

Telecom Reseller has the highest traffic per day of any news website that is dedicated to commercial grade telecommunications for sites of all sizes that predominantly use Avaya, Cisco, Mitel, NEC, ShoreTel, Aastra, Polycom, Samsung and/or Vertical.

Telecom Reseller On Line	1,500 Readers Daily
Weekend Update	13,500 Every Sunday
Natd World	6,000 Every Other Tuesday
Podcasts	At Telecom Reseller and iTunes

Telecom Reseller In Print	http://tinyurl.com/27i7v3x
Telecom Reseller On Line	http://tinyurl.com/y86gzfx
Weekend Update	http://tinyurl.com/2bo449f
Natd World	http://tinyurl.com/36g5ldt
Podcasts	http://tinyurl.com/24q5lxx
iTunes	http://tinyurl.com/32cbrij

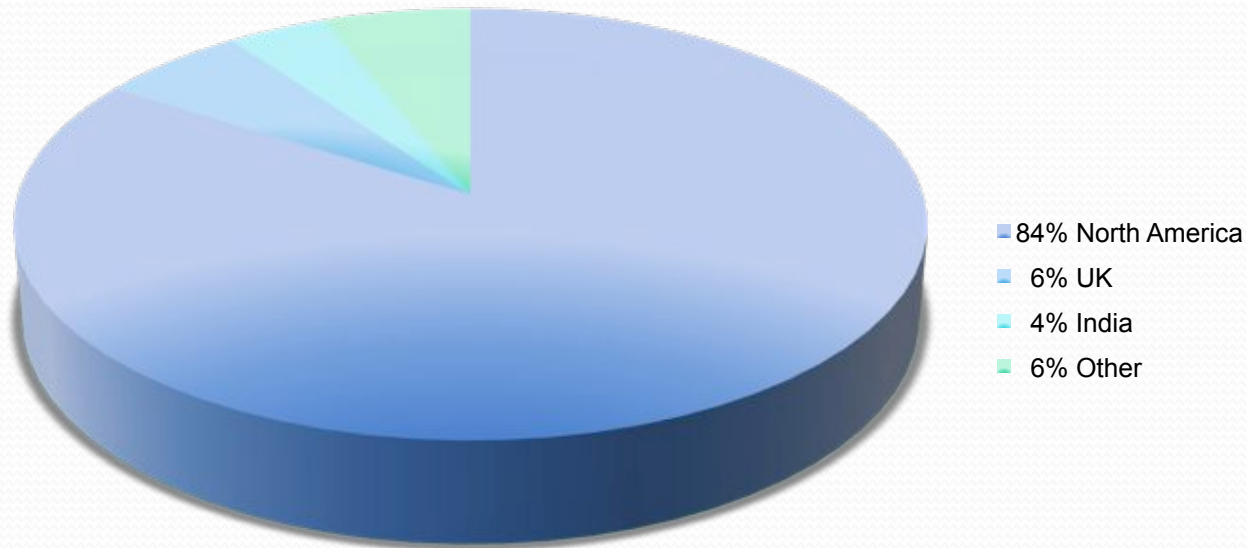
Overview

Telecom Reseller
UC Networks
The Voice of Unified Communications and Collaboration

Reporting on IP-PBX, SIP,
Mobility, Migration, Cloud,
Speech, SMB and Enterprise,
Avaya, Cisco, NEC, Mitel, Aastra
Polycom, snom, Vertical, and more

		Unique	Pages	Time	
Telecom Reseller OL	On Line	1,200	2.71	22.2	
	M-F	1,500			
		Mailing	Open Rate	Clicks	
Weekend Report	eBulletin	13,500	36%	27%	Weekly
Natd World	eBulletin	6,000	43%	21%	2X/Month

Where the readers are from

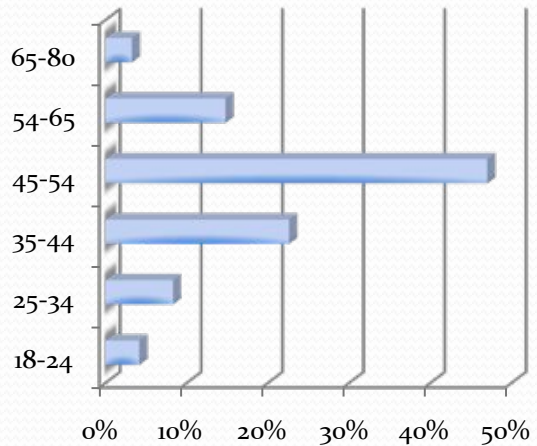


North American readers dominate.
Cisco and Avaya user association readers create traffic from the UK.
Readers from India are mainly involved in software development.

www.telecomreseller.com

Our readers tend to be between 35 and 54, make a middle to upper middle income, have a college degree with some post graduate training and are evenly divided by gender.

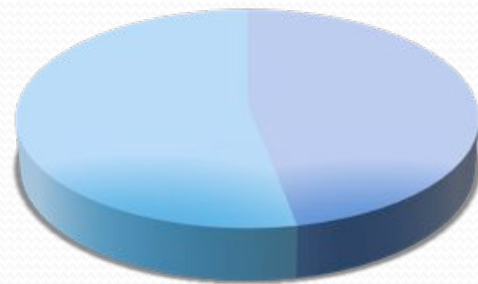
Age of Reader % Readers



■ Age of Reader % Readers



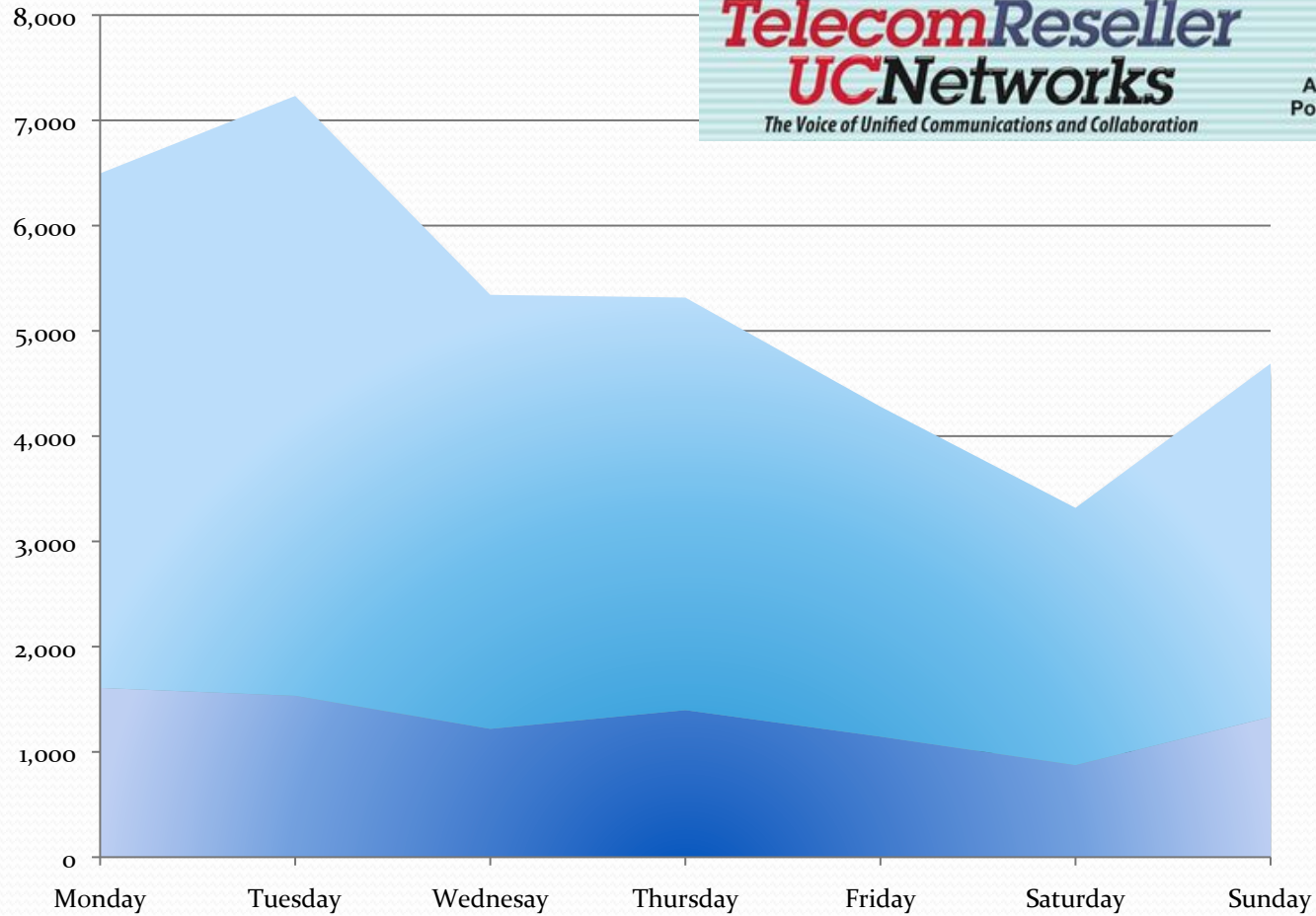
- Household Income US \$ Per Year Under 50 K 5%
- Household Income US \$ Per Year 50-100K 26%
- Household Income US \$ Per Year 100-250K 55%
- Household Income US \$ Per Year Over 250K 14%



- Gender Male 47%
- Gender Female 53%

Most access Telecom Reseller from work.

Traffic



TelecomReseller
UCNetworks
The Voice of Unified Communications and Collaboration

Reporting on IP-PBX, SIP, Mobility, Migration, Cloud, Speech, SMB and Enterprise, Avaya, Cisco, NEC, Mitel, Aastra, Polycom, snom, Vertical, and more

- Traffic Page Views
- Traffic Absolute Unique

Sticky: Our readers spend time.



Our readers spend over 20 minutes on our site.

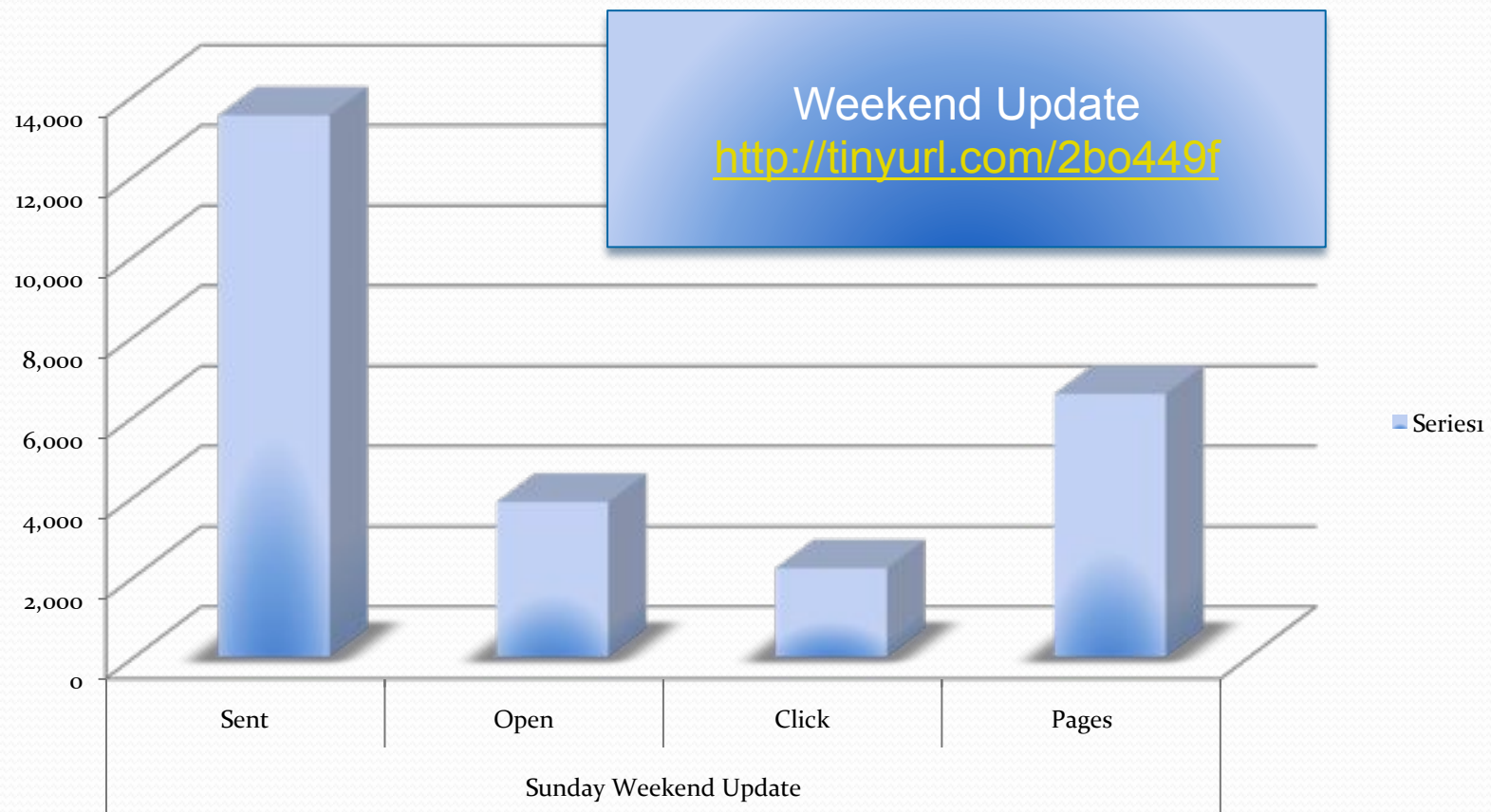
They visit between two to three stories.

A typical visit includes a news story and a column or op-ed

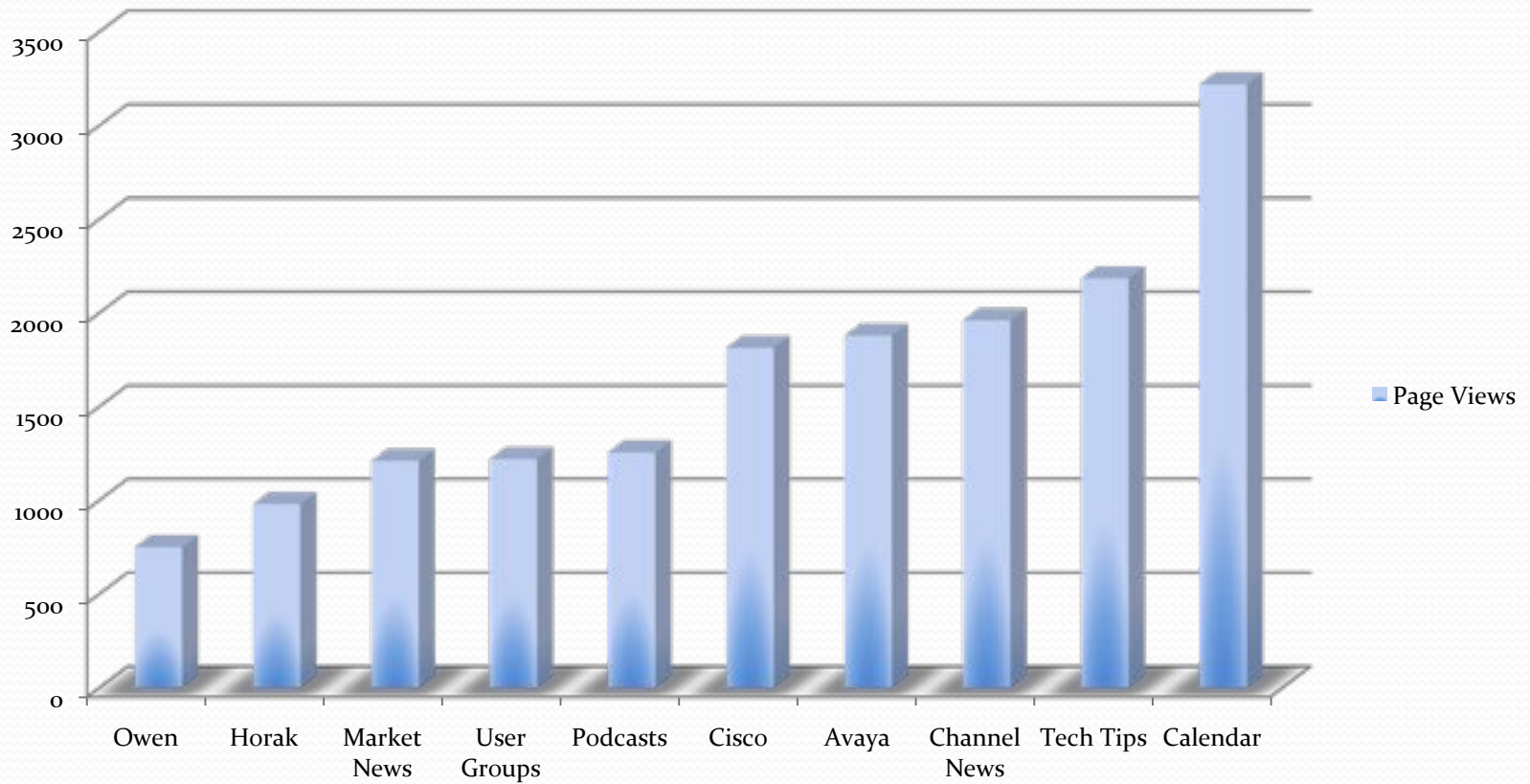
OP-ED. A great way to bring home the message. Your company could have an op-ed page of it's own

The screenshot displays the website for Tel UC Networks, a professional edition of Salesforce.com. The page features a navigation menu with links for Home, Contact Us, Subscribe, Events & Groups, News & Features, Writers, Resources, Podcasts, In Print, Jobs, and Books. A search bar is located in the top right corner. The main content area is titled "Writers" and lists various vendors including Aastra, Avaya, Cisco, Cloud, Epygi, HP, Microsoft, Mitel, NEC, Open, Polycom, snom, ShoreTel, Siemens, Vertical, and More. The featured article is by Sue Bradshaw, a Technology Writer at Integrated Research. The article title is "The importance of real-time monitoring for Avaya Aura Session Manager," dated October 17, 2010. The text discusses the cost benefits of SIP trunks compared to PRI trunks and mentions Avaya Aura Session Manager SIP-based routing. Below the article are two more entries: "Managing VoIP quality of service" (September 28, 2010) and "VoIP ecosystem management achieves high quality VoIP for campus" (July 28, 2010). The right sidebar contains several advertisements, including Prognosis VoIP ecosystem management, Cisco Compatible, The Receivables Exchange, Phone.com Virtual Office, Easy & Affordable Workforce Optimization, Avaya Training, and Telapprise.

Weekend Update



Page Views Most Popular Pages



Unique Per Week

Rates

Telecom Reseller In Print	http://tinyurl.com/27j7v3x
Telecom Reseller On Line	http://tinyurl.com/y86gzfx
Weekend Update	http://tinyurl.com/2bo449f
Natd World	http://tinyurl.com/36q5ldt
Podcasts	http://tinyurl.com/24q5lxx
iTunes	http://tinyurl.com/32cbrij

Main Sponsor, Front Page

500 x 65

\$4,125

	Main Sponsor 280 x 130	Junior Sponsor 280 x 65	Box Ad 125 x 125
Front (1)	\$3,475.00	\$2,175.00	\$825.00
Avaya	\$1,400.00	\$1,025.00	\$775.00
Cisco	\$1,400.00	\$1,025.00	\$775.00
OEM	\$1,050.00	\$1,025.00	\$525.00
News Selects	\$1,050.00	\$1,025.00	\$525.00
Writer	\$1,475.00	\$1,125.00	\$925.00
Calendar	\$1,825.00	\$1,125.00	\$775.00
Resource	\$1,075.00	\$775.00	\$525.00
Books	\$1,075.00	\$775.00	\$525.00

Per month based on 90 day trail.
Discounts available for extended terms.

(1) Front page ads include 10 inside pages.

Packages

Package A			
Media	Platform	Quantity	Comments
280 x 65	Category	3	Continuous
125 x 125	eBulletin	1	Weekly
Broadcast	Email	1	1 Per Every 3 Months
\$1,325 /Month			6 month requirement

Editorial Gold Package

Package B			
Media	Platform	Quantity	Comments
280 x 65	Category	3	Continuous
125 x 125	eBulletin	1	Weekly
Broadcast	Email	1	1 Per Every 3 Months
Podcast		1	1 Per Month
++ Story		1	1 Original Per Month
++ choose either custom story or podcast, 1 per month			
\$1,825 /Month			6 month requirement

Custom Blog & Banner Page

Package C			
Media	Platform	Quantity	Comments
280 x 65	Category	3	Continuous
125 x 125	eBulletin	1	Weekly
Broadcast	Email	1	1 Per Every 3 Months
CUSTOM BLOG PAGE on telecomreseller.com includes:			
Blog Page		1	Name, photo, link
Banner		1	280 x 130 on Custom Blog
Your blog page is all your content and has your ad and link.			
\$1,875 /Month			6 month requirement