

OSPMAG.COM

Add ospmag.com to your media mix to increase your company's visibility.

- New visitors have increased by 49% over 2010
- Unique visitors have increased by 83% over 2010
- In the past year, ospmag.com has reached more than 92,000 unique visitors from more than 190 countries

(Statistics by Google Analytics for www.ospmag.com)

Advertising on www.ospmag.com SPECIFICATIONS

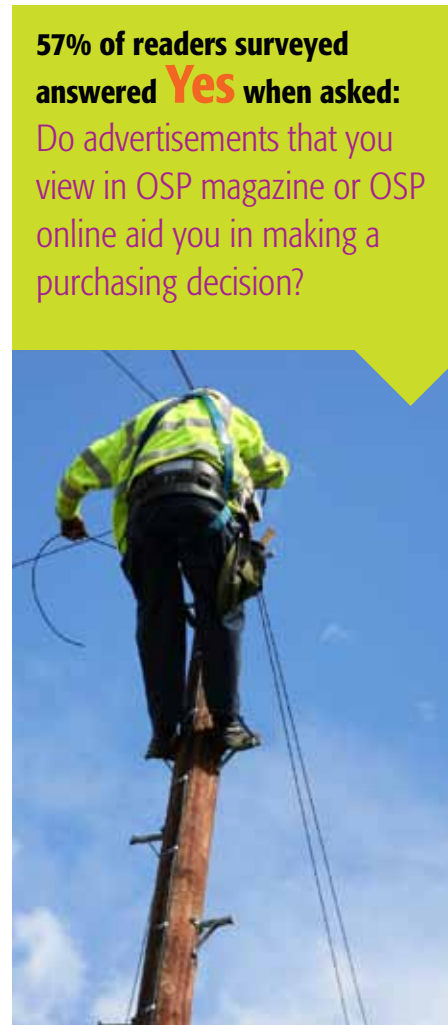
Format: Web, .gif, or .jpg
 Max size: 15k
 Recommended animation length: 15 seconds; includes multiple loops

OSP Update

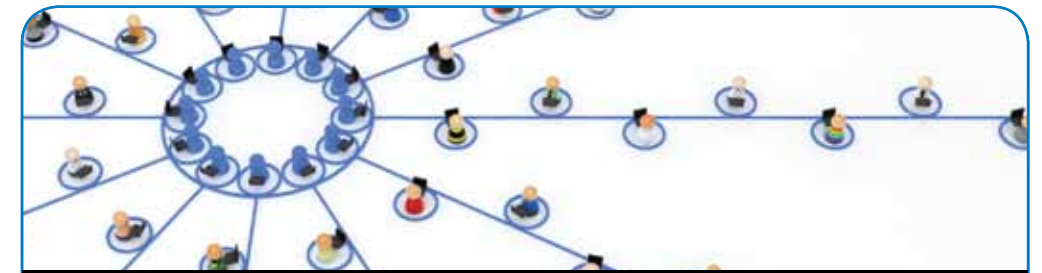
OSP's newsletter, the OSP Update, is delivered twice a month to more than 13,000 direct request subscribers. Create brand awareness by placing your company's message front and center.

Content includes: Features, Provider News, OSP Tools, Research Report Watch, International Updates, Industry Events, and more.

Additional positions are available for OSP Update. Contact your representatives for details.



57% of readers surveyed answered **Yes** when asked: Do advertisements that you view in OSP magazine or OSP online aid you in making a purchasing decision?



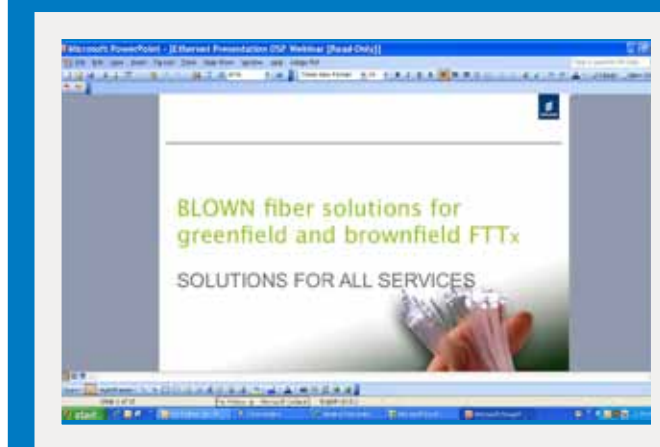
OSP LIVE WEBINARS™

Webinars

Are you looking to generate leads, reach decision makers, and educate current and potential customers about a new product or service? Sponsor a webinar and feature your company as an expert in a specific content area. Webinars are a convenient channel for reaching a highly targeted and interactive audience. Select a topic below or submit a topic of your choice.

2012 Webinar Topics

- January: Technician Field Productivity/xDSL/IPTV Testing
- February: MDU Solutions
- March: Fiber Mapping and Asset Management
- April: FTTx: Brownfield and Greenfield Solutions
- May: Mobile Backhaul
- June: Troubleshooting/Disaster Recovery



- July: Carrier Ethernet Solutions
- August: In-Home Networks
- September: Wireless Backhaul
- October: Technician Tools and Techniques
- November: Uncovering Operational Efficiencies
- December: VDSL2 and Copper Bonding

"OSP webinars and the annual OSP EXPO provide high-quality access to leading industry professionals interested in seeing how GIS technology can improve their planning, design, and construction processes."

Randall Frantz, Director Telecommunications and LBS Solutions, Esri



468 x 60 BANNER

180 x 150 RECTANGLE

The above specifications are available in each section of www.ospmag.com including: OSP Magazine, OSP Central, and OSP EXPO. Positions differ slightly; call your representative for details.

Best Value: Get the most exposure by purchasing a print/online combination package. Discounted rates available for bundled purchases. Contact your sales representative today!