

### Inside Telecom & Wireless Webcasts

*Telephony & Wireless Review's Inside Telecom & Wireless* Webcasts offer a unique opportunity to be the single monthly sponsor of a highly engaging, relevant Telecom or Wireless market briefing. Our **Inside Telecom & Wireless** Webcasts feature an inside look at a topic that is shaping service providers' business, networks and strategies.

Featuring two *Telephony & Wireless Review* expert editors as well as a respected industry analyst, these Webcasts provide viewers intelligent information about today's important industry technologies, service and trends.



As a monthly sponsor of the **Inside Telecom & Wireless** Webcasts, your company is associated with important, focused industry intelligence in an engaging and interactive format. Each program includes a specialized and targeted audience development plan driving viewers to this relevant content resulting in a continuous stream of qualified registrant data. The monthly sponsor not only gains valuable exposure adjacent to this engaging content, but also receives a guarantee of 125 leads per month.



**Note:** The *Telephony & Wireless Review* editorial team develops the unique content in the Inside Telecom & Wireless Webcasts. The content and webcasts are pre-taped.

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### Custom Audio & Video Webcasts

Program includes exclusive sponsorship of a dynamic, on-demand, 30-45 minute video or audio-based custom Webcast program featuring an industry discussion lead by one of *Telephony's* expert editors. Your brand benefits from adjacency to the viewer recognized brand in *Telephony* throughout the promotion of the webcast, registration process and viewing experience. Our custom Webcast programs deliver your message to its target audience in a high-impact and thought-provoking manner while generating both important feedback and actionable registration/lead data.

#### Telephony will:

- Develop timely, insightful topic and collaborate on content and panelists
- Provide editorial expertise and personality to take part in the Webcast program acting as a program moderator
- Produce the audio/video Webcast for on-demand release
- Integrate the acquired media assets, associated slides and other client resources (white paper links, etc.) into the on-demand Webcast platform
- Develop audience marketing campaign plan and creative elements
- Deploy an aggressive audience marketing plan through direct email invites, magazine, web site and E-newsletters
- Provide a guaranteed number of leads from your program

**Rates:** Contact your sales manager for a custom proposal based on the scope of your program.

### More About Being A Sponsor

#### Branding Opportunities:

- Logo or name recognition in all Webcast audience marketing deployments, including e-mail invite, E-newsletter ads, banner ads, etc.
- 120x60 logo button from in various locations throughout **TelephonyOnline & Wireless Review** sites
- Prominent & exclusive banner or logo placement in the AccellaCast Player Interface
- Links from the **Inside Telecom or Inside Wireless** AccellaCast Player
- Opportunity to include resource links (i.e. white papers, research, etc.) in the AccellaCast Player interface

>> **Lead Guarantee:** 125 Leads/Month

#### Rates:

- \$8000 net/month for *One Month Commitment*
- \$7600 net/month for *Three Month Commitment*
- \$7200 net/month for *Six Month Commitment*

#### PRIMEDIA CONNECTIONS

*Telephony* can capture leads as part of a variety of your custom marketing programs. Ask your sales manager about our Primedia Connections programs.