

WHY ADVERTISE?

OSP connects advertisers with key buyers and decision makers with the industry's most complete range of vehicles for advertising, branding, lead generation, interactive experience, and thought leadership. Since 1983, OSP magazine has set the standard when it comes to educating the industry on the latest in HOW-TO network solutions. The OSP brand is your partner for success. Our dedicated team will collaborate with you to develop a unique marketing program for your company's needs.

Contact a sales representative today.

PRODUCTS



OSP MAGAZINE

The only HOW-TO trusted educational brand in the telecom industry, OSP magazine reaches more than 23,000 BPA-audited readers monthly. 65% of readers surveyed answered Yes when asked: If you subscribe to OSP magazine, do you pass the magazine on to co-workers to read? Based on these results, the magazine is passed on to an average of 8.3 individuals.

(Source: OSP Reader Survey 2010)



DIGITAL EDITION –

New for 2012, the OSP brand provides advertisers another vehicle to expand your reach. This digital channel enables advertisers and readers to take OSP magazine on the road anytime, anywhere, on your tablet or smartphone.



OSP TV

Video is a key channel to reach buyers in our media rich world. Post your product-focused video on ospmag.com and get noticed!



OSP UPDATE

Deliver your message to telecom professionals' inboxes. OSP UPDATE is sent twice monthly reaching more than 13,000 direct request subscribers.



OSPMAG.COM

OSP online features premier content for telecom professionals and reaches a global audience of more than 92,000 unique visitors representing more than 190 countries worldwide.

(Source: Google Analytics report July 2010 – July 2011)

38% of readers surveyed answered **Yes** when asked: Have you ever purchased a product or service from an ad that you viewed in OSP magazine or OSP online?



WHO ADVERTISES?

Companies offering products and solutions from the **Data Center** and **CO to the STB**. Whether it's **Core, FTTx, Wireless, or In-Home Networking** challenges, advertise in OSP magazine and leverage the brand's integrated marketing channels to maximize ROI.



WEBINARS

One of the most powerful lead-generating channels available. On average, OSP webinars consistently deliver to

more than 300 highly-interested individuals wanting to learn more about your webinar topic.* Virtual education is where you want to be!

(*Source: Citrix GoToWebinar OSP reporting 2011)

TARGETED BUSINESS DEVELOPMENT

Dedicated eblasts allow advertisers to reach the OSP audience with exclusive messaging. Dedicated eblasts reach a universe of more than 13,000 direct request subscribers.

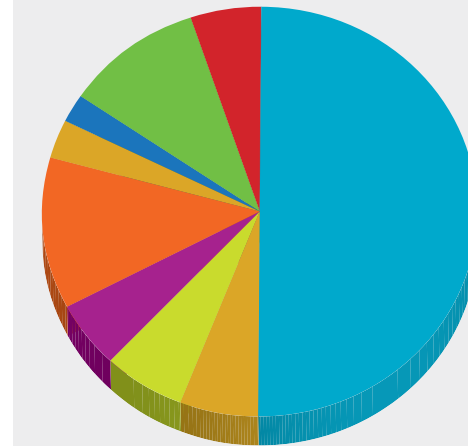


EVENTS

The OSP brand offers advertisers face-to-face exhibit opportunities at the brand's flagship annual industry event, OSP EXPO, as well as at regional telecom events.

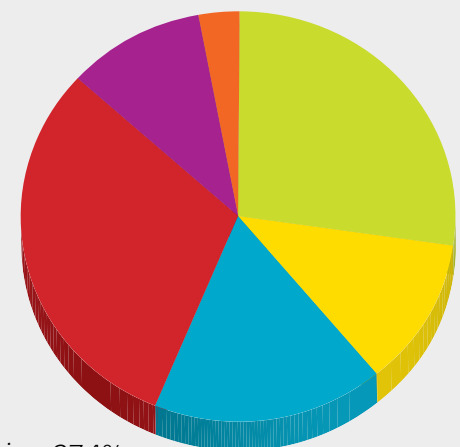
AUDIENCE

OSP magazine's BPA audited circulation delivers to more than 23,000 key decision-makers.



BUSINESS & INDUSTRY

- ILEC/CLEC/IOC/Long Distance Service: 50.1%
- Broadband/Wireless/Cellular/PCS Provider/Satellite: 6.0%
- Contractor/EF&I (Construction, Design, Maintenance): 6.1%
- Consulting Firm: 5.1%
- CATV/MSO, Independent: 12.0%
- Municipality, Government, Military: 3.0%
- Research Firm, Associations, Educational Institution: 2.2%
- Manufacturer, Supplier, Distributor: 10.4%
- Utilities, Others Allied to the Field: 5.1%



JOB FUNCTION

- Engineering/Design/Purchasing/Buyer/Planning: 27.4%
- Construction/Installation: 11.9%
- Operations/Maintenance: 17.3%
- Corporate: 30.5%
- Safety/Training/Sales/Marketing: 10.3%
- Other Job Functions Allied to the Field: 2.8%

