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## **Wireless Telecom** is Canada's only national trade publication reaching 100% of the wireless industry.

- ▶ *Wireless Telecom* is Canada's only national wireless telecommunications trade publication. Established in 1975, it remains a vital source of industry news and analysis. Partner with CWTA, an association with a long-standing reputation as the leader in Canada's wireless telecom industry.

*Wireless Telecom's* editorial covers all domestic wireless issues. CWTA is the authority on wireless developments and trends in Canada. Canadians involved in the wireless industry 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!



*Wireless Telecom*, Fall 2006

### Contact ▼

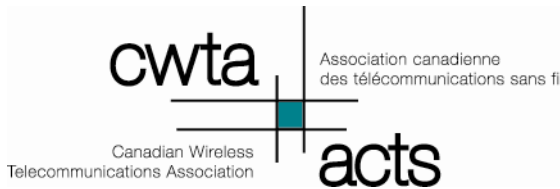
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Dear Members and Colleagues:

*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 (Canada), Inc. is responsible for advertising sales and printing of the magazine. Naylor is an internationally known publisher of association and professional magazines, directories and rosters, with more than 37 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. No other wireless or wireless-related publication has a comparable Canadian circulation (see Canada's Highest Circulation page).
- CWTA is the authority on wireless developments and trends in Canada. **We represent 100 per cent** of the cellular, PCS, messaging, fixed wireless, mobile radio and mobile satellite carriers in Canada, as well as companies that develop and produce products and services for the industry.
- Each issue of **Wireless Telecom** contains content tailored to the specific needs of wireless telecom professionals. Feature articles focus on regulatory and legislative updates, industry news and information on the top product and service suppliers to the industry.
- CWTA member companies represent an **\$11 billion** industry. Each year, these organizations invest **more than \$1 billion** on infrastructure upgrades and improvements. If you provide products and services to wireless telecom companies, your customers are **Wireless Telecom** readers.
- At the end of 2005, the number of Canadian wireless phone subscribers exceeded **16.8 million**.

## ▶ Visibility in Your Industry

- Special placement within **Wireless Telecom** ensures high visibility and relevancy for your advertisement. Your message can be strategically placed in an uncluttered position next to a feature article or column. Call today for a list of available 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.

## ▶ The Publication

- **Wireless Telecom** is an 8.5" x 11", saddle-stitched, full-colour, glossy-stock magazine published three times each year.
- 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.

## ▶ The Publisher

Naylor (Canada), Inc., 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**.

We are the industry.

## ► Net Black and White Rates

Size	1-2x	3x
Full Page	\$2,199.50	\$1,869.50
2/3 Page	\$1,869.50	\$1,589.50
1/2 Page	\$1,449.50	\$1,229.50
1/3 Page	\$1,159.50	\$989.50
1/4 Page	\$1,009.50	\$859.50
1/6 Page	\$639.50	\$539.50
1/8 Page	\$489.50	\$419.50

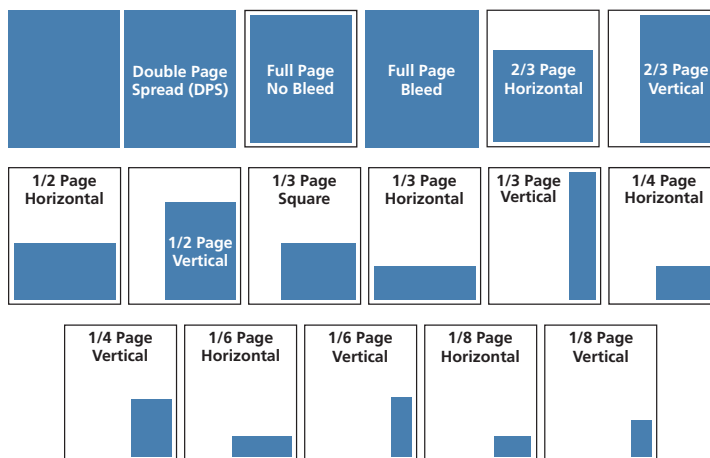
## ► Covers and Premium Positions

Revisions and Proofs: \$50  
Position Guarantee: 15% Premium

Size	1-2x	3x
Double Page Spread	\$3,729.50	\$3,169.50
Inside Front Cover	\$2,679.50	\$2,349.50
Inside Back Cover	\$2,679.50	\$2,349.50
Outside Back Cover	\$3,299.50	\$2,969.50

## ► Colour Rates

Process Colour	\$400.00
Matched Colour	\$550.00
Full Colour	\$850.00
PMS Colour	\$700.00



## ► Mechanical Requirements

Size	Width	Height
DPS Bleed	17"	11.125"
DPS Trim	16.75"	10.875"
DPS Live Area	15.417"	9.5"
Full Page Bleed	8.625"	11.125"
Full Page Trim	8.375"	10.875"
Full Page Live Area	7"	9.5"
2/3 Hz.	7"	6.33"
2/3 Vt.	4.583"	9.5"
1/2 Hz.	7"	4.583"
1/2 Vt.	4.583"	7"
1/3 Hz.	7"	3"
1/3 Vt.	2.166"	9.5"
1/3 Sq.	4.583"	4.583"
1/4 Hz.	4.583"	3.333"
1/4 Vt.	3.333"	4.583"
1/6 Hz.	4.583"	2.166"
1/6 Vt.	2.166"	4.583"
1/8 Hz.	3.333"	2.166"
1/8 Vt.	2.166"	3.333"

Half-tone 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. A charge of \$30.00 will be levied for returned checks. 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 12/21/2006