

Wireless

WEEK[®]

All Wireless All The Time

2012 Integrated Media Planning Guide



- Editorial Coverage and Reach
- Editorial Calendar

- Print Advertising Rates
- Electronic Media

- Website Rates
- Newsletter Rates

All Wireless, All the Time

The Magazine - Wireless Week

Wireless Week is the only wireless publication that digs deeper, explains the relevance and significance of emerging industry developments and trends, and provides thoughtful insights.

In addition to targeted features in each issue, *Wireless Week* includes dedicated editorial coverage of service providers, business issues, content & applications, emerging technologies and enterprise development.

Every issue includes...

- UpFront – Editor-in-Chief Monica Allevan’s insights and commentary
- By the Numbers – Stocks, stats, research results and market facts, figures and forecasts

Plus, frequent guest opinion columns from industry leaders:

- Andy Seybold – Seybold’s Take
- Elliott Drucker – Tech Insights
- Keith Mallinson – Analysis

Wireless Week’s 37,500 subscribers are offered a choice between the standard print format, or for those who prefer, a digital issue. There is no duplication between the print and digital circulation. *Wireless Week* subscribers; all direct request and known by company and title.

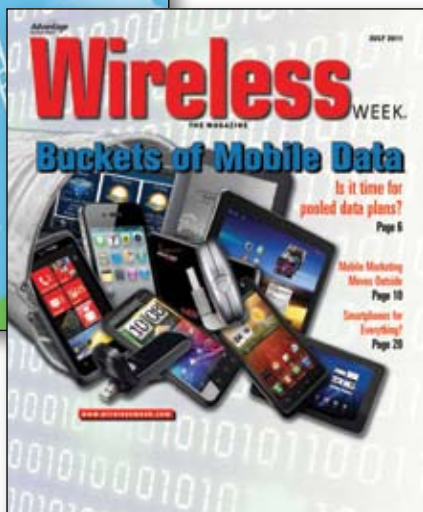
The Website – www.WirelessWeek.com

All features and articles from *Wireless Week*-the Magazine, are archived on our highly-visited website – www.WirelessWeek.com. With more than 472,000 unique visitors a month and more than 1.2 million page views, www.WirelessWeek.com delivers quality content to an engaged audience. News is updated daily by the *Wireless Week* editorial team, in the daily newsletter *FirstNews*, and updated on the site throughout the afternoon as things happen.

Also on the site – the latest industry headlines in a continuously updated feed from various sources, which provides visitors a well-rounded and broad view of all that is happening in wireless. Web exclusive features, Editor blogs, white paper library, wireless videos and podcasts and Forums so visitors can share their views and opinions with a community of wireless professionals, plus device reviews, app reviews and more.

The Daily Newsletter – FirstNews

Wireless Week’s daily enewsletter – *FirstNews* – unifies the industry’s most comprehensive wireless coverage, providing a daily mix of late-breaking industry news, service provider announcements, events and commentary. *FirstNews* is the wireless professional’s “must-read” news source to keep pace and track the world of wireless. Links to www.WirelessWeek.com for greater insight on the day’s top stories tie together these two information centers, where *Wireless Week*’s editors report the news and our readers continue the dialog.



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In addition to these targeted Issue Features, each issue of WIRELESS WEEK also includes dedicated editorial coverage of:

- Service Providers • Business Issues • Content & Applications
- Emerging Technology • Enterprise Developments

ISSUE DATE	SPACE CLOSE	MATERIAL DUE	ISSUE FEATURES	MAJOR SHOWS/ EVENTS
January – Web Exclusive Editorial Focus - Gadgets				
February – Web Exclusive Editorial Focus - Apps				
March – Web Exclusive Editorial Focus - LTE				
April – Web Exclusive Editorial Focus – Mobile Money				
May CTIA Show Issue	April 2, 2012	April 4, 2012	<ul style="list-style-type: none"> • Mobile Marketing • Security • 4G 	CTIA Wireless May 8-10, 2012 New Orleans, LA
CTIA Wireless Show Daily (Three Editions)	April 20, 2012	April 25, 2012	<ul style="list-style-type: none"> • Exhibitor News • Executive Interviews • New Technologies 	CTIA Wireless May 8-10, 2012 New Orleans, LA
June – Web Exclusive Editorial Focus – Cloud				
July – Web Exclusive Editorial Focus – Batteries/Power				
August	July 9, 2012	July 11, 2012	<ul style="list-style-type: none"> • Mobile Entertainment • NFC • Devices 	PCIA October 1-4, 2012 Orlando, FL
September – Web Exclusive Editorial Focus – Going Green; Infrastructure & Towers				
October Enterprise & Applications	August 31, 2012	September 5, 2012	<ul style="list-style-type: none"> • Enterprise • Applications • M2M 	CTIA Enterprise & Applications October 10-12, 2012 San Diego, CA
November – Web Exclusive Editorial Focus – Security				
CTIA Enterprise & Applications Show Daily (Three Editions)	September 21, 2012	September 26, 2012	<ul style="list-style-type: none"> • Exhibitor News • Executive Interviews • New Technologies 	CTIA Enterprise & Applications October 11-13, 2012 San Diego, CA
4G World Show Daily (Three Editions)	October 12, 2012	October 17, 2012	<ul style="list-style-type: none"> • Exhibitor News • Executive Interviews • New Technology 	4G World October 29- November 1, 2012 Chicago, IL
December	November 19, 2012	November 21, 2012	<ul style="list-style-type: none"> • Hot Gadgets • 2013 Predictions 	

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2012 Display Rates

Ad Size*	1x	4x
Full Page	\$6,910	\$6,545
Junior Page	\$5,580	\$5,290
1/2 Page	\$4,135	\$3,915
1/3 Page	\$3,410	\$3,245
1/4 Page	\$2,630	\$2,495
Full-Page Spread	\$13,500	\$12,800

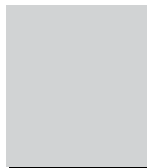
*All rates are gross and include 4-color.

Ad Dimensions



FULL PAGE SPREAD

Trim: 18" × 10⁷/₈"
 Live: 17" × 10"
 Bleed: 18¹/₄" × 11¹/₈"
 Build as single pages,
 side-by-side



FULL PAGE

Trim: 9" × 10⁷/₈"
 Live: 8¹/₄" × 10"
 Bleed: 9¹/₄" × 11¹/₈"



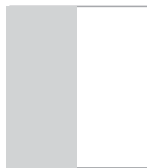
JUNIOR PAGE

Trim: 5³/₄" × 10⁷/₈"
 Bleed: 6" × 11¹/₈"



1/2 PAGE HORIZONTAL

Live: 8¹/₄" × 4³/₄"
 Bleed: 9¹/₄" × 5¹/₄"



1/2 PAGE VERTICAL

Live: 3⁷/₈" × 10"
 Bleed: 4⁵/₈" × 11¹/₈"



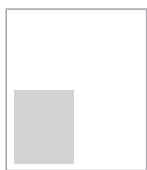
1/3 PAGE VERTICAL

2¹/₂" × 10"
 No Bleed



1/3 PAGE HORIZONTAL

8¹/₄" × 3"
 No Bleed



1/4 PAGE SQUARE

3⁷/₈" × 4³/₄"
 No Bleed



CORNER COVER DOG EAR

Trim: 3" × 3"
 Bleed: 3¹/₄" × 3¹/₄"



TOC STRIP AD

8" × 1¹/₂"
 No Bleed



FOOTER AD

8" × 1¹/₂"
 No Bleed

Special Opportunities

Corner Cover Dog Ear (lower right)	\$4,705
TOC Strip Ad	\$1,236
Footer Ads (2 per issue)	\$1,236
French Door or Gatefold Cover	\$25,000
False Cover Tip	\$25,000
Bellyband	\$23,000
Supplied Inserts:	
Single-Page (2-Sided)	\$8,430
4-Page Inserts	\$13,000
8-Page Inserts	\$18,000
Advertorials:	
1-Page Run-of-Book	\$8,510
4 Pages	\$17,900
Ridealong	\$15,000

All prices are gross. 15% commission to recognized advertising agencies on space only, if paid within 30 days. For premium positions, add 15% to the space charge only. Premium pages include inside front cover, inside back cover, back cover, and center spread. All cancellations must be submitted in writing prior to the advertising space closing date for the first affected issue.

Material Submission Options

By mail:

Advantage Business Media
 100 Enterprise Drive, Suite 600
 Box 912
 Rockaway, NJ 07866-0912
 Attn: Debbie Wawzyanick

By email:

debbiew@advantagemedia.com
 (maximum file size 3MB)

By ftp:

<https://ads4advantage.sendmyad.com>

Questions? Contact:

Debbie Wawzyanick, Production Manager
 973-920-7148
 debbiew@advantagemedia.com

Representatives:

West

Holly Hoffer, Publisher
 973-920-7783
 holly.hoffer@advantagemedia.com

East/Midwest/South/International

Maureen Mushinsky
 973-920-7788
 maureen.mushinsky@advantagemedia.com

All Wireless, All the Time

www.WirelessWeek.com

Wireless Week's website, with 472,000 unique visitors and more than 1.2 million page views, can help you meet your strategic marketing goals, including brand/company awareness, lead generation, traffic building, product introduction, and technological education. Sponsorship are run-of site, with numerous options available, including customized exposure packages.

LEADERBOARD (728 x 90)

Located at the top of each page. Maximum of four in rotation. (90k max. file size)

Per month:\$4,000

GUEST BLOG:

Post your Company executive's blog to the home page with headline and photo on the home page.

Per week:\$1,000

BUTTONS (125 x 125)

Four units, maximum of four in rotation. (90k max. file size)

Per month:\$1,000

BOOMBOX (250 x 250)

Located on home page, upper and lower. Maximum of four in rotation. (90k max. file size)

Per month: \$3,000 upper ad; \$2,200 lower



PEEL BACK (100 x 100, opens to 500 x 500):

Reveals a glimpse of the peel back ad in the upper right corner of the page. When the viewer interacts, the rest of the ad peels down to unveil the complete message. Maximum of two in rotation. (90k max File size)

Per month: \$7,000

BOOMBOX (250 x 250)

Located on home page, upper and lower. Maximum of four in rotation. (90k max. file size)

Per month: \$3,000 upper ad; \$2,200 lower

VIDEO or PODCAST:

Post your company's video or podcast in our multimedia library which runs on the home page as well as on the Multimedia landing page.

Per week: \$1,000

TEXT LINK AD

Per month: \$650

ROADBLOCK AD (640 x 480)

Appears as a standalone pop up page over top of the home page. (90k max. file size)

Per week:\$1,500

ALL RATES ARE NET

WirelessWeek.com accommodates other types of rich media, please ask your sales contact for more details.

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FirstNews – Daily Newsletter

Wireless Week's daily newsletter, *FirstNews*, is the industry's original daily newsletter serving a list of active and engaged wireless professionals. The daily offers six sponsorship options in the HTML editions.

The screenshot shows the layout of the FirstNews newsletter. Red lines with circular endpoints point to specific ad placements, which are labeled with their dimensions and rates:

- LEADERBOARD:** Located at the top left, below the ZTE logo. Dimensions: 728 x 90. Rate: \$4,000.
- TOWER:** A vertical banner on the right side. Dimensions: 120 x 600. Rate: \$3,000.
- STANDARD BANNER:** A horizontal banner in the middle section. Dimensions: 468 x 60. Rate: \$1,425.
- TEXT ANNOUNCEMENT:** A block of text at the bottom left. Dimensions: 50-word. Rate: \$1,125.
- BUTTON:** A small rectangular ad on the right side. Dimensions: 125 x 125. Rate: \$545.
- CLASSIFIED AD:** A small rectangular ad at the bottom right. Rate: \$400.

FirstNews sponsorships are sold by the week and include complete lead generation and tracking information.

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Wireless Week Electronic Advertising

Website

www.WirelessWeek.com extends the in-depth analysis from the magazine daily, with up-to-the-minute news reporting, and weekly updates with web-exclusive features and robust, information-rich content online. Plus, an educational webcast series, wireless white paper library, special interest pages by topic, forums for industry interaction, and guest opinions from wireless industry leaders, combine to make *Wireless Week* a more powerful and useful information brand.

No other wireless industry website comes close to *Wireless Week* for information value or performance. The site consistently averages well in excess of 472,000 unique visitors and 1.2 million page views per month. **WirelessWeek.com** delivers what wireless professionals need to know, all in one place – thorough news reporting, current issue contents, searchable archives, device reviews, application reviews, the latest research findings and white papers, polling questions, interactive forums, webcasts, upcoming events, and more.

Rich Media

Wireless Week accepts Flash, Eyeblaster, Peel Back, Polite Download, and Pointroll formats. Other technologies may be accepted upon approval of the publisher.

Standard Ads

Leaderboard • Boombox • Buttons • Web Link Ads

FirstNews Newsletter

Every business day subscribers receive *Wireless Week's* FREE newsletter, bringing them headlines and highlights of the day's breaking wireless news. Each item links to a complete report on the *Wireless Week* site, featuring exclusive interviews and other details not found in newsletters that merely reproduce "as-received" press releases.

Ad Units Offered

Leaderboard • Tower • Buttons • Banners • Text Ads • Classified

Sponsored Blog/Video/Podcast

Have your executive's blog posted to *Wireless Week's* website with a photo, company logo and link or place your company's video or podcast in our Multimedia module.

- \$2,000 for a two-week posting
- \$3,000 for a podcast if produced by *Wireless Week*

Wireless White Papers Library

Post your white paper on **WirelessWeek.com** as an effective way to achieve a number of marketing objectives while dispensing technical information to an audience eager to learn more from the experts on the issues, technology, and trends affecting their industry. The white papers are promoted through our print and electronic products. Every time your paper is downloaded, all relevant demographic and lead contact information is collected and delivered to you electronically.

Use your White Paper posting to:

- meet the educational needs of industry professionals
- strengthen your company's position as a leader
- demonstrate your expertise among your competitors
- generate quality leads from an engaged audience of decision-makers
- Time-based campaign - \$1,600/month

Custom Keyword Sponsorship

Purchase the sponsorship of three keywords per month on **www.WirelessWeek.com**. When your keywords are moused over, a pop up text box, the size of a boombox ad, pops up containing your company's custom message. A 125 x 125 static button ad is included in conjunction with the three keywords. \$4,000 per month

Webcasts

The *Wireless Week* Webcast sponsorship allows you to reach senior decision-makers with purchasing authority from virtually all industry sectors. Whether you choose a 1-hour video or audio webcast, our editorial team will work with you to develop a topic and select a panel, including an industry expert, and, if you choose, one of your customers, to provide a case study for using your product/technology. You'll also benefit from the Q&A session which takes place during the last 15 minutes of the live event. You'll receive a full report of all questions asked during the session to help you start the conversation with potential customers and to gain insight into what your customers are thinking about. *Wireless Week* provides extensive services in all aspects of the management, marketing, production, and execution of webcast events from marketing to final production and archiving.

Custom Eblasts

Your personalized e-blast will:

- Reach potential wireless customers
- Educate and inform a top-level audience of *Wireless Week* subscribers

Program Specifics:

- You supply the message and timing
- *Wireless Week* handles all aspects of delivery from list selection to deployment date
- Sales lead report provided post Eblast

Editorial-Sponsored Eblast

Sponsor a web exclusive editorial feature on a topic that is most relevant to what your company does in a blast to our subscribers. Our editors write web exclusives posted only to the website several times a week. Your company can sponsor the deployment of a web exclusive editorial to our list of engaged subscribers.