

Same core audience... Now with more reach!

Are you capitalizing on the buying power of the Independent market?

More than ever before, if you're not tapping into this segment of the market, you could be missing out on potential revenue! TELEPHONY's THE INDEPENDENT is the recognized source for the product, services and strategy insight Independents depend on to do their jobs and compete with the big players. Partnering with THE INDEPENDENT ensures you reach this essential audience of telecom professionals. And new in 2009, TELEPHONY's THE INDEPENDENT will be uniquely featured within the pages of the magazine allowing you not only to reach the core Independent readers, but also the full circulation of our print subscribers. With our new 6x-year format, your message will reach thousands of prospects, taking your exposure to a whole new level.



editorial calendar

February

Broadband Wireless Video Services Update

BONUS DISTRIBUTION:

[NTCA](#)

Ad Close: Dec. 26

Materials Due: Jan. 6

April

Fixed Mobile Convergence Network Reliability

BONUS DISTRIBUTION:

[CITA](#)

Ad Close: Feb. 25

Materials Due: March 4

June

Enhancing DSL Local Content Offerings

BONUS DISTRIBUTION:

[SUPERCOMM](#)

Ad Close: April 29

Materials Due: May 6

July

Financing Network Upgrades New OSS Applications

BONUS DISTRIBUTION:

[OPASTCO](#)

Ad Close: May 27

Materials Due: June 3

September

Fiber Update Efficient Network Power

Ad Close: July 29

Materials Due: Aug. 5

November

Edge Out Network Strategies Multi-play Services

BONUS DISTRIBUTION:

[TM FORUM MANAGEMENT](#)

[WORLD AMERICAS](#)

Ad Close: Sept. 30

Materials Due: Oct. 7

ad rates

SIZE	OPEN RATE	AFFILIATE	SPONSOR	PARTNER	PREMIER	PLATINUM
2 page Spread	\$9,500	\$9,025	\$8,550	\$8,075	\$7,600	\$7,125
1 page	\$5,250	\$4,988	\$4,725	\$4,463	\$4,200	\$3,938
1/2 page	\$3,500	\$3,325	\$3,150	\$2,975	\$2,800	\$2,625

All rates are Gross – 15% agency commission applies.

Note: No other sizes available for *The Independent*

products & services section rates

4-COLOR INCLUDED IN COST, CMYK

1X RATE: \$300

6X RATE: \$250

AD SIZE: 2 5/8 height x 3 1/4 width



newsletters

Send your message directly to their desktops! This monthly e-newsletter delves inside the news, technology, regulatory and financial developments that impact independent service providers.

CIRCULATION: 9,000+

POSITIONS AVAILABLE IN EACH NEWSLETTER:

- **Top Position** – 180x150 banner plus 35 words of text, headline and URL (15k)
- **Second Position Placement** – 180x150 banner plus 35 words of text, headline and URL (15k)
- **Third Position Placement** – 180x150 banner plus 35 words of text, headline and URL (15k)
- **Sponsored link positions** – 4 available

2X MONTH NEWSLETTERS	OPEN RATE	AFFILIATE	SPONSOR	PARTNER	PREMIER	PLATINUM
Top Position	\$1,250	\$1,188	\$1,125	\$1,063	\$1,000	\$938
2nd Position	\$1,000	\$950	\$900	\$850	\$800	\$750
3rd Position	\$750	\$713	\$675	\$638	\$600	\$563

www.telephonyonline.com/independent.

ASK YOUR REP ABOUT OPPORTUNITIES IN THE INDEPENDENT.

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