

2017 Marketing Kit

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NTCA THE RURAL
BROADBAND
ASSOCIATION®

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SPONSOR

EXHIBIT





Dear Friends and Colleagues:

The NTCA–Rural Broadband Association 2017 Marketing Kit offers many opportunities to showcase your company and its products and services to decision-makers from rural telcos around the country. Here are a few of my favorite opportunities:

- ◆ The Rural Telecom Industry Meeting & Expo (RTIME) is our first conference of the year and it's also our largest, drawing over 2,400 rural telco executives. This year we are featuring our Super Bowl Party, the biggest rural telco party in the country! We can customize activities throughout the Super Bowl Party to feature your company. This is an opportunity you do not want to miss. On pages 13–15, you'll find other opportunities to engage our members at RTIME.
- ◆ Also new this year is our updated Rural Telecom magazine mobile app. Our members love our award-winning magazine that keeps them up-to-date on trends, thought leadership and best practices in the industry. And they are going to love the new features in our app even more. Many of our members view the magazine via the app, so why not be the first thing they see with a splash page featuring your company?
- ◆ For an annual commitment as low as \$20,000, your company can be featured as a Star Partner throughout the year. As a Star Partner, you get first choice of sponsorship opportunities along with exclusive benefits and recognition during the year as well as discounts.

There are many more opportunities to see in this brochure, so enjoy diving into it. Please contact me at 703-351-2089 or mcoleman@ntca.org if you have any questions. I look forward to working with you to meet your company's marketing needs.

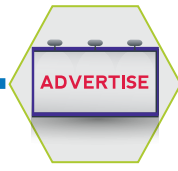
Sincerely,

A handwritten signature in black ink that reads 'Michele Coleman'. The signature is written in a cursive, flowing style.

Michele Coleman
Manager, Associate Engagement

P.S. Star Partner orders are due by November 14. Exhibiting, advertising and/or sponsorship orders for RTIME must be received by December 5 to receive the early-bird discount. This marketing kit and order form are also available online at www.ntca.org/advertise.

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This kit contains all the marketing opportunities available to you throughout the year.
Follow the icons to help you easily find the opportunity that best suits your needs.

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NTCA–The Rural Broadband Association is the premier association representing more than 800 independent, community-based telecommunications companies that are leading innovation in rural and small-town America. NTCA advocates on behalf of its members in the legislative and regulatory arenas, and it provides training and development; publications and industry events; and an array of employee benefit plans. In an era of exploding technology, deregulation and marketplace competition, NTCA's members are leading the IP evolution for rural consumers, delivering technologies that make rural communities vibrant places in which to live and do business.

Mission: Our Core Purpose

The mission of NTCA–The Rural Broadband Association is to promote and sustain advanced communications services in rural America by supporting the viability and vitality of our members.

Vision: Our Picture of the Ideal Future

To be widely recognized as the premier national advocate and essential partner for small, rural, community-based communications providers.

Culture Statement: Our Guiding Principles

NTCA cultivates a positive work environment that embodies a culture of respect, collaboration, communication and innovation.

Together we are committed to delivering premier services to every member, every time.

Audience



NTCA membership consists of the following categories:

ILEC Member

An incumbent local exchange carrier (ILEC) is a local exchange carrier providing fixed voice and/or broadband Internet access services to fewer than 50,000 customers. The ILEC may be structured as either a commercial, cooperative or international company.

Non-ILEC Subsidiary Member

A non-ILEC subsidiary member is an entity affiliated with an ILEC member that was created to provide telecommunications services, including, but not limited to, cable television, wireless companies, interexchange carriers, video providers, ISPs and competitive local exchange carriers with fewer than 50,000 customers.

Associate Member

An associate member is a supplier of goods and services to the communications industry. Suppliers include entities such as insurance companies, manufacturers, other rural utilities, statewide providers of equal access, and consultants such as accounting, engineering and law firms. This category also includes national communications associations.

Association Member

An association member is a local, state or regional association of communications companies.

Telco Member Profile:

Average number of employees:	33
Average revenues:	\$6,586,986
Average access lines:	4,242
Average number of exchanges:	6

NTCA Member Statistics:

Members:	838
Total member employees:	22,392
Exchanges:	3,726
Total subscribers:	2,948,311



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Businesses and services provided by NTCA member companies, based on a 2014 Census of 632 telcos.

BUSINESSES & SERVICES

MEMBERS PROVIDING

◆ WIRED

BROADBAND.....	362
DIAL UP.....	172
LOCAL FACILITIES-BASED VOICE.....	338
LONG-DISTANCE FACILITIES-BASED VOICE.....	161
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FIXED VOICE (LICENSED SPECTRUM).....	21
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BUSINESSES & SERVICES

MEMBERS PROVIDING

◆ YELLOW PAGES

ACCESS SERVICES.....	45
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COMPUTER HARDWARE.....	15
COMPUTER SOFTWARE.....	29
CONSTRUCTION EQUIPMENT.....	6
CONSULTING SERVICES.....	95
DATABASE MANAGEMENT SERVICES.....	8
DIRECT BROADCAST SATELLITE TV.....	10
DIRECTORY PUBLISHERS.....	10
ELECTRIC SERVICES.....	6
END-USER SUPPORT.....	6
ENGINEERING AND OPERATIONS SOFTWARE.....	1
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BUSINESSES & SERVICES

MEMBERS PROVIDING

YELLOW PAGES—continued

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OSP CONTRACTING & ENGINEERS.....	15
PAGING SYSTEMS.....	10
PAY TELEPHONES.....	1
PERSONAL COMMUNICATIONS SERVICES.....	7
PREPAID CALLING SERVICES.....	20
PRINTERS.....	4
PROTECTION EQUIPMENT.....	2
RESEARCH.....	2
TELEMARKETING SERVICES.....	4
TEST EQUIPMENT.....	7
TRAINING/EDUCATIONAL SERVICES.....	31
TRANSMISSION EQUIPMENT.....	11
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Introduction

Gain the Competitive Edge in the Rural Telecom Market

Let NTCA–The Rural Broadband Association help you reach rural telecom providers. Our more than 800 telco members are always looking for advanced products and services to remain competitive, and they value our partnerships with solutions providers. Increase your visibility and brand awareness to this market segment by partnering with us.

Advertising, sponsorship and exhibit options at NTCA allow you to develop integrated marketing campaigns through digital, email, print, and live event platforms and to reach both broad and specialized audiences.

DIGITAL.

Digital opportunities **make it easy for potential customers to engage with you**, and include advertising on both conference and Rural Telecom sites, along with the mobile app for each.

EMAIL.

Whether you create a Product Spotlight email or advertise in the biweekly Online Opportunities email, it's **a sure way to reach our members**.

EVENTS.

An NTCA event is **the best way to build relationships with rural telco decision-makers**. Two of our conferences offer dedicated expo halls, while others offer tabletops in the registration area. There are a variety of sponsorship options for all events.

PRINT.

Print is **a great option for increasing visibility**, and we offer ads in Rural Telecom magazine, conference promotional brochures and conference agendas.

DO IT ALL.

Want to do it all? Then the Star Partner program is for you. It's designed to save you money, and you can create a customized plan to fit your needs.

GENERAL POLICY: All marketing opportunities offered by NTCA and purchased by vendors are subject to approval. NTCA reserves the right to reject any advertising, sponsorships or other marketing opportunities submitted by vendors for any reason.

Star Partner Program

The NTCA Star Partner Program has three levels of participation: Super Star, Shooting Star and Rising Star.

Every company is different and has its own preferred methods of accessing NTCA membership; therefore, we allow you to pick and choose from any of our marketing opportunities to create a customized bundled package that will best meet your needs. All NTCA events are included in these Star Partner Packages. The Star Partner level is determined by the total purchase price after your associated discounts are applied.

Super Star Partner Package: \$40,000 and above after 15% discount

Shooting Star Partner Package: \$30,000–\$39,999 after 10% discount

Rising Star Partner Package: \$20,000–\$29,999 after 5% discount

As always, NTCA Star Partners will receive year-round recognition through mentions in the magazine, conference promotions and signs, and on the association’s website. Additionally, Star Partners get first choice on exclusive marketing opportunities. Additional benefits are based on the partner level you attain.

“By becoming a Star Partner, we were able to reach an engaged audience that was interested in our product. The exposure we received from this program has generated clients and expanded visibility among our target market.”

*Dana Baker, Chief Operating Officer,
GVNW Consulting*

Benefits of the Star Partner Program:

	Super	Shooting	Rising
First choice on exclusive sponsorship opportunities	1st	2nd	3rd
First choice on premium advertising placements	1st	2nd	3rd
Recognition on website	★	★	★
Recognition in Rural Telecom magazine	★	★	★
Recognition in meeting promotional flyers	★	★	★
Separate signage at RTIME, Fall Conference, Regional Meetings	★	★	★
Differentiation in slide show presentations	★	★	★
Discounts on all advertising and sponsorships	15%	10%	5%

These customized packages are designed to meet your specific needs. Feel free to contact Michele Coleman at mcoleman@ntca.org to discuss how you can create a package best suited for your company.

All package contracts must be received by November 14, 2016. Installment plans are available on request.

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Rural Telecom Magazine (Print & Digital)



If you're looking for ways to reach our members in the independent telecom business, Rural Telecom magazine is a perfect medium. NTCA's award-winning bimonthly magazine is read by rural service providers throughout the country. The magazine is a valuable member benefit that provides unique information about NTCA and the industry. Our readers look to this magazine as an irreplaceable resource, providing them with timely, pertinent information on issues facing the rural telecommunications industry.

Rural Telecom magazine covers the issues that matter most to our membership, including:

- Legislative activity and regulatory decisions that affect the industry.
- Emerging technology trends.
- Marketing, customer service, human resources and management tips.
- Member-proven solutions for overcoming competitive threats.
- Informative columns on national issues facing rural America.



The Rural Telecom digital edition and app are available to all subscribers. Get the latest edition of Rural Telecom magazine with the touch of your finger. The Rural Telecom app brings the entire magazine to your mobile device, giving you access to full-issue content, wherever you are, whenever you want.

Rates

The following rates will put your ad in our premier print publication, as well as our digital publications that are available on multiple platforms—Web, mobile phone, tablets, etc.

Four-Color (CMYK) Rates:

	1x	3x	6x
1 page	\$3,000	\$2,800	\$2,600
2-page spread	\$4,000	\$3,600	\$3,200
2/3 page	\$2,800	\$2,600	\$2,400
1/2 page	\$2,600	\$2,400	\$2,200
1/3 page	\$2,400	\$2,200	\$2,000

Black & White Rates:

	1x	3x	6x
1 page	\$2,400	\$2,100	\$1,800
2-page spread	\$2,700	\$2,400	\$2,100
2/3 page	\$2,200	\$1,900	\$1,600
1/2 page	\$2,000	\$1,700	\$1,400
1/3 page	\$1,800	\$1,500	\$1,200

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4 Reasons to advertise:

- 1. Targeted audience:** Key decision-makers in the rural telecom industry rely on information that makes them stronger and more profitable, whether through delivering new products to their customers or executing cutting-edge best practices.
- 2. Niche market:** Rural Telecom is the only publication in the rural telecom market that is focused on our members' needs. We can deliver your message to the decision-makers and buyers in a variety of ways.
- 3. Generate brand awareness:** Advertising puts your company's name and brands in front of the readership all year, on all devices.
- 4. Double exposure:** When you advertise with Rural Telecom, your ad is visible in two places—the print version and the digital app version, which saves you time and maximizes your advertising budget.

Join your competitors advertising in our magazine.

Major display advertisers in 2016 included companies in the following categories:

Ad Insertion/Sales, Broadband Services, Cloud Computing, Cable Marker/Marking Tapes, Electronic Programming Guide, Equipment, Engineering, Fiber Optic/FTTH, Insurance/Financial/Billing and OSS Services, Internet Services, IP Communications, Marketing/Engineering/Consulting, Network Services, Operations Software, Test Equipment, Wireless



Our Readers

General Managers/Owners/CEOs

Board presidents

Directors

Key employees

(Assistant managers, plant superintendents, attorneys, marketing managers, auditors, engineers, accountants, office managers and others)

State association executives

Associate members

Subsidiaries

International

Total readership: 3,212

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Nonmembers add 20% to all costs in marketing kit.

Rural Telecom 2017 Editorial Calendar

For further details on the articles planned for each issue, contact Christian Hamaker at chamaker@ntca.org.

January/February

Theme: Legislative/Regulatory

Editorial Due: October 17, 2016
 Ad Reservations: November 28, 2016
 Ad Materials: December 7, 2016
 Bonus Distribution: Rural Telecom Industry Meeting & Expo (RTIME)

March/April

Theme: Technology

Editorial Due: December 15, 2016
 Ad Reservations: January 19, 2017
 Ad Materials: February 2, 2017
 Bonus Distribution: IP Vision Conference & Expo

May/June

Theme: Marketing

Editorial Due: February 15, 2017
 Ad Reservations: March 16, 2017
 Ad Materials: March 30, 2017
 Bonus Distribution: PR & Marketing Conference

July/August

Theme: Business Opportunity/ Competition

Editorial Due: April 17, 2017
 Ad Reservations: May 17, 2017
 Ad Materials: May 31, 2017
 Bonus Distribution: Regional Conferences, Power Week

September/October

Theme: Human Resources/ Leadership

Editorial Due: June 15, 2017
 Ad Reservations: July 19, 2017
 Ad Materials: July 31, 2017
 Bonus Distribution: Fall Conference, Power Week, Regional Conferences

November/December

Theme: Management and Operations

Editorial Due: August 15, 2017
 Ad Reservations: September 18, 2017
 Ad Materials: October 2, 2017

“As a longtime provider of solutions to the rural communications companies, we have clearly seen NTCA step up their efforts to give vendors a higher level of exposure opportunities to their member companies.”

Scott Meyer
 Marketing Director, Innovative Systems

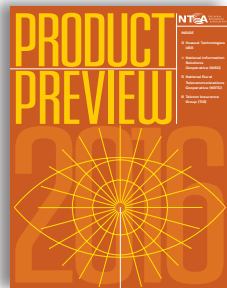
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Rural Telecom Magazine Special Sections

January/February—RTIME Product Preview: \$1,500

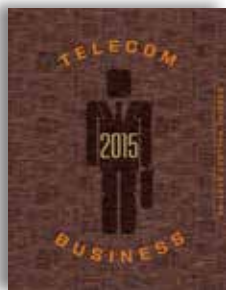
Generate preshow buzz with a product/service preview and attract visitors to your booth in this special insert section. This is not your regular ad—it is a full-page editorial, along with a product photo or illustration. This section will contain product previews from many of the 2017 Rural Telecom Industry Meeting & EXPO exhibitors, so don't be left out.



Sponsored Content Opportunities

Sponsored Content: \$3,000

Publish a two-page article in Rural Telecom—a case study or other piece highlighting a specific service or product you offer. The article will run under the header “Sponsored Content” and should include at least one large graphic, as well as a company logo.



September/October—Telecom Business Special Section: \$1,500

Be recognized as an industry leader. This section will feature your company's specially authored articles on an industry issue or technology/business process. Each page will give your company increased visibility and a platform to address a hot topic or industry challenge.



Website Advertising on RuralTelecom.org

RuralTelecom.org brings subscribers NTCA's print magazine in its entirety through a digital edition.

Advertising in both the print and online editions of the magazine is a powerful way to cross promote your brand 24/7 to industry leaders who have purchasing power. Digital advertising ensures direct access to clients who can link to your website when they click on your ad. Each issue offers two months of visibility to your target market.

Banner \$3,000/year; \$500/month
 Content marketing..... \$750/month
 Write a short piece that links to your website, white paper or online article.

Custom Advertising Opportunities

For increased exposure, promote your products and services with a belly band in Rural Telecom magazine. Showcase an event, a new product or your entire product line using one of these custom advertising options to ensure recognition.



Magazine Belly Bands: \$4,000/issue

Provide us with 4,000 bands to wrap around the cover of the magazine. Your ad will be the first thing readers see when they receive the magazine.



Rural Telecom Mobile App

Be the first thing app readers see! Sponsor a digital edition or app with a splash screen next to the issue cover. Or, place a rotating banner on top of each page.

Issue sponsor\$2,500
 Banner ad on app.....\$250

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NTCA Media

Engage Your Customers With Print and Digital Advertising

Email Advertising

Product Spotlight\$2,500



Create an email with an interesting visual, short text and your logo. NTCA will email it to our membership. The viewer has the option to contact you and forward to a friend. This is a great way to introduce new products and services and highlight solutions to our members.

Online Opportunities\$1,000



Online Opportunities is the bimonthly e-newsletter, delivered to more than 10,000 readers, that informs them of events and resources to participate in or use right at their desktop. Raise the visibility of your company and create great brand awareness by placing a banner on this bimonthly email to our membership.



Buy multiple weeks and save!

- 1 issue\$1,000
- 4 issues\$3,000
- 8 issues\$6,000

Web Broadcast Advertising

Webcasts\$3,500

NTCA webcasts allow companies to deliver a dynamic PowerPoint presentation to the desktop of the association's members and nonmembers. By sponsoring a webcast, you can present your innovative telecom solution to key decision-makers. Webcast attendance typically averages more than 50 attendees per presentation based on the topic.

Benefits include:

- NTCA marketing to members via the website and email messages about the webcast.
- Opportunity to display innovative solutions to rural service providers through a PowerPoint presentation.
- Exposure of your company logo and Web link at www.ntca.org
- A follow-up email message sent by NTCA (at your request) to all attendees with your custom message and link to your website.
- Archived webcast recording of your presentation, which is made available for replay for six months after the initial webcast.

NTCA Learning Journal

Here's your chance to have your message seen by attendees at all major NTCA conferences. This notepad is distributed at all major NTCA events throughout 2017.

One-page ad\$4,500

Ad deadline is November 17, 2016.



Rural Telecom Industry Meeting & Expo (RTIME)

February 5-8, 2017 | Manchester Grand Hyatt San Diego, San Diego, Calif.

Expo Information

Sales

Michele Coleman
703-351-2089 or
mcoleman@ntca.org.

Event Logistics

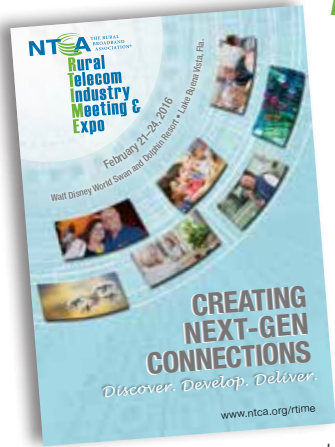
Laura Romaine
703-351-2099 or
lromaine@ntca.org.

About

The Rural Telecom Industry Meeting & Expo (RTIME) is NTCA's premier event, and draws more than 2,400 attendees from rural telecommunications companies across the country and Canada. This conference offers educational seminars, keynote addresses, workshops and other presentations that focus on telco growth. The Expo at RTIME is NTCA's largest exhibit, with over 100 exhibitors.

Audience

Approximately 2,400 key decision-makers from the rural telecommunications industry, including directors and executives representing independent telcos. Telco executives attend RTIME to find the right products and services to grow and maintain their advanced telecommunications networks.



Exhibit



Booths must be purchased online at www.ntca.org/expo. Booth spaces for 2017 are assigned on a first-come, first-served basis with Star Partners receiving priority registration. Inner Circle Sponsors get complimentary booths.

Your exhibit space includes:

- An advance listing of preregistered attendees.
- A final attendee list after the meeting.
- The exhibitor/manager/owner luncheon—quality time with telco decision-makers.
- Prize drawings to generate booth traffic.
- First-come, first-served presentation opportunities.
- Two complimentary exhibit hall-only registrations for every 10x10 space.
- 24-hour security in the exhibit hall.
- Booth identification sign and draped back and side walls.

Exhibit Space Cost

	Early-Bird (thru 10/31/16)		Regular (after 10/31/16)	
	Member	Nonmember	Member	Nonmember
10' x 10'	\$2,650	\$3,200	\$2,900	\$3,400
10' x 20'	\$4,400	\$5,500	\$4,900	\$5,900
10' x 30'	\$6,150	\$7,800	\$6,900	\$8,400
20' x 20'	\$7,900	\$10,100	\$8,900	\$10,900

Each additional booth staff is \$400 through 12/16/16.

“When we exhibit at RTIME, we are able to be face-to-face with leaders and decision-makers at rural telcos. We can bring our solutions to them, and really get into all the benefits of our products, so they can make an informed decision.”

Laura Knussman
Manager of Marketing and Product Management, CommSoft

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Rural Telecom Industry Meeting & Expo (RTIME) (continued)

RTIME Sponsorship Program—Become an Inner Circle Sponsor!



Inner Circle sponsors are the premier sponsors of RTIME, the one conference that brings together the entire rural telecommunications industry. Those that are part of the Inner Circle are a general meeting sponsor and can choose any sponsorship event or promotional item listed on this page.

Join the Inner Circle

Chairman	\$25,000
President	\$20,000
Executive	\$15,000
Director	\$10,000
Manager	\$7,500

Inner Circle sponsors qualify for complimentary EXPO booths, free registrations to the meeting, free banners, logos and PDFs on our mobile app, recognition on stage and a sponsor reception with the NTCA board. All benefits are described on the next page.

If you can't join the Inner Circle, be a contributing sponsor by purchasing one of the exclusive promotional items or RTIME events.



Visit www.ntca.org/rtime for detailed information.

Exclusive Item Sponsorship

Mobile app.....	\$7,500	Expo map	\$7,500
Wi-Fi.....	\$7,500	Water station (in Expo Hall) ...	\$7,500
Tote bags*	\$7,500	Selfie meter board.....	\$7,500
Lanyards*	\$7,500	Internet access booth (in Expo Hall)*	\$7,500
Badge.....	\$7,500	Schedule-at-a-glance	\$7,500
Registration area	\$7,500	Pens*	\$4,000
Registration printer.....	\$7,500	Room deliveries*	\$4,000
Registration screen	\$7,500	TV channel message	\$4,000
Badge ticket.....	\$7,500	Registration drawing*	\$4,000
Hotel key cards*	\$7,500	Napkins at The Coffee Stop*	\$3,000
Charging kiosk	\$7,500	Cups at The Coffee Stop*	\$3,000
Tech help desk	\$7,500	Hand sanitizers*	\$3,000
Registration lounge	\$7,500		

**Must pay for item cost as well.*

Event Co-Sponsorships

Welcome Reception	\$6,000
Exhibitor manager preview lunch.....	\$6,000
Wednesday Awards Luncheon.....	\$6,000
Breakfast	\$3,750
Expo Open House	\$3,750
The Coffee Stop	\$2,500
Refreshment breaks.....	\$2,500
Opening General Session entertainment	\$2,000

Contact Michele Coleman, mcoleman@ntca.org, for Super Bowl party opportunities.

RTIME Sponsorship Benefits	Chairman	President	Executive	Director	Manager	Items and Co-Sponsorships	
	\$25,000	\$20,000	\$15,000	\$10,000	\$7,500	\$6,000–\$7,499	\$2,000–\$5,999
Comp booths	2	2	2	2	1	0	0
Comp registrations	5	4	4	3	2	2	1
Comp Silver Screen ad	★	★	★	★			
Comp logo on app	★	★	★	★	★	★	
Comp PDFs on app	★	★	★	★	★	★	
Listing on app	★	★	★	★	★	★	★
Website logo	★	★	★	★	★		
Website link	★	★	★	★	★	★	
Website listing	★	★	★	★	★	★	★
Preregistration list	★	★	★	★	★	★	★
In promo mailing	★	★	★	★	★	★	★
Recognition on stage	★	★	★	★	★		
Reserved awards luncheon table	★	★	★	★	★		
Logo in Silver Screen presentation	★	★	★	★	★	★	★
Sponsor reception invitation	★	★	★	★	★		
Signage	★	★	★	★	★	★	★
Ribbon on badges	★	★	★	★	★	★	★



Advertising Opportunities

Exclusive advertiser for meeting promotional mailer\$2,500 **SOLD**

Schedule-at-a-Glance

Inside back cover – full-page, color ad\$2,500
 Outside back cover – full-page, color ad\$3,000



Mobile Opportunities

Banner ad with landing page.....\$1,000
 Text alerts\$750
 Unlimited PDFs.....\$250



Digital Advertising Opportunities

Website banner ad\$1,500
 Silver Screen ad (PowerPoint slide) \$1,000

Confidential Personal Portfolio of Nanci Davis – Not to Be Used for Any Other Purpose

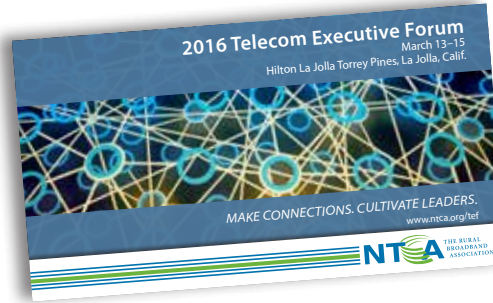
Nonmembers add 20% to all costs in marketing kit.

Telecom Executive Forum

March 5-7, 2017 | Turnberry Isle Miami, Aventura, Fla.

About

An exclusive event for telco executives and owners to convene and share ideas and solutions for managing industry and workplace challenges. This event is not open to associate members, except sponsors who may attend their sponsored event only.



Audience

Approximately 130 NTCA telco executives.

Sponsorship Benefits

BENEFITS	EXCLUSIVE	CO-SPONSOR
Preregistration list	★	\$500/purchase
Company logo and description on sign	★	
Sponsor ribbon on badge	★	
Recognition at meeting	★	★
Name on signs	★	★
Name on website	★	★
Logo on website	★	
Recognition in promotional brochure	★	★



Exclusive Sponsorship Opportunities

Welcome Reception	\$6,000
Networking Reception	\$6,000
Mobile app.....	\$4,000
Wi-Fi.....	\$3,000
Cocktails	\$3,000
Registration.....	\$2,000

Co-Sponsorship Opportunities

Refreshment breaks.....	\$600
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Additional Marketing Opportunities

(All costs associated with sponsorships below are incurred by the sponsor.)

Tote bags	\$1,000
Lanyards.....	\$1,000
Pens	\$750
Registration/raffle gift	\$750

Digital Advertising Opportunities



Website banner ad	\$1,000
Silver Screen ad (PowerPoint Slide)	\$500

Mobile Opportunities



Banner ad with landing page	\$750
Unlimited PDFs.....	\$150

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IP Vision Conference & Expo

April 10-12, 2017 | Marriott St. Louis Grand Hotel, St. Louis, Mo.

About

IP Vision Conference & Expo focuses on how the business of rural telecommunications is changing; how companies are adapting and succeeding; and how to take advantage of new technologies. IP Vision examines strategies, technology and marketplace trends to help rural telecom executives successfully transition their companies to an IP-based broadband environment.

Audience

Approximately 500 managers and executives looking for broadband solutions (52% executive, 45% management/technical, 2% marketing, 1% other).



Exhibit

Booths must be purchased online at www.ipvisionshow.com.

Booth spaces are awarded on a first-come, first-served basis with priority booths reserved for exclusive sponsors. Booth space sells out months before the conference. Exhibit times are

held during the welcome reception, lunches and networking reception. Space includes two complimentary registrations per 10' x 10' booth during the meeting, website link and company description on exhibitor page, attendee list on-site, name, phone, website and description on mobile app.

Exhibit Space Costs

20' x 20'	\$7,500
10' x 30'	\$5,500
10' x 20'	\$4,000
10' x 10'	\$2,250
Placement on Road Map	\$300



Sponsorship Opportunities

Platinum	\$17,500
Preconference Workshop 1-5 p.m.	\$13,000 (1 available)
Preconference Workshop 9 a.m.-Noon	\$8,000 (1 available)
Gold	\$12,500 (3 available)
Silver	\$8,500 (3 available)
Mobile app	\$6,000
Welcome Reception	\$5,000
Networking Reception	\$5,000
Badge	\$5,000
Badge ticket	\$5,000
Registration area	\$5,000
Registration printer	\$5,000
Registration screen	\$5,000
Lunch	\$5,000
Wi-Fi	\$3,500
Schedule-at-a-glance	\$2,500
Charging kiosk	\$2,500
Refreshment break	\$2,000

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Nonmembers add 20% to all costs in marketing kit.

IP Vision Conference & Expo (continued)



Co-Sponsorship Opportunities

Lunch	\$1,000
Refreshment break	\$600

Co-Sponsorship Benefits

- ✓ Logo and link on event website
- ✓ Logo and recognition in schedule-at-a-glance
- ✓ Recognition in mobile app
- ✓ Logo on event/room signage
- ✓ Sponsor ribbon on badge

Additional Marketing Opportunities

(All costs associated with sponsorships below are incurred by the sponsor.)

Tote bags	\$2,000
Lanyards.....	\$2,000
Hotel key cards	\$2,000
Pens	\$1,000
Room deliveries	\$1,000



Visit www.ipvisionshow.com for more information.

Breakfast presentations

(2 available, exclusive) \$3,500

Includes the following:

- Presentations are 45 minutes and begin at approximately 7 a.m. Tuesday and Wednesday mornings. Audio-visual needs are the responsibility of the sponsor.
- Room set for 100 people, classroom-style; podium, microphone and projector included.
- Buffet breakfast provided.
- Preregistration list to invite attendees.
- Opportunity to deliver a product review during breakfast sessions.
- Logo, link and session description on event website.
- Name and logo exposure in schedule-at-a-glance.
- Name, logo exposure on event/room signage.
- Recognition in mobile app.



Digital Opportunity

Website banner ad.....	\$1,000
Silver Screen ad (PowerPoint slide) ...	\$500



Mobile Opportunities

Banner ad/landing page.....	\$1,000
Uploadable PDFs on mobile app.....	\$250

IP Vision Conference & Expo (continued)

BENEFIT	Platinum	Preconference Workshop	Gold	Silver	Welcome Reception	Networking Reception	Lunch	Mobile App	Wi-Fi	Schedule at-a-Glance	Refreshment Break
Logo in promotional conference brochure	★	★	★	★	★	★	★	★	★		
Logo on conference postcard	★										
Logo in promotional emails	★	★	★	★							
Logo and link on www.ipvisionshow.com	★	★	★	★	★	★	★	★	★	★	★
Prominent placement of logo on every page of www.ipvisionshow.com	★	★	★	★							
Logo in on-site schedule-at-a-glance	★	★	★	★	★	★	★	★	★	on cover	★
Recognition from the podium at the opening general session	★	★	★	★	★	★	★	★			
Ad included in on-site schedule-at-a-glance	★										
Name and logo on event/room signage	★	★	★	★	★	★	★		★		★
Complimentary full-conference registrations for employees/clients	6	4	4	3	2	2	2	2	2	1	1
Complimentary booth in Expo hall	10'x20'	10'x10'	10'x10'	10'x10'							
One-time, pre- and post-conference mailing list	★	★	★	★	★	★	★	★	★	★	★
One Silver Screen ad	★	★	★	★							
Development and delivery of workshop agenda		★									
Exclusive placement of logo on mobile app splash page								★			
Banner ad on mobile app	★							★			
Mobile app landing page								★			
Uploadable PDFs and logo on mobile app	★	★	★	★				★			

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Nonmembers add 20% to all costs in marketing kit.

Legislative & Policy Conference

March 26–28, 2017 | Hyatt Regency Washington on Capitol Hill, Washington, D.C.

About

NTCA's premier advocacy conference brings members together in Washington, D.C., to hear the very latest on federal telecom policy issues and to help shape policy and the future of rural telecommunications by discussing key issues face-to-face with the nation's elected and appointed policymakers.



Audience

More than 500 NTCA members, including owners, executives, board members and key employees.

Sponsorship Benefits

BENEFITS	EXCLUSIVE	CO-SPONSOR
Free registration	1	
Preregistration list	★	\$500/purchase
Company logo on sign	★	
Sponsor ribbon on badge	★	★
Recognition at meeting	★	★
Name on signs and app	★	★
Name on website	★	★
Logo on website	★	

Exclusive Sponsorship Opportunities



Formal breakfast.....	\$6,000
Welcome Reception	\$6,000
Mobile app.....	\$4,500
Wi-Fi.....	\$3,000
Cocktails.....	\$3,000
Registration.....	\$2,500

Co-Sponsorship Opportunities

Refreshment breaks.....	\$600
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Additional Marketing Opportunities

(All costs associated with sponsorships below are incurred by the sponsor.)

Tote bags.....	\$1,000
Lanyards.....	\$1,000
Hotel key cards.....	\$1,000
Pens.....	\$750
Registration/raffle gift	\$750



Digital Advertising Opportunities

Website banner ad.....	\$1,000
Silver Screen ad (PowerPoint slide).....	\$500



Mobile Opportunities

Banner ad with landing page	\$750
Unlimited PDFs	\$150

Confidential Personal Portfolio of Nanci Davis – Not to Be Used for Any Other Purpose

PR & Marketing Conference

April 30-May 2, 2017 | THE US GRANT, San Diego, Calif.

About

This conference focuses on how to achieve sales, marketing and public relations goals and looks at innovations within the field.

Audience

Approximately 250 PR and marketing executives and key employees from NTCA member companies



Sponsorship Benefits

BENEFITS	EXCLUSIVE	CO-SPONSOR
Free registration	1	
Preregistration list	★	\$500/purchase
Company logo on sign	★	
Sponsor ribbon on badge	★	★
Recognition at meeting	★	★
Name on signs and program	★	★
Name on website	★	★
Logo on website	★	
Recognition in promotional brochure	★	★

Exclusive Sponsorship Opportunities

Welcome Reception	\$5,000
Mobile app.....	\$4,500
Lunch.....	\$4,000
Wi-Fi.....	\$3,000
Cocktails.....	\$2,500
Registration.....	\$2,000
Monday continental breakfast.....	\$1,500
Tuesday continental breakfast	\$1,500

Co-Sponsorship Opportunities

Refreshment breaks.....	\$750
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Exhibit

Tabletop.....	\$500
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Additional Marketing Opportunities

(All costs associated with sponsorships below are incurred by the sponsor.)

Tote bags.....	\$1,000
Lanyards.....	\$1,000
Hotel key cards.....	\$1,000
Pens	\$750
Registration/raffle gift	\$750

Digital Advertising Opportunities

Website meeting page banner ad	\$1,000
Silver Screen ad (PowerPoint slide).....	\$500

Mobile Opportunities

Banner ad with landing page	\$750
Unlimited PDFs	\$150

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www.ntca.org/advertise

Regional Conferences

Southeast Conference: July 9–11, 2017 | Omni Amelia Island Plantation Resort, Amelia Island, Fla.

Southwest Conference: July 23–25, 2017 | Westin Kierland Resort & Spa, Scottsdale, Ariz.

North Central Conference: August 13–15, 2017 | Sheraton Sioux Falls & Convention Center, Sioux Falls, S.D.

Central/Northeast Conference: August 20–22, 2017 | Coralville Marriott Hotel & Conference Center, Coralville, Iowa

Northwest Conference: October 15–17, 2017 | Snow King Hotel, Jackson Hole, Wyo.



About

Regional Conferences are held across the country emphasizing rural telecom issues on the local and regional levels. The five conferences represent the six geographical regions that comprise the NTCA membership. Educational sessions, social events and association business are conducted at each of these conferences. The Associate Member Advisory Council conducts a workshop at each conference.

Audience

NTCA membership by geographical region, which is approximately 200–350 telco executives and directors at each conference.



PLATINUM LEVEL Exclusive Sponsorship Opportunities:

Mobile app	\$18,500
Wi-Fi	\$5,000
Tote bags*	\$5,000
Lanyards*	\$5,000
Hotel key cards*	\$5,000
Registration area	\$5,000
Badge	\$5,000
Badge ticket	\$5,000
Registration printer	\$5,000
Registration screen	\$5,000
Speaker sponsor	\$5,000 SOLD

PLATINUM LEVEL Co-Sponsorship Opportunities:

Sunday Social Hour refreshments	\$4,500
Welcome Reception	\$4,500
Awards Luncheon	\$4,500

GOLD LEVEL Exclusive Sponsorship Opportunities:

Schedule-at-a-glance	\$3,750 SOLD
Pens*	\$3,750
Room deliveries*	\$3,750

GOLD LEVEL Co-Sponsorship Opportunity:

Breakfast	\$3,500
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SILVER LEVEL Exclusive Sponsorship Opportunities:

Luggage tags*	\$2,250
Highlighters*	\$2,250
Hand sanitizers*	\$2,250

SILVER LEVEL Co-Sponsorship Opportunities:

The Coffee Stop	\$1,500
Refreshment breaks	\$1,500

**All costs associated with these sponsorships are incurred by sponsor.*

Sponsorship Benefits

BENEFITS	PLATINUM	GOLD	SILVER
Free registration (for one or two Regional Conferences when sponsoring all Regional Conferences)	2	1	1
Listing on mobile app	★	★	★
Free logo on app	★		
Free downloadable PDF option on app	★	★	
Logo on website event page	★		
Link on website w/listing	★	★	
Listing on website event page	★	★	★
Preregistration list of attendees	★	★	★
Recognition in promotional mailing	★	★	★
Recognition at meeting	★	★	★
Logo in Silver Screen presentation	★	★	★
Recognition in Rural Telecom	★	★	★
Name on signs	★	★	★
Name in schedule-at-a-glance	★	★	★
Recognition at awards luncheon	★	★	★
Sponsor ribbon on badge	★	★	★



Exhibit

Tabletop in registration area\$1,000

Digital Advertising Opportunities

Website meeting page banner ad..... \$750/meeting
 Silver Screen ad: \$500/meeting or \$750/all meetings

Advertising Opportunities

Conference promotional brochure (exclusive ad)\$2,500

Schedule-at-a-Glance

Back cover, full-page color ad \$2,500
 Inside back cover, full-page color ad \$2,000

Mobile Opportunities

Banner ad with landing page\$750/meeting
 Unlimited PDFs \$150/meeting

POWER WEEK: Benefits, HR & OSHA

August 6-10, 2017 | Omni Grove Park Inn, Asheville, N.C.

About

Three Conferences. One Location. One Week.

The HR Conference, Benefits Program Workshop and the OSHA Compliance Seminar have combined for “NTCA Power Week: Benefits, HR and OSHA.” This weeklong conference is where human resources executives, benefits professionals and safety specialists will get the latest insight in workplace laws and benefits trends, collaborate with peers to build competencies and cultivate strategic ideas.



Sponsorship Benefits

BENEFITS	EXCLUSIVE	CO-SPONSOR
Free registration	1	
Preregistration list	★	\$500/purchase
Company logo on sign	★	
Sponsor ribbon on badge	★	★
Recognition at meeting	★	★
Name on signs and program	★	★
Name on website	★	★
Logo on website	★	
Recognition in promotional brochure	★	★

Audience

250 HR/benefits/safety professionals from the rural telecommunications industry. Attendees earn HRCI credits.

Exhibit



Tabletop in the registration area \$500

Exclusive Sponsorship Opportunities



- Welcome Reception \$4,000
- Lunch \$3,000
- Cocktails \$2,000
- Registration..... \$2,000
- Wi-Fi..... \$2,000
- Continental breakfast \$2,000

Co-Sponsorship Opportunities

- Continental breakfast \$1,000
- Refreshment breaks..... \$1,000

Additional Marketing Opportunities

(All costs associated with sponsorships below are incurred by the sponsor.)

- Tote bags \$1,000
- Lanyards..... \$1,000
- Hotel key cards \$1,000
- Pens \$750
- Registration/raffle gift \$750

Digital Advertising Opportunities



- Website banner ad..... \$1,000
- Silver Screen ad (PowerPoint slide) \$500

Mobile Opportunities



- Banner ad with landing page \$750
- Unlimited PDFs \$150

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Nonmembers add 20% to all costs in marketing kit.

Finance & Accounting Conference

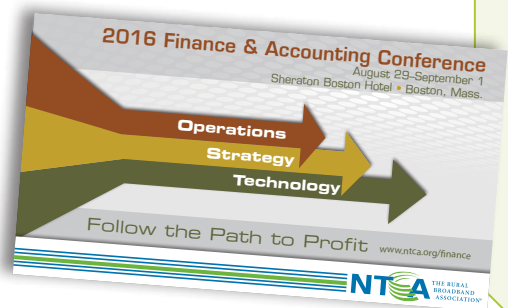
August 20-24, 2017 | Caesars Palace, Las Vegas, Nev.

About

This conference examines the rules and regulations specific to telco accounting and financials.

Audience

Approximately 200 CFOs, CPAs and financial professionals from member telcos.



Sponsorship Benefits

BENEFITS	EXCLUSIVE	CO-SPONSOR
Free registration	1	
Preregistration list	★	\$500/purchase
Company logo on sign	★	
Sponsor ribbon on badge	★	★
Recognition at meeting	★	★
Name on signs, program, and app	★	★
Name on website	★	★
Logo on website	★	
Recognition in promotional brochure	★	★

Exhibit



Tabletop in the registration area \$350

Exclusive Sponsorship Opportunities



Welcome Reception \$5,000
 Networking Reception \$5,000
 Mobile app \$4,500
 Lunch \$4,000
 Wi-Fi \$3,000
 Cocktails at Welcome Reception \$2,500
 Registration \$2,000
 Continental breakfast \$1,500

Co-Sponsorship Opportunities

Continental breakfast \$750
 Refreshment breaks \$500

Additional Marketing Opportunities

(All costs associated with sponsorships below are incurred by the sponsor.)

Tote bags \$1,000
 Lanyards \$1,000
 Hotel key cards \$1,000
 Pens \$750
 Registration/raffle gift \$750

Digital Advertising Opportunities



Website banner ad \$1,000
 Silver Screen ad (PowerPoint slide) \$500

Mobile Opportunities



Banner ad with landing page \$750
 Unlimited PDFs \$150

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Fall Conference

September 24-27, 2017 | Philadelphia Marriott Downtown, Philadelphia, Pa.

About

The NTCA Fall Conference has a broad educational scope and attracts key decision-makers. The meeting includes educational sessions, distinguished speakers during the general sessions and several networking events.

Audience

More than 1,500 attendees from member telcos. It is the association's second largest meeting of the year.



Exhibit

Tabletop exhibit at Networking Reception \$750
6' table on first-come, first-served basis



PLATINUM LEVEL Exclusive Sponsorship Opportunities

Mobile app	\$6,000
Wi-Fi	\$5,000
Tote bags*	\$5,000
Lanyards*	\$5,000
Hotel key cards*	\$5,000
Registration area	\$5,000
Badge.....	\$5,000
Badge ticket.....	\$5,000
Registration printer.....	\$5,000
Registration screen	\$5,000
Charging kiosk	\$5,000
Tech help desk	\$5,000

PLATINUM LEVEL Co-Sponsorship Opportunities

Welcome Reception	\$4,500
Networking Reception	\$4,500

GOLD LEVEL Exclusive Sponsorship Opportunities

Welcome Reception entertainment	\$3,750
Schedule-at-a-glance	\$3,750
Registration fee drawing	\$3,750
Pens.....	\$3,750
Room deliveries*	\$3,750

GOLD LEVEL Co-Sponsorship Opportunity

Continental breakfast	\$3,500
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SILVER LEVEL Exclusive Sponsorship Opportunities

Luggage tags*	\$2,250
Highlighters*	\$2,250
Hand sanitizers*	\$2,250
Newspaper deliveries*	\$2,250
Beverage cups at The Coffee Stop*	\$2,250

SILVER LEVEL Co-Sponsorship Opportunities

The Coffee Stop	\$1,500
Refreshment breaks.....	\$1,500

Special Co-Sponsorship

Opening General Session entertainment	\$1,000
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Sponsorship Benefits

BENEFITS	PLATINUM	GOLD	SILVER	SPECIAL
Free registration	2	1	1	
Listing on mobile app	★	★	★	★
Free logo on app	★			
Free downloadable PDF option on app	★	★		
Logo on website event page	★			
Link on website w/listing	★	★		
Listing on website event page	★	★	★	★
Preregistration list of attendees	★	★	★	★
Recognition in promotional mailing	★	★	★	★
Recognition at meeting	★	★	★	★
Logo in Silver Screen presentation	★	★	★	★
Recognition in Rural Telecom	★	★	★	★
Name on signs	★	★	★	★
Name in schedule-at-a-glance	★	★	★	★
Recognition at receptions	★	★	★	★
Sponsor ribbon on badge	★	★	★	★

Advertising Opportunities

ADVERTISE

Conference promotional brochure (exclusive ad)..... \$2,500

Schedule-at-a-Glance

Back cover, full-page, color ad \$2,500

Inside back cover, full-page, color ad \$2,000

Digital Advertising Opportunities

digital

Website meeting page banner ad \$1,000

Silver Screen ad \$500

Mobile



Banner ad with landing page \$1,000

Unlimited PDFs \$150



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Legal Seminar

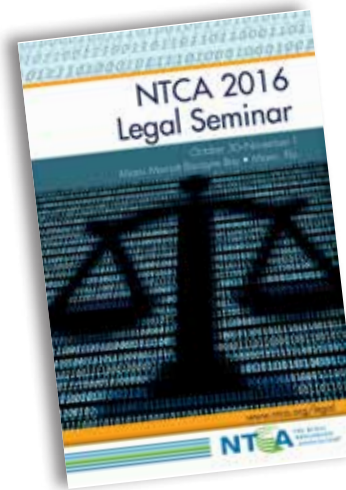
November 12-14, 2017 | The Westin Nashville, Nashville, Tenn.

About

This annual seminar focuses on legal, regulatory and tax issues that affect all telcos.

Audience

Approximately 150 member attorneys, general managers and owners. Attendees earn CLE credits.



Sponsorship Benefits

BENEFITS	EXCLUSIVE	CO-SPONSOR
Free registration	1	
Preregistration list	★	\$500/purchase
Company logo on sign	★	
Sponsor ribbon on badge	★	★
Recognition at meeting	★	★
Name on signs and program	★	★
Name on website	★	★
Logo on website	★	
Recognition in promotional brochure	★	★



Exclusive Sponsorship Opportunities

Mobile app.....	\$4,500
Welcome Reception	\$4,000
Lunch.....	\$3,000
Wi-Fi.....	\$3,000
Cocktails at Welcome Reception.....	\$2,000
Registration.....	\$2,000
Continental breakfast	\$1,500

Co-Sponsorship Opportunities

Continental breakfast	\$750
Refreshment breaks.....	\$500

Additional Marketing Opportunities

(All costs associated with sponsorships below are incurred by the sponsor.)

Tote bags	\$1,000
Lanyards.....	\$1,000
Hotel key cards.....	\$1,000
Pens.....	\$750
Registration/raffle gift	\$750



Advertising Opportunity

In Manual

Full-page, color ad	\$1,000
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Digital Advertising Opportunities

Website page banner ad.....	\$1,500
Silver Screen ad (PowerPoint slide)	\$500



Mobile Opportunities

Banner ad with landing page	\$750
Unlimited PDFs	\$150

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Telecom Executive Policy Summit

Fall 2017

About

The Telecom Executive Policy Summit is an opportunity for rural carrier leaders to engage with policymakers in Washington, D.C., and be a part of the effort to seek solutions to the industry's most pressing challenges.

Audience

Approximately 100 NTCA owners, executives and managers.



Sponsorship Benefits

BENEFITS	EXCLUSIVE	CO-SPONSOR
Free registration	1	
Preregistration list	★	\$500/purchase
Company logo and description on sign	★	
Sponsor ribbon on badge	★	★
Recognition at meeting	★	★
Name on signs	★	★
Name on website	★	★
Logo on website	★	
Recognition in promotional brochure	★	★



Exclusive Sponsorship Opportunities

Welcome Reception	\$6,000
Networking Reception	\$6,000
Wi-Fi.....	\$3,000
Cocktails.....	\$3,000
Registration.....	\$2,000
Continental breakfast	\$1,500

Co-Sponsorship Opportunities

Continental breakfast	\$750
Refreshment breaks.....	\$600

Additional Marketing Opportunities

(All costs associated with sponsorships below are incurred by the sponsor.)

Tote bags	\$1,000
Lanyards.....	\$1,000
Hotel key cards	\$1,000
Pens.....	\$750
Registration/raffle gift	\$750

Nonmembers add 20% to all costs in marketing kit. Confidential Personal Portfolio of Nanci Davis – Not to Be Used for Any Other Purpose 29



Digital Advertising Opportunities

Website page banner ad.....	\$1,500
Silver Screen ad (PowerPoint slide)	\$500



Mobile Opportunities

Banner ad with landing page	\$750
Unlimited PDFs	\$150





Smart Rural Community

Broadband Enabled. Locally Driven. Globally Connected.

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Smart Rural Community (SRC) is an initiative that promotes rural broadband networks and their applications that communities can leverage to foster innovative economic development, commerce, education, health care, government services, public safety and security, and more efficient energy distribution and use. SRC also publishes original research and white papers that investigate issues relating to rural broadband deployment, adoption and use.

Each year, NTCA recognizes communities served by member companies with the title Smart Rural Community during an awards presentation at the Fall Conference.

The Smart Rural Community Collaboration Grant provides resources to rural broadband providers to work with their community to utilize broadband-enabled applications promoted by the SRC initiative.

Becoming a Smart Rural Community grant sponsor ensures increased brand recognition and direct access to both our members and their communities.

Sponsor a Smart Rural Community initiative for \$25,000 over a five-year term (\$5,000 per year).



Sponsorship Benefits

Sales/Marketing

- One ad in Rural Telecom magazine (print, digital, mobile editions) and one tile ad on the SRC website.
- Recognition at NTCA events as an SRC sponsor.

Brand Visibility

- Use of SRC logo.
- Linked to innovation/thought leadership.
- Sponsor recognition on SRC communications, website, PR and white papers.

Community Service Visibility

- Directly promote participation in support of rural communities.

Note: Sponsorship funds go directly to the SRC member/community initiative and do not contribute to Star Partner package minimums.



FOUNDATION FOR RURAL SERVICE

Help us invest in your rural communities by supporting the Foundation for Rural Service (FRS).

At FRS we work to sustain and enhance the quality of life in America by advancing an understanding of rural issues and emphasizing the benefits of rural telecommunications for the nation as a whole.



Your support of FRS, whether through event sponsorships or general donations, helps us invest in rural America through scholarships, community grants and awareness campaigns. For more information on how to support FRS, contact Annette Peterson, at apeterson@frs.org or 703-351-2034, or visit www.frs.org.

NOTE: Funds go directly to FRS and do not contribute to Star Partner package minimums.



Print Advertising

► RURAL TELECOM MAGAZINE

Trim: 8.5" (wide) x 11" (deep) plus 1/8" bleed on all four sides

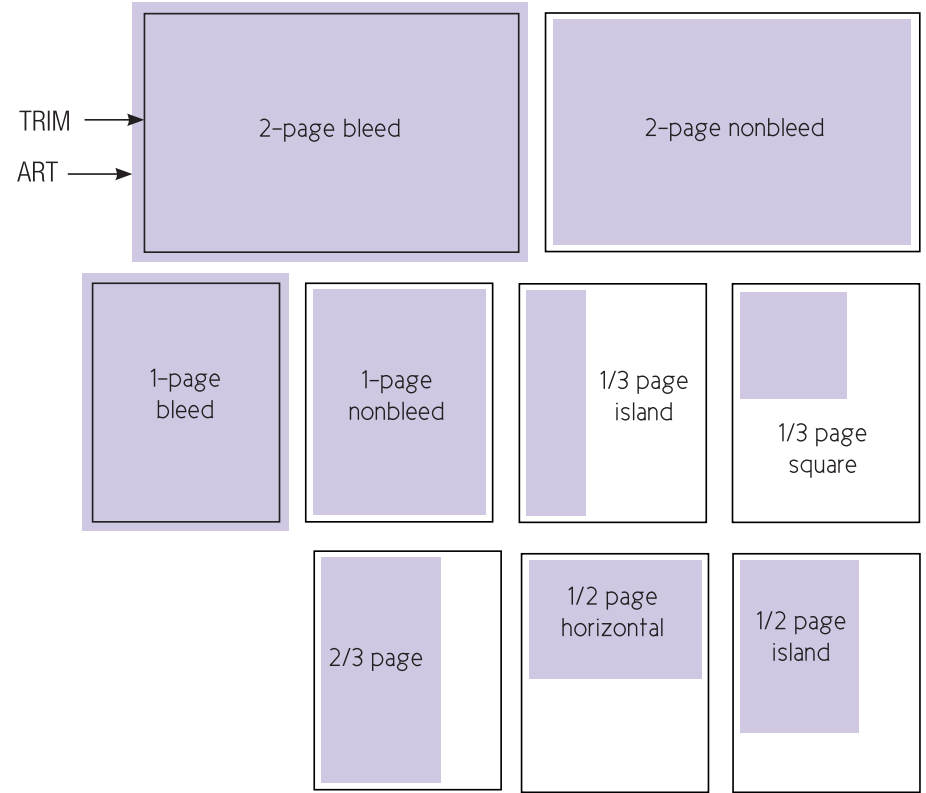
AD SIZES	WIDTH x DEPTH
2–page spread (full bleed)	17.25"x11.25" (17"x11"/trim)
2–page spread (nonbleed)	16"x10"
1 page (full bleed)	8.75"x11.25" (8.5"x11"/trim)
1 page (nonbleed)	7.5"x10"
2/3 page	4.875"x10"
1/2 page horizontal	7.5"x4.875"
1/2 page island	4.875"x7.5"
1/3 page vertical	2.375"x10"
1/3 page square	4.875"x4.875"

► BLOW-INS/BIND-INS/BELLY BANDS

Specs provided when ordered.

► AD ARTWORK INFO/REQUIREMENTS

- Rural Telecom magazine is printed sheetfed offset.
- Rural Telecom magazine accepts press-ready PDFs only. Images within files should be at least 300 ppi at final reproduced size. We are not responsible for the quality of images at lower resolutions. All PMS or spot colors must be converted to CMYK.
- Live matter must be at least 1/2" from trim on full-page, full-bleed ads. Full page ads must have crop marks (and bleeds if used) included. Bleeds must be 1/8".
- Email files directly to mcoleman@ntca.org, or use DropBox or a similar file transfer application and supply a live link.
- If you have technical questions about file preparation, contact publications@ntca.org.



Rural Telecom Mobile App

◆ APP ISSUE SPONSOR SPLASH SCREEN

iPhone/Android sponsored launch image (640 x 960 png)
 iPhone 5 sponsored launch image (640 x 1136 png)
 iPad/Android Tablet sponsored launch image (1536 x 2048 png)
 Sponsor launch images may be updated with each issue.
 Image must be static (not animated)
 Image can't be linked

◆ ROTATING BANNER

A static png or jpg image for each of the banner sizes you want in the app:
 Small: 320w x 50h
 Medium: 728w x 90h
 Large: 960 x 90h
 A URL link for each banner ad
 Maximum file size of 200KB for each file
 Banner ads should NOT use transparent backgrounds

Conference Print Advertising

◆ SCHEDULE-AT-A-GLANCE AD

Specs provided when ordered.

◆ PROMOTIONAL MEETING BROCHURE AD

Spec provided when ordered.

◆ LEARNING JOURNAL AD

7" × 10" with 1/8 bleed on all sides

The live area is 6" × 9"

Digital Advertising

◆ MOBILE APP ADS

Mobile app ads require one size banner and three sizes of landing pages.

Banner Size – 640 x 110 pixels at 300 dpi in .jpg or .png format. No visible graphic borders.

All banners click through to an accompanying app landing page.

Landing page – the following three sizes.

320 x 418

640 x 110

640 x 1008

at 300 dpi, .jpg or .png format. No visible graphic borders.

Splash Page – 640 x 960 and 2048 x 2048 pixels; both at 300 dpi in .jpg or .png format

◆ SILVER SCREEN ADS

16" × 9" slide, 150 dpi

.jpg File

NTCA.org Online Ads

◆ BANNER ADS

300 × 72 pixels, horizontal

PNG, JPEG, GIF and animated GIF banners. Animated banners may only repeat maximum of three times (max 6 sec./repetition).

◆ MEETING REGISTRATION WEB PAGE AD BANNER

350 × 100 pixels

◆ MEETING HOME PAGE/SECONDARY MEETING WEB PAGE AD BANNER

350 × 100 pixels

◆ RURALTELECOM.ORG AD BANNER

350 x 100 pixels

E-newsletter Ads

◆ BANNER

400 × 60 pixels, horizontal

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Questions?

Contact Michele Coleman
at 703-351-2089 or
mcoleman@ntca.org.



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