

SINCE 1988

# Telecom Reseller

THE VOICE OF UNIFIED COMMUNICATIONS

PREMISES • CLOUD • VoIP • SIP • SIP TRUNKING • PRESENCE • IP-PBX • FAX • CONTACT CENTER • MAINTENANCE • MONITORING • TESTING

## *The official monthly guide to the telecom revolution*

**Qualified Buyers** Telecom Reseller readers are by qualification and request only. Qualified readers include UC management, team members, including CIOs and IT executives. These readers are employed by medium to large organizations such as banks, insurance companies, investment firms, hotels, universities, education facilities (private and public school districts), government, service companies, and manufacturing companies. Telecom Reseller readers manage the LANs and WANs from medium enterprises to Fortune 1000 companies. All readers are qualified to make purchasing decisions.

**Active Buyers** Over 23,000 enterprise readers who actively purchase telecom equipment, services, and solutions.

**Active Channels** 12,500 readers in the channel, and at service providers, consisting of the dealers, distributors and business partners of the major OEMs in the industry.

**Original Content** Practical Guide for Telemangement and VoIP networks.

**Telemangement Content** Telecom Reseller contains original content on enterprise telecom products, services and software. Articles cover all aspects of telecom technology and its application. The paper presents articles about Unified Communications (UC), VoIP, MS OCS suites, IP-PBX/PBX, SIP, SIP trunking, speech, unified messaging, contact center, headsets, ACDs, automated attendants, station equipment, test and measurement equipment, maintenance and monitoring, and telemangement software.

**Tech Tips** Unique, Unbiased Advice Telecom Reseller specializes in offering technical advice or "tech tips" on equipment from Avaya, Nortel, Mitel, Cisco, Siemens, Inter-Tel and NEC. Technical knowledge "not in the manual" is a major focus. Experts inform and instruct our readers on the latest software and solutions products and their applications.

**VoIP NETWORKING** reports on data communication news and products from a voice telephony perspective. SIP, migration and much more!

# Telecom Reseller

THE VOICE OF UNIFIED COMMUNICATIONS

VoIP • SIP • PRESENCE • IP-PBX/PBX • CPE • HOSTED • FAX • CONTACT CENTERS • MAINTENANCE • MONITORING • TESTING

## *Serving the telecom reseller community!*

*Active dealers, distributors, resellers, VARs, Interconnects, service companies... the entire telecom channel: since 1988, Telecom Reseller has been the nexus of the telecom reseller community offering news, views, fresh ideas, insights, and exclusive information. For twenty years, Telecom Reseller has been the only publication that has consistently dedicated itself to reporting on the telecommunications channel. Today, our content is dedicated to helping readers shape their portfolios with just the right mix of products and services that they need to match customer requirements.*

**Active Channels** *Our channel readers consist of companies that form the distribution networks serving the key enterprise markets. Readers are by qualification and by request. As the telephony market changes, our readers use Telecom Reseller to find out about market trends, new products and other innovations. Quite simply, Telecom Reseller is the best place to recruit channel partners to sell the products and services your company is offering. This is where you recruit your partner network!*

**Don't be, "Out of site, Out of mind!"** *Keep your visibility! Advertising in Telecom Reseller means being in front of the key distribution and dealer players.*

**Product Profiles** *Back up your advertising with a published report on your product or service. Our coverage will educate readers about how your offering works, and how your offering will work as part of their portfolio.*

**Case Studies** *Our news coverage can also educate readers on how your product performs in the field. Here is an opportunity to contrast your offering and stress your strengths in front of a readership of decision makers.*

**Exclusive Buyer's Guides** *Six times a year, Telecom Reseller produces buyer's guides of products and services developed for specific platforms. This is exclusive and widely distributed content. Call us or details and participation requirements.*

# Telecom Reseller

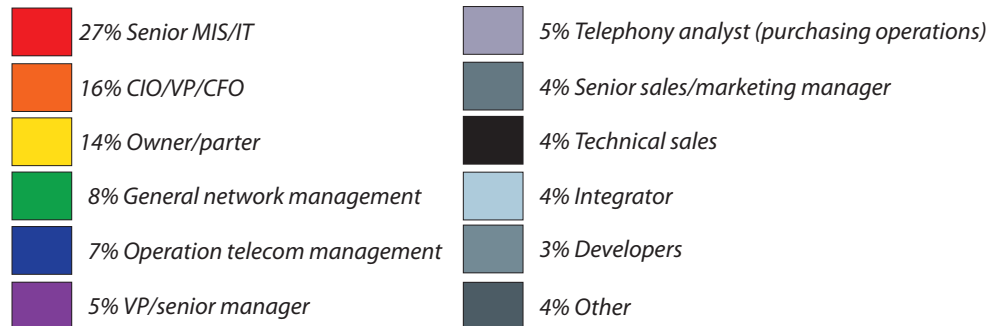
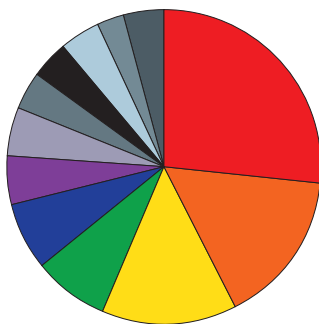
THE VOICE OF UNIFIED COMMUNICATIONS

VoIP • SIP • PRESENCE • IP-PBX/PBX • CPE • HOSTED • FAX • CONTACT CENTERS • MAINTENANCE • MONITORING • TESTING

## Readership Analysis

Subscribers receiving Telecom Reseller every month by USPS.

<b>Job Function/Title</b>	<b>Readers</b>
Senior MIS/IT	10,645
CIO/VP/CFO	7,118
Owner/Partner	5,235
General Network Management	2,906
Operation Telecom Management	2,001
VP/Senior Manager	1,861
Telephony Analyst (Purchasing Operations)	1,695
Senior Sales/Marketing Manager	1,512
Technical Sales	1,396
Integrator	1,391
Developers	1,104
Other	1,138
	<b>37,705</b>



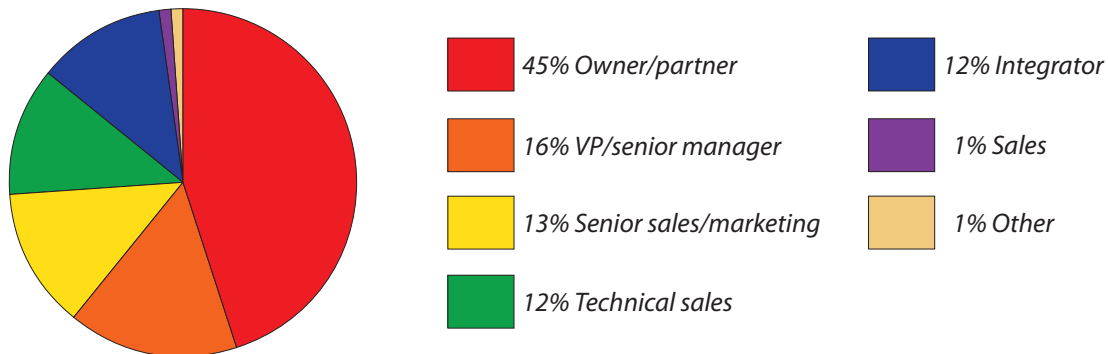
# Telecom Reseller

THE VOICE OF UNIFIED COMMUNICATIONS

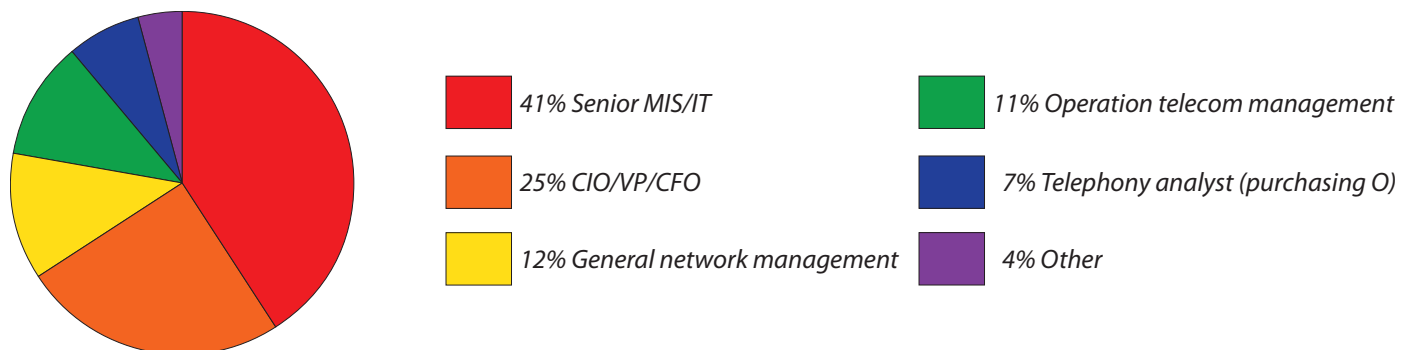
VoIP • SIP • PRESENCE • IP-PBX/PBX • CPE • HOSTED • FAX • CONTACT CENTERS • MAINTENANCE • MONITORING • TESTING

US readers delivered by USPS	37,252
International readers delivered by surface mail	2,114
Subscribers	39,366
Trade show bonus run	2,500

## Channel reader composition



## Enterprise reader composition

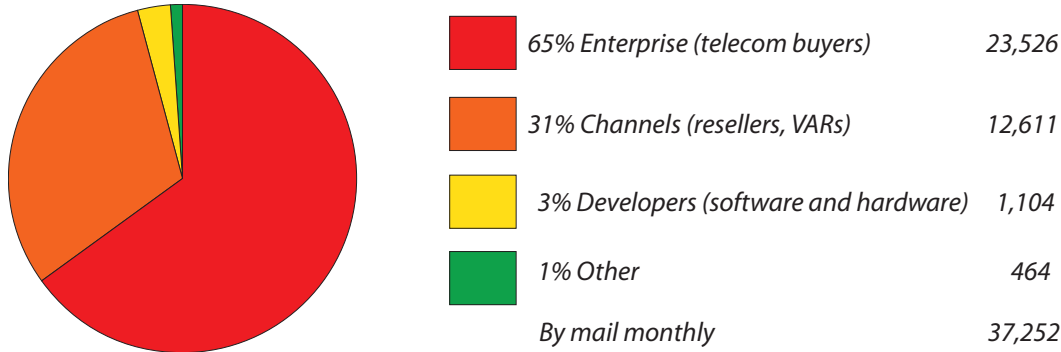


# Telecom Reseller

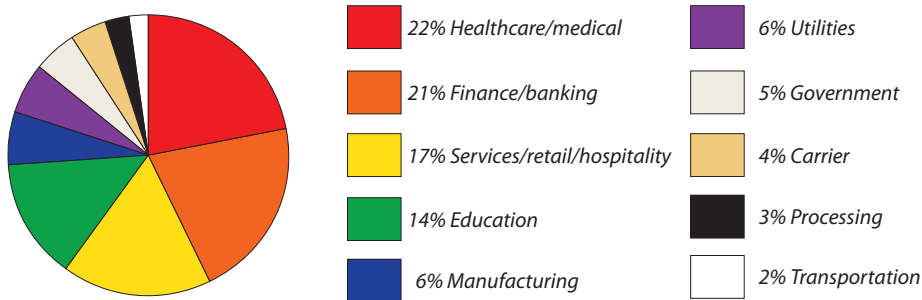
THE VOICE OF UNIFIED COMMUNICATIONS

VoIP • SIP • PRESENCE • IP-PBX/PBX • CPE • HOSTED • FAX • CONTACT CENTERS • MAINTENANCE • MONITORING • TESTING

## Overview

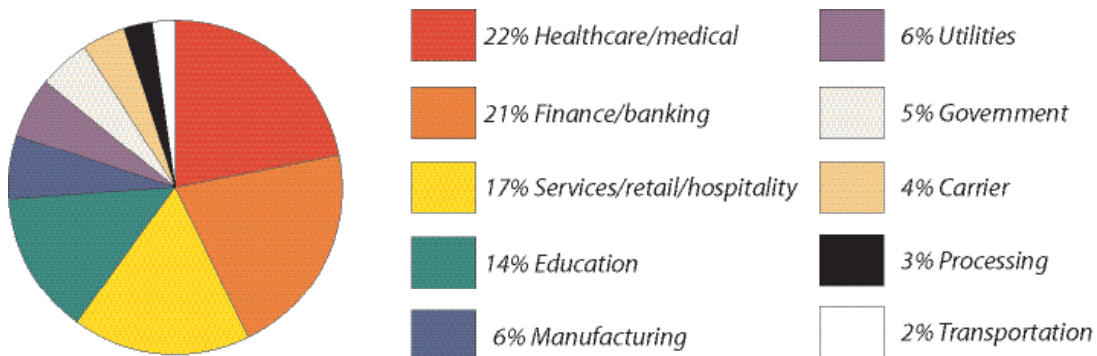


## What the enterprises use



North American readers counted by what they report as servers at each site. A majority of readers operate more than one vendor across their respective networks.

## What industries the enterprise readers come from



SINCE 1988

# Telecom Reseller

THE VOICE OF UNIFIED COMMUNICATIONS

VoIP • SIP • SIP TRUNKING • PRESENCE • IP-PBX/PBX • CPE • HOSTED • FAX • CONTACT CENTERS • MAINTENANCE • MONITORING • TESTING

## ADVERTISING RATES (Effective January 2012)

### Telecom Reseller

Size	Inches	Picas	Frequency		
			1x	6x	12x
Tabloid	10.17" wide x 14" tall	61p0 wide x 84p0 tall	\$4,925	\$4,525	\$4,225
1/2 tabloid	10.17" wide x 6.96" tall	61p0 wide x 41p9 tall	\$3,625	\$3,425	\$3,125
Junior	7.58" wide x 9.92" tall	45p6 wide x 59p6 tall	\$2,075	\$1,925	\$1,725
1/2 junior vertical	5" wide x 6.96" tall	30p0 wide x 41p9 tall	\$2,075	\$1,925	\$1,725
1/2 junior horizontal	7.58" wide x 3.96" tall	45p6 wide x 23p9 tall	\$2,075	\$1,925	\$1,725
1/8 page	5" wide x 3.38" tall	30p0 wide x 20p3 tall	\$1,050	\$ 975	\$ 925
Strip ad	10.17" wide x 1.5" tall	61p0 wide x 9p0 tall	\$1,050	\$ 975	\$ 925

### Avaya Extra and Cisco Tribune

Size	Inches	Picas	
Tabloid	10.17" wide x 14" tall	61p0 wide x 84p0 tall	\$2,950
1/2 tabloid	10.17" wide x 6.96" tall	61p0 wide x 41p9 tall	\$2,275
Junior	7.58" wide x 9.92" tall	45p6 wide x 59p6 tall	\$2,275
1/2 junior vertical	5" wide x 6.96" tall	30p0 wide x 41p9 tall	\$1,275
1/2 junior horizontal	7.58" wide x 3.96" tall	45p6 wide x 23p9 tall	\$1,275
1/8 page	5" wide x 3.38" tall	30p0 wide x 20p3 tall	\$ 725
Strip ad	10.17" wide x 1.5" tall	61p0 wide x 9p0 tall	\$ 725
Showcase	5" wide x 3.17" tall	30p0 wide x 19p0 tall	\$ 600

### Microsoft Lync, FAX, TEM, ITEXPO Extra, and Enterprise Connect Extra

Size	Inches	Picas	
Tabloid	10.17" wide x 14" tall	61p0 wide x 84p0 tall	\$2,100
1/2 tabloid	10.17" wide x 6.96" tall	61p0 wide x 41p9 tall	\$1,600
Junior	7.58" wide x 9.92" tall	45p6 wide x 59p6 tall	\$1,600
1/2 junior vertical	5" wide x 6.96" tall	30p0 wide x 41p9 tall	\$ 850
1/2 junior horizontal	7.58" wide x 3.96" tall	45p6 wide x 23p9 tall	\$ 850
1/8 page	5" wide x 3.38" tall	30p0 wide x 20p3 tall	\$ 600
Strip ad	10.17" wide x 1.5" tall	61p0 wide x 9p0 tall	\$ 600
Showcase	5" wide x 3.17" tall	30p0 wide x 19p0 tall	\$ 500

# Telecom Reseller

THE VOICE OF UNIFIED COMMUNICATIONS

VoIP • SIP • PRESENCE • IP-PBX/PBX • CPE • HOSTED • FAX • CONTACT CENTERS • MAINTENANCE • MONITORING • TESTING

## Color ads

For one-color ads (black and one ROP color), add \$300 to above prices. For two-color ads, add \$400. For full color (CMYK process color) ads, add \$1,200 to above prices. Process four-color is available on a limited number of pages. For matched color (when available), add an additional \$400.

## Special positions

Contact publisher for rates

## Contracts

Advertisers who elect to be billed at the 12x rate will be short-rated if they do not run 12 insertions within a 12-month period.

## Inserts

Contact publisher for rates.

## Frequency

Published monthly.

## Closing dates

Issues close for advertising orders on the 5th of the month preceding the issue date. Publisher must have advertising materials in the publishing office on that date and cancellations will not be accepted after the 5th. The publisher retains the right to publish advertising deemed appropriate if advertising material does not arrive before the issue goes to press.

## Agency commissions

15% of gross billings on space and color to recognized agencies. No commissions will be paid on invoices past due 30 days from original invoice.

## Copy regulations

Advertiser and/or its agency assumes any and all liability for all content submitted. The advertiser agrees to indemnify and save harmless the publisher from all costs, claims, and legal proceedings for the unauthorized use of any person's name, any trademark or copyrighted material, contained in the advertisement.

## Media requirements

Telecom Reseller **requires ads to be submitted as high resolution PDF files.** Use the PDF/X-1a:2001 specification exclusively.

For proofing purposes, a fax or other hard copy of your ad must accompany your files.

Flight test your files. Charges will be incurred for files that require additional preparation in order to image properly.

All ad pdf files submitted will be imported into InDesign for final output.

- Send pdf files and proofs to [publisher@usernews.com](mailto:publisher@usernews.com)  
or [sprizertype@mac.com](mailto:sprizertype@mac.com)
- ftp is also available. Call **360.260.9708** for details.

## Mechanical specifications

Trim size is 11" x 15". Four columns per page. Printing is web offset on 30 lb. premium uncoated stock, 85 line screens.

## Sales

Voice **360.260.9708** Fax 360.260.9726  
17413 SE 28th Street, Vancouver, WA 98683  
[publisher@usernews.com](mailto:publisher@usernews.com)  
<http://www.telecomreseller.com>

*Tabloid*  
*61p0 wide x 84p0 tall*

*Half tabloid*  
*61p0 wide x 41p9 tall*

*Strip*  
*61p0 wide x 9p0 tall*

*1/2 junior horizontal  
45p6 wide x 23p9 tall*

*1/8 horizontal  
30p0 wide x 20p3 tall*

*Junior  
45p6 wide x 59p6 tall*

*1/2 junior vertical  
30p0 wide x 41p9 tall*