

Increase Awareness While Generating Leads

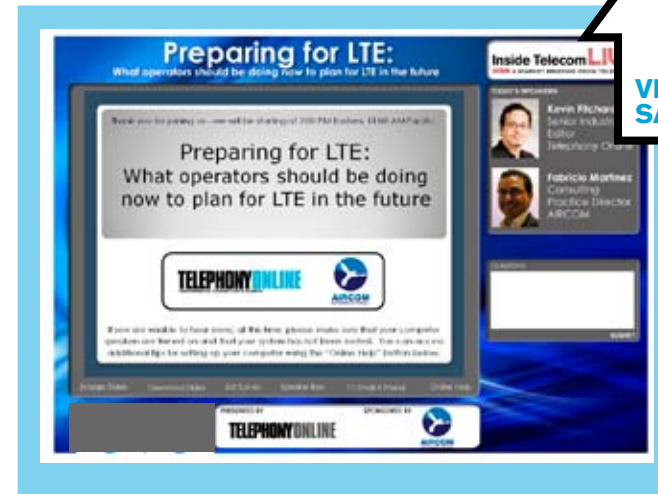
If you are looking for a turnkey way to collect targeted sales leads and align your company with focused editorial, our Webcasts are the ideal marketing tool for you. Stand out from a sea of advertisers with engaging, thought-provoking briefings that position your company as a leader and interactively communicate with your customers and prospects.

INSIDE TELECOM LIVE EDITORIAL WEBCAST

- You choose an editorial topic from our editors' 2010 schedule (see topics).
- Content presented by editor and/or independent expert (45-minute presentation with 10–15-minute Q&A with expert OR presented as 45-minute Q&A session with expert or analyst)
- 15-second, radio-type ad promotion (you provide script and the host reads) at the beginning of the Webcast, with a dedicated PowerPoint slide
- Registration includes up to three qualifying questions.
- All leads delivered to sponsor
- Webcast is archived on online for two months

SPONSOR-FEATURED WEBCAST

- Topic is selected by sponsor and editorial staff together
- Webcast content format includes presentations editor and/or independent expert (15–20 minutes), sponsor (25–30 minutes – we recommend short product overview followed by client case study), then 5–10 minute Q&A
- 15-second, radio-type ad promotion (you provide script, and the host reads) at the beginning of the Webcast, with a dedicated PowerPoint slide
- Registration includes up to three qualifying questions.
- All leads delivered to sponsor
- Webcast is archived on online for two months, with one month of active promotion.



SUGGESTED INSIDE TELECOM TOPICS:

JANUARY	Wireless Data
FEBRUARY	Green Trends
MARCH	IP Security
APRIL	Outsourcing Operations
MAY	FTTX/IPTV Trends
JUNE	Wireless Backhaul
JULY	DPI and Policy
AUGUST	OSS/BSS
SEPTEMBER	Core Switching/Routing
OCTOBER	Open Mobile Architectures
NOVEMBER	Femtocells and In-Home Wireless
DECEMBER	Real-world WiMAX

BANNERS JOBZONE INTROSTITIALS PEELBACKS POP QUIZ E-NEWSLETTERS

CUSTOM MICROSITES: RESOURCE + BRIEFING CENTERS WEBCASTS PODCASTS WHITE PAPERS SMART GUIDE

REQUIRED READING VIEWPOINT EBOOKS CUSTOM SURVEYS GLOBAL OPPS RATES SPECS