

Communications
TECHNOLOGY

Media Planner 2010

www.Cable360.net/CT

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Letter From The Editor

Dear CT Partner,

As editor of *Communications Technology*, I wanted personally to thank you for your support for and continued interest in our family of publications.

In this year of economic turbulence, it is even more important to align with underlying trends that are shaping the future of telecommunications. Here are several that we have been tracking:

- Some multiple systems operators (MSOs) are generating more than half of their revenue growth from business services. In a recent online CT poll, 69% of respondents said business services revenue is “critically” important to the bottom line of MSOs.
- With Comcast now the third largest provider of telephone services in the U.S. and Verizon one of the top-10 multichannel video service providers in the country, the traditional definitions of telco and cable operator no longer apply.
- While corporate cultures and access plant technologies remain distinct, MSOs—and many of their competitors—are increasingly regarding themselves as service providers. As such, they share similar challenges as other such providers (broadband, satellite, wireless, telecom, CDNs, utilities/municipalities and others.)
- The competitive landscape is complicated by the ‘over-the-top’ service offerings. Even ‘through the mail’ cannot be ignored. Counted as a digital video provider, Netflix ranks as the fifth largest in the U.S.
- Technology-focused jobs do not necessarily have engineering-specific titles anymore. Key decision makers are often managers of technology and networks.
- Based on a recent reader survey, 50-60% of our readers would like to see more editorial coverage on digital video, fiber optics and other business segments (telco, wireless, satellite, etc.) All those being areas of immediate and future convergence.
- The internationalization of technology continues, with the influence of overseas vendors and service providers on the rise. This factor plays out in terms of standards and in basic market dynamics.

The industry deserves a book that is poised to serve both the immediate and strategic demands of a marketplace that is continuing to converge. *Communications Technology* is well positioned to encompass the multitude of technologies associated with the delivery of current, evolving and advanced services.

We have anticipated forward-learning and convergent topics in our monthly features and over much of the past year have additionally covered them in departments titled accordingly: Competitive Watch, Network IT, Optical Outlook, Smart Home and Global Trends.

At the same time, *Communications Technology* is breaking new ground by launching the only online networking site for service providers and broadband professionals called CT Chatter. This is a place for technologists to congregate, network, share ideas and connect with CT editors. We have also launched a series of pay-per-view webcasts, reinvigorated our sponsored webcasts, increased our CT Reports e-newsletter to four times per week and launched our monthly Product Spotlight e-newsletter.

The times are challenging, to be sure, but fortune favors the bold. We value your continued partnership as we together navigate the opportunities and challenges that lie ahead.

Sincerely,



Jonathan Tombes
Editor



Editorial Calendar

January	3D-HD Three-dimensional video: HD novelty or practical business? Mobility Mobile video standards. Mobile triple play. RS-DVR and mobility.	Bonus Distribution: CES	Sales Close: November 19, 2009 Art Due: November 24, 2009
February	All Digital Costs and benefits. Digital T&M. Analog special cases. DTA v.2? QAM Advanced modulation: downstream and upstream. EdgeQAM density.	Bonus Distribution: Winter Educational Conference (NCTC)	Sales Close: December 18, 2009 Art Due: December 30, 2009
March	IPTV IPTV over HFC or glass? Network touch points. Gateways and set-tops. Broadband Wireless Two futures: DOCSIS vs. broadband wireless. The upstream.	Supplement: All Digital Tech Guide Bonus Distribution: Cable Congress, Canadian Summit (SCTE), SATELLITE 2010, IPTV World Forum	Sales Close: January 22, 2010 Art Due: February 2, 2010
April	MDUs Unified communications. Advanced voice codecs. Business and residential. Next-gen Voice High-rise competition. Basement headends. Hospitality market update.	Bonus Distribution: Emerging Technologies (SCTE), NAB	Sales Close: February 22, 2010 Art Due: March 2, 2010
May	Advertising Interactive platforms. Ad tech case studies. Internet vs. television? Video Spectral efficiencies. Video QoE. Digital video infrastructure.	Bonus Distribution: ANGA Cable, The Cable Show (NCTA)	Sales Close: March 19, 2010 Art Due: March 31, 2010
June	WiMAX LTE and WiMAX scorecard. Voice over WiMAX. Wireless tech ops. T&M Physical and protocol layer metrics. Modular platforms. Easy buttons.	Supplement: Advanced Advertising Tech Guide	Sales Close: April 23, 2010 Art Due: May 4, 2010
July	Rural Broadband Wireless, HFC, FTTx and satellite: winners, losers and draws. Network Policy Conditional access. Broadband usage. Authentication.	Bonus Distribution: The Independent Show (NCTC)	Sales Close: May 21, 2010 Art Due: June 1, 2010
August	Convergence Toward a single view of network, customer and services. Home Nets MoCA, HPNA, WiFi. Domestic CIOs. HDMI update.		Sales Close: June 24, 2010 Art Due: July 2, 2010
September	Etherne Ethernet speed wars. Optics vs. routing. Provisioning and maintenance. Fiber Access Optics to the node, curb and home. Cost curves and performance.	Supplement: IPTV Tech Guide Bonus Distribution: IBC, Fiber To The Home (FTTH), Carrier Ethernet World Congress	Sales Close: July 23, 2010 Art Due: August 3, 2010
October	Business Vertical markets. HFC vs. fiber. Competitive landscape. Outside plant High availability. GIS. Best practices for fiber and HFC plant.	Bonus Distribution: Cable Tec Expo 2010 (SCTE), SuperComm, SDP Asia Summit	Sales Close: August 20, 2010 Art Due: August 31, 2010
November	IPTV The global IPTV market. Standards. Cable trials. Monitoring Network health and dashboard. Trends analysis.	Bonus Distribution: Telco TV	Sales Close: September 23, 2010 Art Due: October 4, 2010
December	OSS Simplified back office. DOCSIS control plane. Digital Home Accommodating CE devices. Set-tops and gateways.	Supplement: Fiber Optics Tech Guide	Sales Close: October 22, 2010 Art Due: November 1, 2010

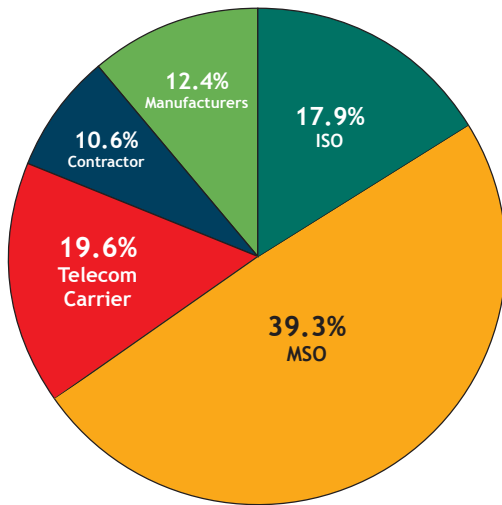
BPA AUDITED Circulation

Communications Technology puts your advertising message in front of 20,415 BPA-audited subscribers.

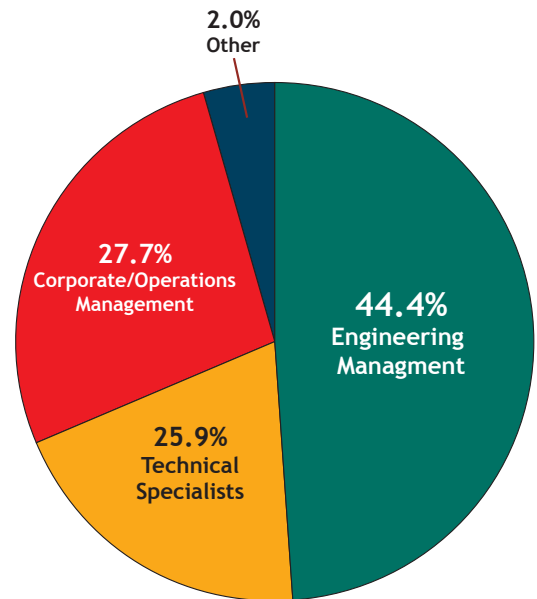
CIRCULATION* +

- 20,415 Average total qualified circulation
- 76.8% MSO/ISO/Telecom Carrier qualified subscribers
- 70.3% Engineering Management, Engineers and Technical Specialist qualified subscribers

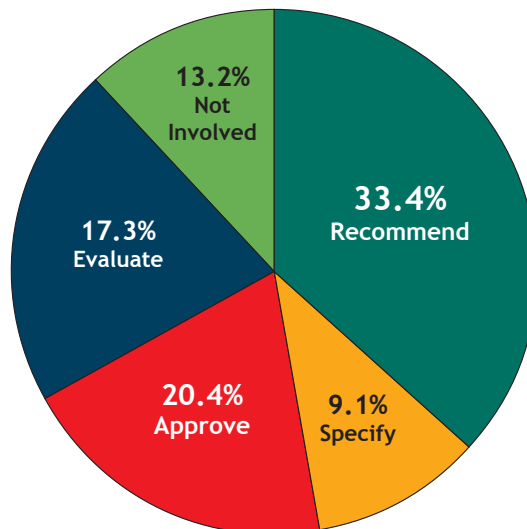
SUBSCRIBERS BY BUSINESS & INDUSTRY*



SUBSCRIBERS BY JOB FUNCTION*



SUBSCRIBER PURCHASING INFLUENCE* ^



* June 2009 BPA statement 

^ This chart represents 93.4% of respondents
+ Average total qualified circulation

Print Rates & Specifications

Print Rates						
Size	1X	3X	6X	9X	12X	15X
Full Page	\$7,640	\$7,450	\$7,250	\$6,900	\$6,550	\$6,390
2/3 page	\$6,750	\$6,570	\$6,400	\$6,090	\$5,780	\$5,750
1/2 page	\$5,660	\$5,530	\$5,380	\$5,120	\$4,850	\$4,740
1/3 page	\$4,390	\$4,280	\$4,160	\$3,960	\$3,760	\$3,660
1/4 page	\$3,700	\$3,610	\$3,520	\$3,340	\$3,180	\$3,100

All Print Rates Gross

Color Rates	
4-color	\$1,200
2-color	\$545

Classified Rates: Black & White (Rates Per Column Inch)				
	1x	3x	6x	12x
1	\$320	\$290	\$260	\$250
2	\$610	\$570	\$520	\$480
3	\$810	\$770	\$720	\$690
4	\$1,010	\$980	\$930	\$880
Business Card	\$670	\$640	\$580	\$550
1/3 Page	\$1,890	\$1,840	\$1,780	\$1,720
1/4 Page	\$1,420	\$1,370	\$1,300	\$1,250

All Print Rates Gross

- Spot color may be added for \$125 per color.
- 4-color may be added for \$500.

Classified Specifications	
1 column	2 1/4"
2 columns	4 1/2"
3 columns	7"
Business Card	3 1/2" x 2" 89mm x 51mm
1/4 Page	3 3/8" x 4 3/4" 85mm x 120mm
1/3 Page	4 1/2" x 4 3/4" 114mm x 120mm

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 279mm
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 Spread	Trim 15 3/4" x 4 3/4" 3	98mm x 120mm
	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

Editorial Staff



JONATHAN TOMBES EDITOR

Jonathan Tombes joined *Communications Technology* in 1999 and has covered video, voice, data and converged technologies as deployed across fixed and mobile networks. Jonathan also has written on standards, training and regulation, has moderated panels and served on several industry committees. He edits *CT* and *CT Reports* and oversees the magazine's Web site, webcasts, special publications and social network. He previously worked in the public policy arena in Washington, D.C., where he wrote articles for national and international publications. jtombes@accessintel.com



LINDA HARDESTY ASSOCIATE EDITOR

Linda Hardesty joined *Communications Technology* in 2008. She reports news for *CT's* Web site and *CT Reports* and writes feature articles and departments for the monthly print issue of *CT*. Linda was formerly an associate editor with *Cable World* magazine, where she covered the marketing and advertising beat. More recently, she published her own news Web site, covering the green building industry. lhardesty@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* and sister publications. 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. rhrnac@aol.com

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Michael Adams: A frequent contributor to *Communications Technology's* Bullpen column, Adams has held leadership and management positions at several companies, including Time Warner Cable, Terayon and Nortel. He currently serves as vice president, applications software strategy at TANDBERG Television. His book *OpenCable Architecture* was the winner of the 2001 Cable Center Book Award.

Bruce Bahlmann: A 15-year telecommunications veteran, Bruce Bahlmann has worked for MSOs, equipment and software vendors and system integrators. An avid researcher and writer, Bruce is a well-known industry expert. In addition to serving positions ranging from CTO to senior systems engineer to installation supervisor, Bruce has filed 12 patents.

Victor Blake: An advisor and consultant, Blake has done work for various MSOs and ISPs and technology providers, including Foundry Networks and Redback Networks. At Bright House Networks Mr. Blake initiated a project integrating all services into a single IP network. He was active in the development of DOCSIS 3.0 and is active in SCTE, IEEE, and ITU-T standards work. Prior to BHN, he was the manager of network architecture for America Online.

Craig Kuhl: Widely published in several trade publications, including *Multichannel News*, *CED*, and *Wireless Week*, Kuhl has several decades of editorial experience in the telecommunications industries. He contributes to *Communications Technology's* print and electronic publications.

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Brady Volpe: An authority on DOCSIS, PacketCable, RF and fiber optic transport, Volpe has extensive background in test and measurement, having held positions with Sunrise Telecom, Filtronic Sigtek and C-COR (now ARRIS). Volpe currently serves as director of system engineering and design verification and test for JDSU. He blogs at bradyvolpe.com.

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Show Opportunities

Boost your visibility as a solutions provider to buyers and decision makers in the official source that keeps broadband executives abreast of breaking news, key details and important events during leading industry trade shows. CT editors report on location and deliver timely, relevant news and information. Special show issues include pre-show as well as on-site daily editions.

ELECTRONIC SHOW DAILIES

NCTA E-Show Dailies (3-Days) (net)		SCTE E-Show Dailies (8-Days) (net)	
728 x 90 Leaderboard	\$2,200	728 x 90 Leaderboard	\$4,500
120 x 600 Skyscraper	\$1,950	120 x 600 Skyscraper	\$4,000
120 x 300 Skyscraper	\$1,300	120 x 300 Skyscraper	\$2,500
468 x 60 Banner	\$900	468 x 60 Banner	\$1,500
340 x 285 Content Ad	\$1,300	340 x 285 Content Ad	\$2,500

*Pricing includes all three days.

*Pricing includes all eight days.



CABLE-TEC EXPO PRINT SHOW DAILIES

Put *Communications Technology* to work for you by promoting your products and services in our Cable-Tec Print Show Daily. This Print Show Daily will be seen by Cable-Tec attendees looking for key details and news surrounding the show. A Fourth-day Wrap-up edition will be mailed to the 20,415 *Communications Technology* subscribers.

Print Rates (gross)	
7" x 10" Full Page	\$8,700
7" x 4 3/4" Half Page	\$7,450
7 1/2" x 1 3/4" Banner	\$4,750

*Pricing includes all four days.



VIDEO SPOTLIGHT

Have you ever wanted a professional video clip promoting your company? CT, the leader in video coverage, will have an expert filming crew at the Cable-Tec Expo Show. This is your opportunity to have CT produce a 5 minute video clip of a product demo and/or executive interview to be hosted on the CT Web site. Bonus! For additional exposure, your video will be promoted in the CT Reports e-newsletters with a direct link.

Rate: \$4,000 (net)

Tech Focus Report

A simple, effective and affordable way to make your sales efforts more productive!

Communications Technology's Tech Focus Report is a collaborative effort combining your company's technical knowledge with the editorial expertise and brand recognition of *Communications Technology* magazine.

HOW IT WORKS:

In a full-color 4-page report, *Communications Technology* editors focus on your product's technical capability and/or applications. This in turn provides your customers with a better understanding of your product offering. The front cover of the report features an image of your product and company logo and the back cover features your display advertisement...all designed to reinforce your marketing message.

A TERRIFIC VALUE:

Communications Technology's Tech Focus Report gives your company the unique advantage of added credibility through high-quality editorial. It's a high impact, multi-purpose sales and marketing tool that can be used effectively in a variety of ways:

- As an insert in *Communications Technology* magazine
- For distribution at trade shows
- For your sales team to use as a leave-behind
- As a direct mail piece
- To post on your company's Web site

PACKAGE INCLUDES:

- 4-page report
- Half-page 4 color image of your product on the front cover
- 4-color display ad on back cover
- PDF of the Tech Focus Report
- 500 Copies for your internal sales and marketing needs
- Trade show distribution available through *Communications Technology*

Rates (net)	
5,000 copies (not inserted into <i>Communications Technology</i>)	\$7,500
20,415 copies (Inserted into the print edition and also included in the digital edition of <i>Communications Technology</i> plus 500 client copies)	\$15,000



Digital Survey

1. In the past 3 months, have you read or reviewed any part of the digital issue of *Communications Technology*?

	Response Percent
Yes	96.0%
No	4.0%

2. How many of the last 4 digital edition issues of *Communications Technology* have you read?

	Response Percent
4 out of the last 4	37.0%
3 out of the last 4	28.0%
2 out of the last 4	22.0%
1 out of the last 4	9.0%

} **87.0%**

3. How soon do you read your digital issue after you receive the email notification?

	Response Percent
Immediately	4.2%
Same Day	37.9%
Sometime that week	43.2%
I wait for a reminder email	1.1%
Sometime during the month	13.7%
Other	0.0%

} **85.3%**

4. How much time, on average, do you spend reading or looking through an issue?

	Response Percent
Less than 15 minutes	7.4%
15-30 minutes	42.1%
30-45 minutes	38.9%
45-60 minutes	7.4%
More than an hour	4.2%

5. What actions have you taken as a result of reading an article in this digital publication?

	Response Percent
Saved (downloaded) an issue for future reference	62.1%
Discussed an article with others	58.9%
Emailed an article to a friend or colleague	58.9%
Recommended the purchase of products or services	24.2%
Incorporated a new technique/medium/podcast	17.9%
Purchased a product or service	12.6%
None of the above	7.4%
Other	2.1%

The following results were obtained from a recent survey of Communications Technology's digital readers. These results have been certified by BPA Worldwide.



6. What actions have you taken as a result of reading an ad in this digital publication?

	Response Percent
Recommended product or service	24.2%
Contacted advertiser for more information	27.4%
Sent information about advertiser to friend or colleague	30.5%
Purchased a product or service	10.5%
Looked at the advertiser's web site	63.2%
None of the above	17.9%
Other	2.1%

7. How do you read your digital issue?

	Response Percent
Identify potential products or services	54.7%
Get information to do my job better	89.5%
Obtain essential product information	50.5%
Get information that helps me make purchasing decisions	24.2%
Other	2.1%

8. Please rate your overall satisfaction with this digital publication.

	Response Percent
Very Satisfied	36.8%
Satisfied	56.8%
Neutral	6.3%
Dissatisfied	0.0%
Very Dissatisfied	0.0%

} **93.6%**

9. Which of the following best describes your occupation?

	Response Percent
Professional or Managerial	44.2%
Technical	50.5%
Administrative Support	4.2%
Sales	1.1%

E-Newsletters



CT REPORTS

(PUBLISHED MONDAY - THURSDAY)

CT Reports gives subscribers timely and reliable news on the global communications industry. *CT Reports* keeps a pulse on the industry and sorts through the news and developments keeping readers on top of all the market intelligence, regulatory changes and competition that impact their business.

Circulation 25,000 subscribers

E-newsletter Rates (net)		
	Size	Pricing Per Insertion
Leaderboard	728 x 90	\$1,200
Large Skyscraper	120 x 600	\$1,000
Medium Skyscraper	120 x 300	\$650
Content Ad Square	340 x 285	\$990
Bottom Banner	468 x 60	\$440



COMMUNICATIONS TECHNOLOGY'S PRODUCT SPOTLIGHT

(MONTHLY E-NEWSLETTER, 12 ISSUES PER YEAR)

Communications Technology's Product Spotlight is dedicated to product announcements and the only e-newsletter to provide you with full contact, lead generation information. Delivered to more than 19,000 global *Communications Technology* readers, this is the perfect medium to promote your company's latest products and technologies.

Circulation 19,000

Product Spotlight Rates (net)				
1x	3x	6x	12x	
\$950	\$900	\$800	\$600	

Specifications	
Product Image size	143 x 114 pixels
Format	JPEG or GIF (if JPEG, RGB only, not CMYK)
Length of teaser text	40 words or fewer
URL product link	
Headline	

Full contact information required of person within your organization who will receive the leads.

Web Sites



WWW.CABLE360.NET

Cable360.net network of sites gives readers the big picture on the marketplace. This super site is a one-stop Web site for all things cable: technology, programming, legislation, deployments, marketing, and much more...Cable360.net is the perfect vehicle for your marketing message.



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.

Updated daily, Cable360.net/CT brings readers breaking news, competitive analysis, best practices and in-depth reporting on emerging

technologies. Cable360.net/CT is the go-to resource for a continuous feed of mission critical information.

We've developed some unique marketing programs to help meet your marketing and branding needs including:

- Custom microsites video segments
- Video segments and commercials
- Peel Back Ads
- Expandable Ads
- Roadblock Ads

Custom packages are available; contact your sales representative for more information.

Web site stats

Cable360.net

Average Monthly Visits: 74,457

Average Monthly Page Views: 153,025

Cable360.net/CT

Average Monthly Visits: 27,582

Average Monthly Page Views: 43,102

* Source: Google Analytics

Cable360.net Website Rates (net)	
Size	Pricing per month
Leaderboard (728 x 90)	\$4,200
Large Skyscraper (120 x 600)	\$4,000
Medium Skyscraper (120 x 300)	\$1,800
Content Ad Square (340 x 285)	\$2,800
Bottom Banner (468 x 60)	\$2,070
Buttons (120 x 60)	\$600

Cable360.net/CT Website Rates (net)	
Size	Pricing per month
Leaderboard (728 x 90)	\$2,600
Large Skyscraper (120 x 600)	\$2,400
Medium Skyscraper (120 x 300)	\$930
Content Ad Square (340 x 285)	\$1,550
Bottom Banner (468 x 60)	\$1,100
Buttons (120 x 60)	\$400

Premium Web Site Opportunities

WHITE PAPER HOSTING



This is a great opportunity to generate quality leads, increase market awareness and branding and educate the industry. Post your white paper on www.Cable360.net/CT.

HOW IT WORKS:

- Sponsored white papers receive prime positioning on the masthead of the home page
- Prospective Readers click on the link, complete a registration form and then download the white paper!
- You receive complete data of users who download the white paper.
- *Bonus! White papers are promoted on all CT E-newsletters giving you maximum exposure to your target audience!

White Paper Rates (net)

1mo	2mo	3mo
\$2,400	\$2,200	\$2,000

KEY WORD SEARCH

Get a jump start over your competition by sponsoring key words! Web site users who use the search function to find articles associated with specific terms will see your text advertisement including contact information displayed at the top of the search results. Highlight your company and its capabilities by purchasing key words today!

Key Word Search Rates (net)

3mo	6mo	9mo	12mo
\$1,200	\$2,100	\$2,700	\$3,000

5% Discount for additional words.



Digital Advertising



The digital edition of *Communications Technology* is an interactive magazine that allows readers to easily navigate through the magazine with functions including table of contents, thumbnail page displays, search using key words and active links to all Web sites and email addresses!

Digital Overlay on Cover of Magazine (One per Issue)



Digital Overlay Inside Magazine (1-2 per issue)



Digital Overlays are not blocked by pop-up software.

OVERVIEW

A digital edition of *Communications Technology* gives readers the added convenience of accessing the issue at anytime, anywhere. The digital edition mirrors the print edition including all content and advertisements and is the only digital publication that is BPA certified.

Communications Technology digital edition is emailed to 19,829 subscribers. In addition, Web site users can register to receive the digital edition via email, increasing the distribution and exposure of *Communications Technology* and your advertisement.

DIGITAL ADVERTISING OPTIONS

Whether you chose the front cover or inside this issue over your current advertisement, digital overlays provide a simple, cost effective way to increase brand awareness and visibility while driving traffic to your site. The reader may click on the HTML overlay window and go directly to your Web site.

ADDED BENEFITS

- Links to all urls in overlays to desired home page or product page
- Full reporting capabilities for tracking click-through rates
- Overlay ad remains on digital edition in the archived issues
- Increased reach to your prospects and clients from both the digital edition and your overlay ad.
- Reinforced direct relationship with reader.
- Sampling and pass along.
- Enhanced multimedia and interactive ads (contact us for more details.)

ISSUE NOTIFICATION SPONSOR

Become a sponsor to the email notifications sent to digital subscribers and prospects by placing your logo on the email broadcast.



Webcasts

Join *Communications Technology* in presenting leading-edge programs on emerging technologies and best practices through live webcasts. Webcasts offer your company a cost effective way to promote your expertise and solutions to a targeted audience.

HOW IT WORKS:

Your organization selects the topic, date/time, speakers and presentation materials...and we do the rest! *Communications Technology* promotes the webcast, coordinates the logistics, registers and confirms the attendees and more. You reap the benefits of promoting your company's capabilities to our targeted audience of potential buyers and customers.

Communications Technology's Webcast Marketing Program includes:

- Pre- and post-event email campaigns to a targeted audience of professionals selected from *Communications Technology's* qualified lists.
- Banner advertisements on Cable360.net/CT and other sister Web sites.
- Full Page, 4-color advertisement in *Communications Technology* magazine (print and digital editions) to promote your webcast
- And more!

ADDED BONUS!

We promote and encourage companies to set-up a computer in their conference room and invite their entire team to attend.

Sponsoring companies receive contact information for attendees of their webcast- perfect for following up and closing the sale!

Single and multi-sponsored webcast opportunities are available.



Rates (net)		
	1x	2 x or more
Cost Per Webcast	\$15,000	\$12,500

Additional Opportunities

WWW.CABLE360.NET/JOBS

Looking to hire the most talented people in the broadband and cable industries? Look no further. Post your job vacancies on Cable360.net/jobs today. It's the #1 source for employers and recruiters looking to hire top talent in these dynamic markets. Added Bonus! Each week email promotions are sent out to broadband and cable professionals highlighting the jobs listed on the Web site giving your job opening added exposure!



CT CHATTER.COM

THE PREMIER NETWORK DEDICATED TO BROADBAND ENGINEERING PROFESSIONALS!

Become a member of this interactive community where broadband industry insiders connect and congregate with CT editors, colleagues and clients. Niche groups offer venues for members to get input or expertise on specific technology related topics, search for partners and find opportunities.

IT'S FREE! JOIN TODAY!



SAMPLE LISTING OF MEMBER COMPANIES:

Armstrong	Cisco	Knology Broadband Communications	Shaw Cablesystems
ARRIS	Cogeco Cable	Mediacom	Suddenlink
Aurora Networks	Comcast	Midcontinent Communications	Sunflower Broadband
Bresnan Communications	Cox Communications, Inc.	Mid-South Communications	TBS, Inc.
Bright House Networks	Fox Television Stations, Inc.	Motorola	The Walt Disney Company
Buckeye Cable	Golf Channel	Northland	Thomson
Cable Bahamas	Huawei	Portugal Telecom	Time Warner Cable
Cablemas	JDSU	Rogers Cable	Turner Broadcasting System, Inc.
Cablevision	KABELKON		
Charter Communications	Kabelnet		

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.

GENERAL TERMS AND CONDITIONS FOR EMEDIA

- This agreement sets out the terms and conditions whereby Access Intelligence, LLC ("Publisher") will publish advertisements ("ads") on the *Communications Technology* website 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.
- No ad will be published unless a signed insertion order setting out the ad terms to include start and end dates is received 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

- 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.

unless written confirmation thereof is received by Publisher.

- Unless copy changes are specified by Advertiser in writing prior to ad commencement date, Advertiser's most recent ad will be inserted.
- Advertiser is responsible for checking the ad for corrections and providing prompt written notice of errors or changes. Publisher is not responsible for correcting an error in an ad unless Advertiser has notified Publisher in writing.
- If all necessary ad materials are not received by Publisher prior to the ad commencement date, Publisher can not guarantee inclusion of such materials.
- 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 or refunds be made because of the position of an ad.
- The Advertiser or their Agency will be billed a premium not less than 15% of earned gross rate for advertising materials produced by the Publisher.
- 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

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.

- of or attributable to the 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 communicated in writing by Advertiser and received by Publisher.
- In no event will Publisher's liability for any ad exceed the amount charged by Publisher for such ad.
- 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.