



WIRELESS TELECOM

cwta  acts

The official publication of the Canadian Wireless Telecom Association

Reach the leaders in Canada's wireless industry.

Wireless Telecom is Canada's only wireless telecommunications trade publication. Established in 1975, it remains a vital source of industry news and analysis.

Wireless Telecom's editorial covers all domestic wireless issues. CWTA is the authority on wireless issues, developments and trends in Canada. Canadians involved in wireless need to read *Wireless Telecom* in order to keep abreast of regulatory issues and developments. No other wireless or wireless-related publication has a comparable Canadian circulation!

Contact a sales representative today to see how you can build image for your company.



For more information, contact:



Dear Members and Colleagues:

Wireless Telecom, the official publication of the Canadian Wireless Telecommunications Association is an important component of our mission to be the pre-eminent source of input to government policy and public opinion, on behalf of the wireless communications industry in Canada, in order to create and maintain a positive economic environment for the wireless industry.

Naylor Publications Co. (Canada) is responsible for advertising sales and printing of the magazine. Naylor Publications is an internationally known publisher of association and professional magazines, directories and rosters, with over 30 years of experience in the industry. Editorial content of *Wireless Telecom* is the responsibility of the CWTA.

Wireless Telecom continues to cover all domestic wireless issues, keeping you abreast of regulatory and technology issues and new services and developments. No other wireless or telecom related publication has a comparable Canadian circulation to telecom carriers, equipment manufacturers and suppliers, the IT industry, government agencies and user industries such as public safety, transportation and the business services sector. We, therefore, solicit your support when a Naylor account representative calls.

Thank you for your consideration and support.

Yours truly,

Peter Barnes
President & CEO

Key Features of Interest to Advertisers

- **Wireless Telecom** is Canada's only wireless telecommunications trade publication. Established in 1975, it remains a vital source of industry news and analysis.
- **Wireless Telecom** editorial covers all domestic wireless issues. CWTA is the authority on wireless issues, developments and trends in Canada. It represents cellular, PCS, messaging, fixed wireless, mobile radio and mobile satellite carriers, as well as companies that develop and produce products and services for the industry.
- Direct, cost-effective access to companies supplying services to member companies. These companies represent a **\$7.6-billion** industry.
- Canadians involved in wireless need to read **Wireless Telecom** in order to keep abreast of regulatory issues and developments. No other wireless or wireless-related publication has a comparable Canadian circulation (see Canada's Highest).

Visibility

- Ask your sales representative about special placements and premium positions.
- Maintain and develop business relationships through a complimentary customized listing in our **Index to Advertisers**. Your company will be listed alphabetically by product/service category, with the page number of your ad.

Publication

- **Wireless Telecom** is an 8½" x 11", saddle stitched, full-colour, glossy stock magazine published three times each year.
- All publications are produced on a five-colour Heidelberg Speedmaster sheet-fed press in an ISO 9001-certified facility. Premium advertising positions and editorial adjacencies awarded on a first-come, first-served basis. All space reservations require a completed Insertion Order received on or before the sales close date. Invoices issued upon publication.

Publisher

Naylor Publications, the national leader in professional communications services for associations, serving more than 400 leading organizations from 85 different industries across North America, is the official publisher of *Wireless Telecom*. Contact Naylor Publications for more information on how this publication can help you reach your target market, and to receive a full list of available advertising positions, sizes and prices.

Editorial Plan

In Every Issue:

- *CWTA's President's message* – By Peter Barnes, President & CEO, CWTA
- *Wireless World* – news and stories of interest to the industry occurring during the previous quarter
- *Feature Interview* – CWTA speaks with Canadian wireless leaders to comment on the state of the industry
- *Public Policy* – updates on regulatory affairs and advocacy
- *Technical Feature* – by David Crowe, a wireless standards consultant and editor
- *Solutions for the Wireless Industry* – manufacturers' latest products for the Canadian wireless market
- *Industry Events Calendar*
- *According to...* - an opinion column written by a Canadian industry leader
- *Buyers' Guide/Preferred Trade List*

Feature stories:

- TBA

This editorial plan is tentative and subject to change.

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Advertising Rate Card

NET BLACK AND WHITE RATES			AD DIMENSIONS		
Size	1-2X	3X	Size	Width	Length
Full Page	\$2,039.50	\$1,729.50	Full Page	7"	9.5"
2/3 Page	1,729.50	1,469.50	2/3 Hz.	7"	6.333"
1/2 Page Island	1,659.50	1,409.50	2/3 Vt.	4.583"	9.5"
1/2 Page	1,339.50	1,139.50	1/2 Hz.	7"	4.583"
1/3 Page	1,079.50	919.50	1/2 Vt.	4.583"	7"
1/4 Page	929.50	789.50	1/3 Hz.	7"	3"
COVERS AND PREMIUM POSITIONS			1/3 Vt.	2.166"	9.5"
Size	1-2X	3X	1/3 Sq.	4.583"	4.583"
Double Page Spread	\$3,449.50	\$2,929.50	1/4 Hz.	4.583"	3.333"
Inside Front Cover	2,479.50	2,169.50	1/4 Vt.	3.333"	4.583"
Inside Back Cover	2,479.50	2,169.50	Revisions and Proofs: \$50		
Outside Back Cover	3,049.50	2,739.50	Position Guarantee: 15% premium		
COLOUR RATES					
Process Colour		\$400.00			
Matched Colour		550.00			
Full Colour		850.00			
PMS Colour		700.00			

MECHANICAL REQUIREMENTS					
Type Size: 7" X 9.5"					
Trim Size: 8.375" X 10.875"					
Bleed Size: 8.625" X 11.125"					
Halftone Screen: 133 lines up to 150 lines					
DPS Mechanical Requirements:					
Type Size: 15.417" X 9.5"					
Trim Size: 16.75" X 10.875"					
Bleed Size: 17" X 11.125"					
Halftone Screen: 133 lines up to 150 lines					

Advertiser indemnifies Naylor Publications and the Association against losses or liabilities arising from this advertising. Naylor Publications assumes no liability whatsoever, except to the extent of a one time paid advertisement of the same specification, in the next or similar publication, if any proven or admitted errors or omissions have occurred. Payment is due upon receipt of the invoice. Interest shall be charged at 2% per month compounded to yield 26.82% per year on overdue accounts. Revisions to previously submitted ad copy are subject to additional charges. In the event of a contract cancellation, the advertiser/or agency agrees to repay Naylor Publications any discounts granted for multiple insertions less any discount applicable for the number of insertions completed in the contract. All cancellations must be received in writing prior to the advertising sales deadline. All premium positions are non-cancelable. Prices are net of agency commission. Ads may also appear in an online version of the publication(s). LR 9/8/2004



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Outsert Rates and Data

- Distributed to Canadian Wireless Telecommunication Association members – mobile telephone service providers, paging companies, mobile radio, mobile satellite carriers and fixed wireless service providers from coast to coast.
- Direct, cost-effective access to companies supplying services to member companies. These companies represent a \$5 billion industry.
- Our direct marketing offer gives you the opportunity to reach your audience with a cost-effective alternative to direct mail.
- Whether you are promoting an event, a new product or your entire product line, placing an “outsert” in our polybag with our magazine will ensure tremendous exposure.

Outserts Furnished by Advertiser:

Surfaces:

1-Page Outsert: (2 Surfaces)	\$2,859.50
2-Page Outsert: (4 Surfaces)	\$3,569.50
3-Page Outsert: (6 Surfaces)	\$4,279.50
4-Page Outsert: (8 Surfaces)	\$4,999.50
5-Page Outsert: (10 Surfaces)	\$5,709.50
6-Page Outsert: (12 Surfaces)	\$7,139.50
8-Page Outsert: (16 Surfaces)	\$8,569.50
Postcard:	\$3,569.50
CD-ROM:	\$4,279.50

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New Products Marketplace

With the rapid advance in technology around us, it is often hard to keep up with the whirl of new products and services available. Make sure your company stands out in the technological sea by promoting your new products in our featured New Products Marketplace.

For only \$499.50, you get a full colour photo of your technological marvel and a 75-word profile. Take advantage of this special opportunity to reach an audience of 8,000 telecomm purchasers and decision makers. Simply fill out the form below, sign, date and fax it back to (800) 709-5551 today and your account executive will contact you about ad copy.

- 1/6-page vertical profile (full colour photo and 75-word profile) - \$499.50

Billing Information

Company Name *(as you wish it to appear alphabetically)*: _____

Primary Contact: _____ Position: _____

Address: _____

City: _____ Province: _____ Postal Code: _____

Phone: _____ Fax: _____

E-mail: _____ Web site: _____

I agree to all the terms of the rate sheet and this contract as applicable for my company.

Payment Authorization Signature: **X** _____ Date: _____

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Please sign and fax back to:



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Facts for advertisers in the Canadian wireless industry

- In just two short decades, wireless products, services and networks have become integral to the lives and businesses of Canadians, and essential to the social and economic fabric of Canada. Today, one in every three Canadians owns a wireless phone, pager or other mobile communications device. More than 25,000 Canadians work in or for the industry. The industry generates \$7.6 billion in revenues each year and has invested more than \$12 billion in Canada's wireless telephone infrastructure.
- The vast majority of Canadians value wireless technology, and believe wireless communications have improved their lives. They cite convenience, ease-of-use and peace of mind as the major reasons.
- The growing popularity, cost-effectiveness and usefulness of wireless communications are already creating a fundamental shift from place-to-place to person-to-person communications. Now, with the union of wireless and Internet-based communications, whole new ways to communicate, get information and conduct business are emerging. Increasingly, innovative new wireless technologies will liberate customers from slow connections, cumbersome equipment and immovable points of access. Soon, mobility will become an essential aspect of most communications services. This is the new world of wireless communications -- a world that will be shaped by the proven ingenuity, commitment and customer focus of Canada's wireless industry.

Investment and job creation in Canada

- Canada's wireless carriers have invested more than \$12 billion in mobile phone communications during the past 12 years alone.
- The members of CWTA pay license fees in excess of \$150 million each year -- more than two-thirds of the total fees collected by Industry Canada from all spectrum users.
- Canada's wireless industry employs approximately 25,000 Canadians. Most of these employees are in highly skilled positions, and, on average, earn 30 per cent more than the average Canadian worker. Thousands more jobs are indirectly supported by Canada's wireless industry.
- The demand for highly skilled wireless communications specialists is so great that Canadian post-secondary institutions are creating programs specifically geared to the wireless industry.

The Canadian Market

- Wireless revenues in Canada totaled \$7.6 billion in 2002, an increase of 15 per cent over 2001.
- Wireless phones are among the fastest growing consumer products in history. By 2005, more than half of all Canadians will be mobile phone customers.
- Canadians currently use more than 15 million wireless devices on a daily basis, including 13 million wireless phones, more than 1.8 million pagers, one million mobile radios and 10,000 mobile satellite phones.
- More than half of all Canadians have a choice of four service providers for mobile phone service.
- Canadians place more than six million calls each year to 9-1-1 or emergency numbers from their mobile phones.

Global Opportunities

- According to EMC, a leading researcher and publisher of intelligence about wireless markets, there are now more than one billion wireless phone subscribers worldwide.
- Half of the world's population has never made a phone call.
- Many less developed regions of the world are building wireless networks instead of traditional fixed networks, because it is considerably more cost-efficient to install and maintain a wireless infrastructure. A recent study forecasted that 200 million people worldwide would use these new wireless networks by 2005.
- By 2005, 50 per cent of all calls in the world will be wireless.



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Circulation

CWTA maintains Canada's most extensive database of wireless contracts. This circulation statement is updated on a regular basis and the newest version may be obtained upon request.

QUALIFIED RECIPIENTS BY MANAGEMENT LEVEL (JOB TYPE)

Corporate Executives	Chairman, President, CEO, Owner, Partner	1289	17.44%
Executive Management	Executive VP, Senior VP, Secretary-Treasurer	784	10.61%
Technical and Engineering	VP, Director, Manager	1119	15.14%
Marketing and Sales	VP, Director, Manager	1692	22.89%
Regulatory	VP, Director, Manager	287	3.88%
Purchasing	VP, Director, Manager	101	1.37%
Operational / Financial	VP, Director, Manager	246	3.33%
Research	VP, Director, Manager	166	2.25%
Other Titled Personnel	Buyers / Consumers	428	5.79%
Copies to Company or Library	Copies to Company or Library	26	0.35%
Support	Technicians, Analysts, Planners	404	5.47%
Administration / Human Resources	VP, Director, Manager	89	1.20%
Reporter / Editor / Writer	Media / Advertiser	85	1.15%
Communications / Public Relations	VP, Director, Manager	155	2.10%
Telecommunications	VP, Director, Manager	270	3.65%
To Be Coded	To Be Coded	250	3.38%
TOTAL		7391	100%

QUALIFIED RECIPIENTS BY PRINCIPAL BUSINESS (BUSINESS TYPE)

Operator	1511	20.44%
Dealer / Retailer / Reseller	829	11.22%
Public Safety / Security / Military / Health Care	170	2.30%
Telco / Utility / Cableco	470	6.36%
Manufacturer / Distributor	1671	22.61%
Government / Education / Labs / Libraries	747	10.11%
Transportation	81	1.10%
Information Technology / Engineers / Consultant	563	7.62%
Financial / Consultant	300	4.06%
Regulatory / Public Affairs / Legal	45	0.61%
Consumer / End User / Allied to the field	17	0.23%
Associations	58	0.78%
Media / Advertising Agency	214	2.90%
Agriculture / Forestry / Fishing	3	0.04%
Mining	5	0.07%
Construction	43	0.58%
Real Estate	30	0.41%
Hotels / Personal Services	5	0.07%
Business & Other Services	307	4.15%
None of the Above / To be Coded	322	4.36%
TOTAL	7391	100%



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CANADA'S HIGHEST CIRCULATION AMONG WIRELESS AND RELATED PUBLICATIONS:

(From BPA International, www.bpai.com)

America's Network	2,350
RCR Radio Communications Report	321
CDMA Spectrum	278
Wireless Review	348
GSM Quarterly/GSM World Focus	95
Wireless Systems Design	411
Mobile Communications International	210
Wireless Technology International	- No category for Canada
Mobile Radio Technology	1,106
Radio Resource Magazine	1,827
Wireless Week	251

Wireless Telecom 7,391

Only one publication is devoted to wireless telecommunications in Canada

Category Listings

Please select the category that you would like to be listed under, then initial and date the bottom of this page. If your category, product or service is not listed, a new listing can be created for you.

- Accountants
- Antenna Accessories
- Antenna Site
- ATM Equipment
- Batteries
- Battery Backup/Site
- Billing Systems
- Broadband Cable
- Broadband Equipment Software & Services
- Broadband Satellite
- Broadband Transmission Systems
- Broadband Wireless Design/Manufacturer
- Broadband Wireline
- Broadband/Fixed Wireless
- Business Application Software
- Carrier Access Billing
- Carrier Services
- Central Office Equipment
- Central Office Equipment Installation
- Circuit Packs
- Coax Communications Cable
- Computer Microwave Equipment
- Consultants
- Customer Billing System/OSS
- Data Services
- Design & Engineering
- Directories
- Duplexers
- Education
- Engineering Services / R & D
- Engineering/Project Management
- Environmental Consultants
- Equipment Enclosures/Shelters & Cabinets
- Equipment Suppliers / Repair
- Fiber Optic Equipment
- Filters
- Financial Services
- Fleet Upfitting / Detailing
- Grounding Systems
- Insurance Services
- Intelligent Network Services
- Interexchange Services
- IP Telephony
- ISP Support
- Legal & Regulatory
- Long Distance Resale
- Mapping Services
- Measurements/Analysis
- Media Servers
- Mobile Data & Internet Accessories
- Mobile Data & Internet Networks/Transmitters
- Network Design
- Network Hardware & Software Products & Services
- Network Integration / Management
- Obstruction Lighting
- One Call Notification Centers
- OSP Contracting & Engineers
- Outside Plant Equipment
- PBX Equipment
- Records Conversion
- Regulatory Compliance
- Relay System Providers
- Repair & Refurbishment Services
- Repeaters
- Revenue Assurance
- RFI/EMI Safety Code 6
- Satellite Products & Services
- Service Providers
- Signaling & Database Services
- Software
- Software Development
- SS7 Networks
- SS8 Networks
- Strategic & Business Planning
- Surge Protection
- Switches
- Switching Services / Equipment
- Systems Installation
- Telecommunications - Av



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Categories, Continued:

- Telecommunications Distributors
- Telecommunications Engineering
- Telecommunications Supplies
- Telecommunications, Voice, Data & Conferencing
- Telephone Supply
- Test Equipment
- Towers & Tower Equipment
- Trailers
- Training
- Transaction Processing Solutions
- Underground Construction
- Underground Marking Tape
- Uninterruptible Power Systems
- Utility & Communication Products
- Utility Construction
- Utility Contractor
- Vehicles & Equipment
- Video Conferencing
- Video Systems & Equipment
- WiFi Equipment
- Wireless Communications Equipment
- Wireless Information Technology
- Wireless Internet Infrastructure
- Wireless Network Design Software
- Wireless Products & Accessories
- Other: _____

We recommend you create your own category if your product or service is not listed.

_____ Additional Index Categories X \$15 = \$ _____

One free listing with any size ad.

Additional listings are \$15 each. No limit. Please list new categories on this sheet.

Initial: _____

Date: _____