications experience specializing in the broadband telecommunications space including cable, fixed broadband wireless and telephony applications.

Barthold's most recent work has appeared in such diverse publications as Cable World Magazine, Communications Technology, Fat Pipe Magazine, VON Magazine, Telecommunications Magazine, Telephony Magazine, Broadband Wireless Business and MRT Magazine.

Prior to becoming a freelance writer, Barthold was employed as Technology Editor of Cable World Magazine and as a Senior Editor covering the broadband communications space — including cable television — with Telephony Magazine. Before becoming a trade journalist, he spent more than a decade as the public relations manager for General Instrument Corporation, a leading manufacturer of cable television equipment that was later purchased by Motorola. [jimbarthold@comcast.net](mailto:jimbarthold@comcast.net)

# Contact Us

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(303) 778-5976 sjoyce@accessintel.com

**Todd Spitz – Classified Sales Representative**  
(813) 251-0758 tspitz@accessintel.com

## PRODUCTION

**John Blaylock-Cooke – Production Manager (Print)**  
(212) 621-4655 jcooke@accessintel.com

**Tesha Blett – Production Manager  
(Online/e-newsletters)**  
(301) 354-1476 tblett@accessintel.com

## MARKETING

**Sarah Garwood – Audience Development Director**  
(301) 354-1705 sgarwood@accessintel.com

**Doreen Price – Marketing Manager**  
(301) 354-1793 dprice@accessintel.com

**Reprints – Client Services**  
(800) 777-5006 reprints@accessintel.com

**List Sales – Worldata**  
(561) 393-8200

## CORPORATE OFFICES

Access Intelligence, LLC  
4 Choke Cherry Road  
2nd Floor  
Rockville, MD 20850  
(301) 354-2000

Access Intelligence, LLC  
110 William Street (at John Street)  
11th Floor  
New York, NY 10038  
(212) 621-4900



# Terms and Conditions

## GENERAL TERMS AND CONDITIONS FOR PRINT

### In general

- This agreement sets out the terms and conditions whereby Access Intelligence, LLC ("Publisher") will publish advertisements ("ads") inserted in or attached to *Communications Technology* as requested by the undersigned Advertiser.
- Advertiser has designated the undersigned Agency to act on its behalf.
- Unless Advertiser gives Publisher written direction limiting the authority of Agency, any communication that Publisher may receive from Agency will be deemed to be given on behalf of, and binding on, Advertiser, and any communication given by Publisher to Agency will be deemed to have been given to, and will be binding on, Advertiser.
- Publisher will not be bound by, and will disregard, terms and conditions appearing on insertion orders or copy instructions which conflict with provisions of this rate card.

### Orders/Deadlines/Ad Copy

- No ad will be published unless a signed insertion order is received by Publisher no later than the closing deadline specified by Publisher.
- Ad cancellations will not be considered authorized by Advertiser unless written confirmation thereof is received by Publisher prior to the closing deadline.
- Unless copy changes are specified by Advertiser in writing prior to the closing deadline, Advertiser's most recent ad will be inserted.
- Advertiser is responsible for checking ad copy for corrections and providing prompt written notice of errors or changes within Publisher's deadlines. Publisher is not responsible for correcting an error in an ad unless Advertiser has notified Publisher in writing prior to the closing deadline that an error has been made.
- If all necessary ad materials are not received at the offices of Publisher prior to the closing deadline, Publisher can not guarantee insertion of such materials.
- If Advertiser fails to provide an ad to Publisher prior to the closing deadline of an issue in which it ordered space, Publisher will charge Advertiser at the regular rate for the space it has reserved, with the invoice being due and payable when rendered.
- Publisher will not accept cancellation of space by Advertiser unless received prior to the closing deadline. No ad may be canceled after the applicable closing deadline.
- Insertion orders for covers (front/back/inside front /inside back) may not be cancelled by Advertiser.
- All ads are subject to approval by Publisher. In its sole and absolute

discretion, Publisher may refuse any ad submitted and may cancel any order for any ad.

- Although efforts will be made to comply with positioning requests, final positioning of ads is at the sole discretion of the Publisher. In no event will adjustments, reruns or refunds be made because of the position of an ad.
- To ensure distribution of all ad copy to a worldwide readership, Publisher reserves the right to make copy changes as it deems appropriate to comply with applicable customs and postal regulations. While reasonable efforts will be made to discuss these changes with Advertiser in advance, in some cases (especially when copy arrives after the closing deadline) such advance discussions may not be feasible.

- All ad materials will be destroyed one year after last publication by Publisher unless return instructions are received by Publisher in writing within that period.

- Publisher retains the right to display Advertiser's ad on the Publisher's web site(s), unless otherwise notified by Advertiser in writing.

### Liability Limitations

- Publisher will not be responsible for any claims made in ads. Advertiser and Agency agree, jointly and severally, to indemnify and hold Publisher harmless from any loss, liability, damage, claim or expense, including reasonable attorney's fees and all other costs of litigation or settlement, arising out of or attributable to the publication of Advertiser's ads. Publisher's right of indemnification extends, without limitation, to any claims for libel, slander, invasion of privacy, unfair trade practices, copyright infringement or trademark infringement.

- Publisher will not be responsible for any loss or damage (including, without limitation, consequential damages) of any kind arising out of, or attributable to, errors or omissions in ads except for Publisher's failure to correct errors clearly and unambiguously marked by Advertiser and received by Publisher before the closing deadline.

- Liability of Publisher for the omission of any portion of any ad from any publication will be limited to a partial reduction in the amount charged by Publisher for such ad based on Publisher's rate card.

- In no event will Publisher's liability for any ad exceed the amount charged by Publisher for such ad.

### Frequency Discounts/Special Units

- Frequency discounts apply if used within any 12-month period; otherwise the actual earned frequency discount will apply. Charges will be adjusted accordingly at the end of the contract period.

- A 1/4 page ad is the minimum size required to maintain frequency discount.

- Special units such as gatefolds are available. Pricing information is available upon request.

### Furnished Insert Specifications

- Contact the Advertising Sales Representative for pricing.
- Conversion of film or correcting digital files is not included in Publisher's advertising price and will be billed separately to Advertiser at prevailing rates.
- Contact the Production Manager for mechanical quantity and shipping instructions. Do not use ROB sizes for furnished inserts.
- A facsimile of each insert indicating proposed copy areas and trim edges must be submitted to the Production Manager for approval.
- A sample of each insert must be submitted to the Production Manager for approval.
- Acceptance of inserts is also subject to postal service regulations. Any binding charges are non-commissionable.

### Payment Terms

- Payment by Advertiser is due in full 30 days from invoice date.
- If not paid within 30 days, a late charge equal to the greater of \$5.00 or 1.5% of the unpaid invoice will be automatically added to the invoice amount per month.
- Failure to pay as agreed may result in the placement of the account with a collection agency or attorney. If so, to the extent permitted by law, Publisher may charge and collect from Advertiser and Agency, jointly and severally, any collection costs and expenses, including court costs and reasonable attorney's fees, in addition to all invoiced amounts, late charges and interest.
- Any invoice submitted to Advertiser will be deemed conclusive as to its correctness unless Advertiser provides a written, detailed objection to Publisher within 30 days of invoice date.
- If Advertiser in good faith disputes any invoice, Advertiser must promptly pay all amounts not subject to dispute.
- ADVERTISER AND AGENCY WILL BE JOINTLY AND SEVERALLY LIABLE for paying all amounts owed to Publisher pursuant to this agreement.

### Agency Commissions

Publisher will apply a 15% commission discount to recognized agencies on space, color, premiums, and inserts, provided acceptable digitally formatted ad is supplied and only if Publisher is paid in full within 30 days of invoice date. Production charges are non-commissionable.

### Advertising Production

The Advertiser or their Agency will be billed at an amount not less than 15% of earned gross rate for advertising materials produced by the Publisher. Production charges are non-commissionable.

## GENERAL TERMS AND CONDITIONS FOR WEB

### In general

- This agreement sets out the terms and conditions whereby Access Intelligence, LLC ("Publisher") will publish advertisements ("ads") inserted in or attached to *Communications Technology* as requested by the undersigned Advertiser.
- Advertiser has designated the undersigned Agency to act on its behalf.
- Unless Advertiser gives Publisher written direction limiting the authority of Agency, any communication that Publisher may receive from Agency will be deemed to be given on behalf of, and binding on, Advertiser, and any communication given by Publisher to Agency will be deemed to have been given to, and will be binding on, Advertiser.
- Publisher will not be bound by, and will disregard, terms and conditions appearing on insertion orders or copy instructions which conflict with provisions of this rate card.

### Orders/Deadlines/Ad Copy

- No ad will be published unless a signed insertion order is received by Publisher no later than the closing deadline specified by Publisher.
- If Advertiser cancels during the course of a campaign, Advertiser will be billed for the entire month in which the cancellation is received. If the campaign is based on impressions, Advertiser will be billed for the impressions expected (based on a monthly contract average) in the month in which the cancellation is received.
- Ad cancellations will not be considered authorized by Advertiser unless written confirmation thereof is received by Publisher prior to the closing deadline.
- Publisher will not accept cancellation of space by Advertiser unless received prior to the closing deadline. No ad may be canceled after the applicable closing deadline.
- Unless copy changes are specified by Advertiser in writing prior to the closing deadline, Advertiser's most recent ad will be inserted.
- Advertiser is responsible for checking ad copy for corrections and providing prompt written notice of errors or changes within Publisher's deadlines. Publisher is not responsible for correcting an error in an ad unless Advertiser has notified Publisher in writing prior to the closing deadline that an error has been made.

- If all necessary ad materials are not received at the offices of Publisher prior to the closing deadline, Publisher can not guarantee insertion of such materials.

- If Advertiser fails to provide an ad to Publisher prior to the closing deadline of an issue in which it ordered space, Publisher will charge Advertiser at the regular rate for the space it has reserved, with the invoice being due and payable when rendered.

- All ads are subject to approval by Publisher. In its sole and absolute discretion, Publisher may refuse any ad submitted and may cancel any order for any ad.

- Although efforts will be made to comply with positioning requests, final positioning of ads is at the sole discretion of the Publisher. In no event will adjustments, reruns or refunds be made because of the position of an ad.
- To ensure distribution of all ad copy to a worldwide readership, Publisher reserves the right to make copy changes as it deems appropriate to comply with applicable customs and postal regulations. While reasonable efforts will be made to discuss these changes with Advertiser in advance, in some cases (especially when copy arrives after the closing deadline) such advance discussions may not be feasible.

- All ad materials will be destroyed one year after last publication by Publisher unless return instructions are received by Publisher in writing within that period.

- Publisher retains the right to display Advertiser's ad in the Publisher's printed products, unless otherwise notified by Advertiser in writing.

### Liability Limitations

- Publisher will not be responsible for any claims made in ads. Advertiser and Agency agree, jointly and severally, to indemnify and hold Publisher harmless from any loss, liability, damage, claim or expense, including reasonable attorney's fees and all other costs of litigation or settlement, arising out of or attributable to the publication of Advertiser's ads. Publisher's right of indemnification extends, without limitation, to any claims for libel, slander, invasion of privacy, unfair trade practices, copyright infringement or trademark infringement.

- Publisher will not be responsible for any loss or damage (including, without limitation, consequential damages) of any kind arising out of, or attributable to, errors or omissions in ads except for Publisher's failure to

correct errors clearly and unambiguously marked by Advertiser and received by Publisher before the closing deadline.

- Liability of Publisher for the omission of any portion of any ad from any publication will be limited to a partial reduction in the amount charged by Publisher for such ad based on Publisher's rate card.

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- Failure to pay as agreed may result in the placement of the account with a collection agency or attorney. If so, to the extent permitted by law, Publisher may charge and collect from Advertiser and Agency, jointly and severally, any collection costs and expenses, including court costs and reasonable attorney's fees, in addition to all invoiced amounts, late charges and interest.
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- If Advertiser in good faith disputes any invoice, Advertiser must promptly pay all amounts not subject to dispute.
- ADVERTISER AND AGENCY WILL BE JOINTLY AND SEVERALLY LIABLE for paying all amounts owed to Publisher pursuant to this agreement.

### Advertising Production

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# 2008 Communications **TECHNOLOGY**

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