

PRINT

EDITOR'S NOTE, SHARON VOLLMAN



Sharon Vollman is vice president, editorial director of OSP magazine. She oversees all editorial processes and staff for OSP magazine, the OSP e-newsletter, www.ospmag.com, and leads the educational content development for OSP EXPO and several roundtable events. Vollman has created educational partnerships with the major LECs including AT&T, Verizon, BellSouth, and Qwest. She has covered the telecom industry since 1996, when she joined OSP magazine as editor.

OSP EXPERT, DON MCCARTY



Don McCarty is the OSP EXPERT and TALK BACK columnist for OSP magazine, discussing the issues around provisioning, testing, and maintaining copper for all services from POTs to IPTV. Don is president of and the lead trainer for McCarty Products, a technical training and products company training field technicians, cable maintenance, installation repair, and Central Office technicians and managers.

FRONTLINE CHALLENGES, BYRON MCDANIEL



During the last 12 years of his career, Byron held the position of Vice President - Construction and Engineering for AT&T West. Byron directed more than 5,000 team members in the planning, design, and construction of all Outside Plant for California and Nevada. Today, Byron is retired from AT&T with more than 29 years of service.

OSP SAFETY, CARL AND DEB POTTER



Carl Potter, CSP, CMC, and Deb Potter, PhD, CMC, work with organizations that want to create an environment where nobody gets hurt. As advocates of a zero-injury workplace, they are speakers, authors, and consultants to the industry. Carl spent 17 years with one of the largest electrical utility companies in the U.S. Since 1993 he has worked with companies to help clients create a safer workplace.

Issue

JANUARY

Ad Close: 11.25.09
Materials Due: 12.04.09

FEBRUARY

Ad Close: 12.23.09
Materials Due: 01.06.10

MARCH

Ad Close: 01.25.10
Materials Due: 02.02.10

APRIL

Ad Close: 02.19.10
Materials Due: 03.01.10

MAY

Ad Close: 03.23.10
Materials Due: 04.01.10

JUNE

Ad Close: 04.21.10
Materials Due: 04.30.10

JULY

Ad Close: 05.21.10
Materials Due: 06.02.10

AUGUST

Ad Close: 06.21.10
Materials Due: 06.30.10

SEPTEMBER

Ad Close: 07.22.10
Materials Due: 08.02.10

OCTOBER

Ad Close: 08.23.10
Materials Due: 09.01.10

NOVEMBER

Ad Close: 09.28.10
Materials Due: 10.06.10

DECEMBER

Ad Close: 10.22.10
Materials Due: 11.01.10

Editorial Line-up

FTTx: MDU Challenges for the Last 50-Foot
Core/Copper: IPTV Interoperability Efforts
In-Home Networks: Lessons Learned at the Customer Premises

FTTx: Plug and Play GPON
Core/Copper: Ethernet in the First Mile (EFM)
Underground Construction: Improved Field Techniques Revealed
Broadband Stimulus Efforts in the OSP

FTTx: Strategies for Migrating to 40G & 100GigE
Core/Copper: IPTV Do's and Don'ts:
Wireline/Wireless Convergence: WiMax or LTE for Rural America?

FTTx: Operational Efficiencies for FTTx
Core/Copper: VDSL2 Turns Copper into Gold
In-Home Networks: Hybrid STBs/DVRs and Internet Video

FTTx: MDUs - It's Not as Simple as It Looks
Core/Copper: FTTN Service Delivery and IPTV for All
Underground Construction: Mapping/GIS and Better Engineering for the Future

FTTx: Testing Techniques
Core/Copper: IPTV Interoperability Efforts
Wireline/Wireless Convergence: Backhaul Bottleneck - Ethernet Solutions

FTTx: Advanced Fiber Management
Core/Copper: Making a Smooth Transition from Fiber to Copper
In-Home Networks: Monetizing Installation of the Connected Home

FTTx: Moving the OSP Inside the Prem
Core/Copper: U Want VoD and Internet Video? U Need More Bandwidth
Underground Construction: Conduit/Locating/Damage Prevention

FTTx: Uncovering OpEx Efficiencies
Core/Copper: The Ultimate Test - IPTV Field Realities
Wireline/Wireless Convergence: Evolution and Promise of LTE

FTTx: It's All in the Fiber
Core/Copper: IPTV Testing Your Patience?
In-Home Networks: Understanding the Connected Home: SFU and MDUs

FTTx: Tactical Testing Improvements
Core/Copper: Bandwidth Bandits
Underground Construction: Getting the Dirt on Tools, Tactics & Techniques

FTTx: Challenges to Profitability
"Core/Copper: Carrier Ethernet: A Test and Measurement Perspective"
Wireline/Wireless Convergence: Integration Realities and Challenges

Columns

OSP Expert - McCarty
Frontline Challenges - McDaniel
OSP Safety

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OSP Tools

Enclosures/Pedestals/RTs

Power/Protection

GIS/Mapping

Green Products

Aerial and Underground
Construction

Testing

Enclosures/Pedestals/RTs

Power/Protection

In-Home Networks

OSP EXPO Showcase

Aerial/Underground Construction

Enclosures/Pedestals

Bonus Distribution

NTCA Annual Meeting & EXPO 2010

NATE 2010
MTA
CGA Excavation Expo 2010

OFC/NFOEC 2010
International CTIA Wireless
Tower Technology
SCTE Canadian Summit

Texas Comm Expo
NTCA 2010 IP Possibilities

BICSI Canadian Conference
UTC Telecom 2010

Connections 2010

BICSI Conference Fall
FTTH
NTCA 2010 Fall Conference
WiMax World Americas

NECA
OSP EXPO
SCTE/Cabletec 2010
SuperComm 2010
TELCO TV 2010

Special Section

Annual Buyer's Guide

Hot Companies

Thought Leaders Forum 2010

Greening the OSP: Sustainable
Approaches in the Network
OSP Visionaries

Thought Leaders Forum 2010

Thought Leaders Forum 2010

OSP EXPO 2010 Show Issue

Tech Trends Preview

Tech Trends Announcement

PRINT RATES



PREFERRED MATERIALS:

Electronic Media

Digital files must be submitted in a press-ready PDF or PDF/X1-A format. Native files will not be accepted. All color files must be CMYK. Minimum resolutions 300 dpi (150 lpi.) Files may be submitted on CD, email (lisa@ospmag.com), or by uploading to the following FTP site:

Host Name: ftp.pracom.com

User ID: (leave blank)

Password: (leave blank)

Directory: /incoming/

Proof Requirements:

An element proof at 100% generated from the digital file is required to assist in preflighting digital ad files. For critical color match we require a digital halftone proof (i.e. Kodak approval, Dupont digital waterproof, Fuji Firstproof, etc.). Accurate color reproduction cannot be guaranteed without an accompanying swop-certified proof. All CD's must be labeled and include company name, phone number, and magazine issue date.

Paper and Offset Specifications:

Text weight: 45-lb. Coated. SWOP standards apply.

Shipping Instructions:

Forward all advertising materials to: Lisa Weimer, Graphic Production Manager, OSP® Magazine, 220 North Smith Street, Suite 228, Palatine, IL 60067
Phone: 847.202.4688 x276; Fax: 847.934.3346;
email: lisa@ospmag.com; www.ospmag.com.

	1X	3X	6X	12X	18X
2-Pg Spread	\$15,791	\$14,811	\$13,812	\$12,231	\$10,755
Full Page	\$8,524	\$8,038	\$7,541	\$6,758	\$5,997
2/3 Page	\$7,361	\$6,881	\$6,395	\$5,744	\$5,041
1/2 Page Island	\$6,031	\$5,473	\$5,371	\$4,788	\$4,206
1/2 Page	\$5,677	\$5,303	\$5,055	\$4,468	\$3,929
1/3 Page	\$4,362	\$4,118	\$3,855	\$3,547	\$3,147
1/4 Page	\$3,747	\$3,582	\$3,408	\$3,128	\$2,791
1/6 Page	\$3,155	\$3,026	\$2,921	\$2,626	\$2,365

CLASSIFIED RATES

	1X	3X	6X
Adlets (2.208x2.5)	\$558	\$464	\$419

SPECIAL POSITIONS

Front Cover: N/A
Inside Front Cover: 20%
Inside Back Cover: 20%
Outside back Cover: 25%

BUSINESS REPLY CARDS

Space Reservations	\$1,769
Tip in Charge	\$820

Other than positions quotes, 15% extra for any preferred or specific position. *No charge for bleed. To earn frequency rates, all ads must run within 365 days. Agency commission: 15% on all quoted rates. Invoice must be paid within 30 days to earn 15% agency discount. All preferred positions sold only on a no cancellation basis.

Call your sales representative today to reserve your ad space.

Ad Specifications

2 PAGE SPREAD
15 1/8" x 10"
SPREAD BLEED SIZE:
16 1/2" x 11 1/8"
SPREAD TRIM SIZE:
16 1/4" x 10 7/8"

FULL PAGE
7" x 10"
BLEED SIZE:
8 3/8" x 11 1/8"
TRIM SIZE:
8 1/8" x 10 7/8"

2/3 PAGE
4 1/2" x 10"

1/2 PAGE HORIZONTAL
7" x 4 7/8"

1/2 PAGE ISLAND
4 1/2" x 7 3/8"

1/2 PAGE VERTICAL
3 3/8" x 10"

1/3 PAGE VERTICAL
2 1/8" x 10"

1/3 PAGE SQUARE
4 1/2" x 4 7/8"

1/4 PAGE
3 3/8" x 4 7/8"

1/6 PAGE
2 1/8" x 4 7/8"

ADLET
2 1/8" x 2 1/2"