

MEDIA KIT 2021

MISSION STATEMENT

MAGAZINE

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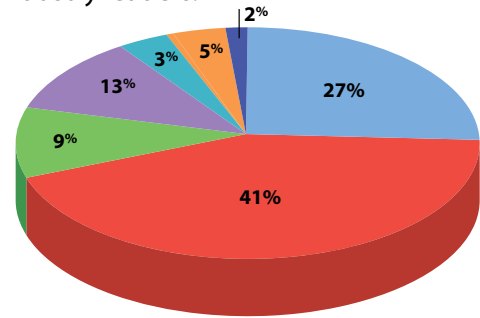


BROADBAND COMMUNITIES is the only guide to understanding why the “fat broadband pipe” and advanced network services are critical to the viability of communities. Our audience of network builders and deployers, including service providers, municipal officials and property owners and developers, relies on Broadband Communities for news, analysis and practical know-how about designing, financing, installing, operating and monetizing FTTH/FTTP and other next-generation broadband networks.

Our thousands of readers and event attendees view Broadband Communities as the leading source of information on digital and broadband technologies. They rely on BBC for extensive reports and case studies of broadband deployments, details of the “game-changing” technologies and applications that are driving the rollout of FTTP, and interviews with policymakers and industry leaders.

AUDIENCE

Who is the BBC reader?



Based on the June 2020 BPA Circulation Statement

- **Systems Operators** **27.4%**
 - Telcos – ILECs, CLECs
 - Cable Operators – Private and franchised
 - Wireless Broadband Operators
 - Property Managers, Developers, Owners, REITs
 - University, College, School
 - Hotel, Motel
 - Healthcare, Correctional
 - Internet Service Provider
- **Government, Legal** **40.7%**
- **Equipment Manufacturer, Supplier, Distributor** **9.3%**
- **Consultant, Contractor** **12.8%**
- **Others Allied to the Field** **3%**
- **System Installer, Service Provider** **5.1%**
- **Financial Advisor, Institution, Investor** **1.7%**



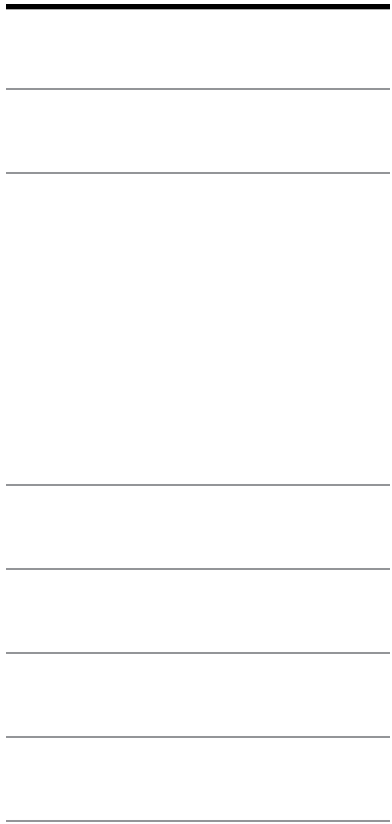
Circulation auditor BPA Worldwide audits the magazine’s print and digital issues. Broadband Communities has submitted circulation

statements 2X per year every year since 1999.

From The BPA Mission Statement: BPA delivers consumer and business media audits of unsurpassed rigor, objectivity, accuracy, transparency and timeliness . . .

For a copy of the latest statement, contact Irene Prescott at 505-867-3299 or by email at Irene@bbcmag.com

EDITORIAL CALENDAR



	Closing Date	Material Due Date
<p>JAN/FEB: The New Year Issue Industry experts forecast upcoming trends in broadband network deployment. PLUS: Special Rural Broadband section</p>	1/13/21	1/20/21
<p>MARCH/APRIL: Economic Development Issue Broadband’s contribution to local and national economies. Hot Subject: What COVID-19 has taught us about bridging the digital divide. Hot Products: A look at what’s in your pandemic-hammering toolbox.</p>	3/1/21	3/8/21
<p>MAY/JUNE: Fiber Connect Issue Hot topics, super sessions, speakers you’ll want to check out at Fiber Connect. PLUS: BBC Summit coverage</p>	4/21/21	4/28/21
<p>JULY: FTTH Top 100 Issue Profiles of the vendors, service providers and others leading the rollout of fiber to the premises.</p>	6/23/21	6/30/21
<p>AUG/SEPT: Summit Issue An advanced look at the hot sessions, speakers and products to check out at the Summit.</p>	8/11/21	8/18/21
<p>OCT: Multifamily Technology Issue: Get ready for OPTECH Broadband in multifamily housing: Outstanding deployments, interviews with industry leaders; strategies for MDU service providers.</p>	9/13/21	9/20/21
<p>NOV/DEC: Municipal Fiber Deployments Census of U.S. municipalities, municipal utilities and public-private partnerships deploying fiber. PLUS: Buyers Guide: Best buys for ultra-broadband builds and services</p>	11/3/21	11/10/21

We welcome articles contributed by industry experts, including case studies and discussions of developments in technology, law, financing and deployment best practices that provide actionable intelligence for our readers.

To propose an article, contact Editor-in-Chief Masha Zager at masha@bbcmag.com or Executive Editor Sean Buckley at sean@bbcmag.com.

BBC is mailed on or before the 25th of the issue month

AD RATES

FOUR COLOR	1X	3X	7X
Full Page	4,016	3,875	3,617
2/3 Page	3,213	3,056	2,888
1/2 Page	2,452	2,331	2,205
1/3 Page	2,011	1,911	1,806
1/4 Page	1,848	1,528	1,444
1/2 Page Spread	4,657	4,426	4,190
2 Page Spread	7,634	7,245	6,846
Marketplace Ad	504	478	452

BLACK & WHITE	1X	3X	7X
Full Page	3,276	3,113	2,950
2/3 Page	2,620	2,489	2,357
1/2 Page	2,000	1,900	1,795
1/3 Page	1,638	1,554	1,475
1/4 Page	1,313	1,244	1,181
1/2 Page Spread	3,795	3,607	3,418
2 Page Spread	6,226	5,912	5,602
Marketplace Ad	410	390	368

PREMIUM POSITIONS	1X	3X	7X
Inside Front Cover	4,657	4,440	3,890
Across TOC	4,247	3,900	3,785
Across Editor’s Note	4,247	3,900	3,785
Inside Back Cover	4,373	4,095	3,806
Back Cover	4,562	4,237	4,016

CREATIVE SERVICES

Don’t have someone who can create your ad? We can create one for you. Call us at 281-342-9655 for information and pricing.

SALES

For information about advertising in our publication, call Irene Prescott at 505-867-3299 or email her at: Irene@bbcmag.com.

ADVERTISING DEADLINES

ISSUE	CLOSING DATE	MATERIAL DUE DATE
January/February	1/13/21	1/20/21
March/April	3/1/21	3/8/21
May/June	4/21/21	4/28/21
July	6/23/21	6/30/21
August/September	8/11/21	8/18/21
October	9/13/21	9/20/21
November/December	11/3/21	11/10/21

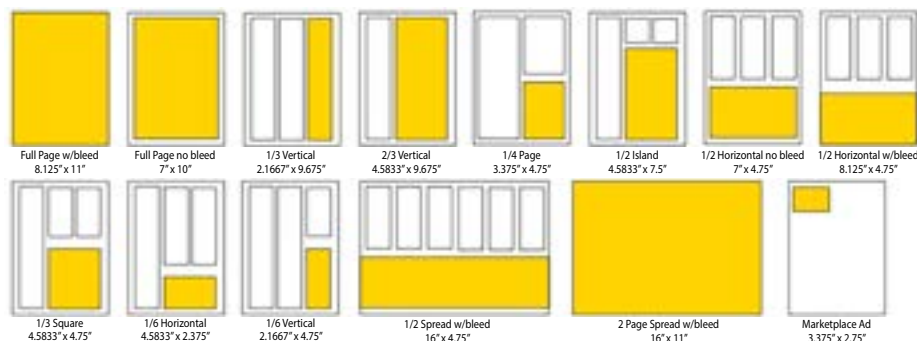
MAGAZINE SPECIFICATIONS

Book/Trim Size:	7.875" x 10.75"
Bleed Size:	8.125" x 11"
	(allow .125" from trim on all sides)
Live Area:	7" x 10"
Binding:	Wire Bound

AD SIZES

SIZE	WIDTH	HEIGHT
Full Page - With Bleed (allow .125" from trim on all sides)	8.125"	11"
Full Page - No Bleed	7"	10"
2/3 Vertical	4.5833"	9.675"
1/2 Horizontal - With Bleed (Live Area: 7" x 4.75") (allow .125" from trim on left and right sides)	8.125"	4.75"
1/2 Horizontal - No Bleed	7"	4.75"
1/2 Island	4.5833"	7.5"
1/3 Square	4.5833"	4.75"
1/3 Vertical	2.1667"	9.675"
1/4 Page	3.375"	4.75"
1/6 Horizontal	4.5833"	2.375"
1/6 Vertical	2.1667"	4.75"
1/2 Page Spread	16"	4.75"
2 Page Spread	16"	11"
Marketplace Ad	3.375"	2.75"

Pages with bleeds: Please be sure to keep the live text at least .375" away from final trim, or it may be trimmed off during binding.



AD SPECIFICATIONS

BBC can accept a wide variety of formats from its advertising clientele. To prevent production and print problems, please use the appropriate software.

FILE FORMATS

We prefer ads saved in either PDF, EPS or TIFF formats. All files must be saved for 4/C process printing. Please flatten all files to prevent transparency issues. All colors must be converted to process for 4/C printing – no spot colors. All fonts must be embedded in your file. Please convert fonts to outlines for EPS files. PDF files must be distilled or saved with PDF-X1A standards.

IMAGES (RASTER)

This is typically photographs. Files should be saved as either TIFF or JPEG images. Mode should be CMYK and not RGB. The resolution or ppi should be saved at 266-300. Low resolution images are typically 72 ppi and have to be resampled at 266-300 dpi for print, resulting in smaller than expected image sizes and may not be able to be used at all. Please do not use images pulled from websites as they are typically low resolution reproductions and may have copyright laws that protect against using them.

DIGITAL PHOTOGRAPHY

Most digital images are okay for use. The images must be shot with a 3 megapixel or higher camera and must be shot in large format. JPEG or TIFF formats are okay for use from a digital camera.

ARTWORK (VECTOR FILES)

Please save these as either EPS or Native Illustrator files. Please remove all unused colors from the color palette and make sure that all colors are converted to CMYK and are process colors.

Charts can be created with the use of Excel. Please use solid colors. Gradient patterns from Excel will not always reproduce correctly.

Charts created from Excel will be reworked in Illustrator via copy and paste. Some formatting may have to be corrected for print production. Please allow additional time for this process. Files that do not adhere to the above specifications may require additional work or may print incorrectly. Publisher assumes no responsibility for ads that are incorrectly produced.

A color sample and proof must accompany all ad submissions. Publisher is not responsible for ads that print incorrectly or for color inconsistency if a color proof or page proof is not sent.

LOGO SUBMISSION

The preferred format for logo submission is EPS (Vector) files. These are easily rescaleable and produce much sharper than TIFF or JPEG images. TIFF or JPEG formats are accepted as long as they are 266-300 dpi in resolution. Logos pulled from websites will not produce correctly for high end print. Please make sure all process colors are used and that the file is saved as CMYK – no spot colors please.

Ads that have to be reworked to print correctly will be charged on an hourly basis of \$55 per hour, or may be withheld from production. Delays in production schedule due to incorrect ad submissions that result in any additional cost incurred to us will be added to the cost of your ad.

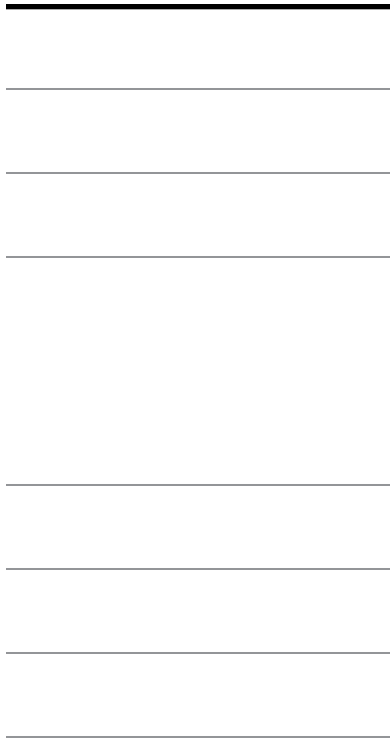
NATIVE FILE FORMATS

We can accept Macintosh InDesign 2.0 or InDesign CS files. We can also accept Macintosh Illustrator CS or lower files. Please make sure all fonts and artwork are packaged when submitting native files.

All other applications such as PageMaker, Quark, Freehand, and Photoshop must be saved as EPS, PDF or TIFF formats. We do not support live files from these applications.

QUESTIONS

If you have questions or concerns about your ad, contact our Art Director, Karry Thomas, via email at karry@karrythomas.com.



MARK YOUR CALENDAR



FIBER: BUILDING A GIGABIT WORLD

April 19 – 22, 2021

HOUSTON, TX

Marriott Marquis Houston

The BBC Summit is the nation’s premier meeting place for service providers and network builders and deployers. It is unsurpassed in the industry with over 45 sessions covering the latest and hottest industry topics. The agenda wins praise each year for its depth and timeliness.

AUDIENCE

The 2021 Summit anticipates over 1,000 attendees, a more than 100% increase from our first Summit in 2004. They represent systems operators, including the telecommunications industry and cable providers, electric coops and telcos, WISPS and municipal networks; real estate owners and developers; municipal, state, regional and federal officials; economic development professionals; architects and builders, and more.

GETTING THE MOST OUT OF THE SUMMIT

The BBC Summit offers sponsors and exhibitors a wide variety of promotional opportunities designed to maximize exposure and heighten awareness of your company at the event.

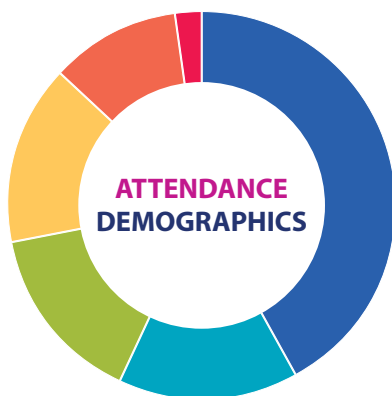
SPONSORSHIP OVERVIEW

Highly visible sponsorship opportunities are available for the 2021 BBC Summit that provide for maximum lead generation and networking potential, including:

- Visibility for your brand from the day you sign up
- Enhanced signage outside and inside exhibit hall
- Your logo in every issue of the magazine up until the Summit
- Heavily promoted website presence noting your company’s participation
- Extensive post-Summit coverage and exposure in BBC pages and online
- Dedicated BBC staff attending to your needs

EXHIBITOR VALUE

- All inclusive trade show booth package price
- **MAXIMUM** visibility with an open floor plan and wide aisle areas for optimal traffic flow
- Large food/beverage/seating stations strategically positioned to ensure maximum attendance during exhibit hours
- Attendees represent top quality, key decision makers/influencers
- Popular exhibit hall cocktail reception



<ul style="list-style-type: none"> ■ Unique Opportunity to Network with Broadband Systems Operators* 42% <small>*Includes Telcos - Private, CLECs, ILECs; Cable Operators; Wireless Broadband Operators, Property Managers, Developers, Owners, REITs, Universities, Colleges</small> ■ Equipment Manufacturers, Suppliers, Distributors 15% ■ Consultants, Contractors 15% ■ System Installers, Service Providers 15% ■ Government/Legal 11% ■ Financial Advisers, Institutions, Investors 2%

BROADBAND DRIVES AMERICA'S GROWTH CONFERENCE & EXPO

Broadband Communities has responded to the widespread interest in the relationship between a community's access to advanced broadband networks and its economic vitality by hosting a series of regional conferences on that relationship. Each session draws on the insights of experts and on the first-hand experiences of communities in the region to examine the relationship. Every session, every speaker concentrates on the relationship. Our experienced, talented presenters provide useful, practical information attendees can take home and immediately put to use -- including economic research, case histories, how-to materials, examples of what's working and what's not, lessons learned and invaluable insights.

AUDIENCE

Attendees include:

- Mayors and other local, state, county, regional and federal officials
- City and regional planners
- Network managers and engineers
- Economic development professionals
- Educators and library administrators
- Investors and lenders

GETTING THE MOST OUT OF THE CONFERENCE

The Broadband Drive's America's Growth Conference & Expo offers sponsors and exhibitors a wide variety of promotional opportunities designed to maximize exposure and heighten awareness of your company. Display areas include booths and tabletops.

Sponsorships provide top-level visibility with an array of benefits that can be fashioned individually in response to the needs and interests of the sponsor.

Enhanced promotional opportunities include:

- Attendee bags
- Lanyards/Badge Holders
- Conference Mobile App

For information, contact Irene Prescott at 505-867-3299 or by email at Irene@bbcmag.com.



ONLINE

Broadband Communities online is a leading resource for the connected community market and is a valuable source for reaching top decision-makers and influencers. BBC’s online offerings provide a cost-effective means of reaching your company’s targeted audience and are a very effective way to complement your print marketing initiatives.

BBCMAG.com visitors learn about the latest industry news and trends, technologies, research, case studies and deployments, business and economic issues, and much more all with the quick click of a mouse!

OFFERINGS AND OPPORTUNITIES:

BANNER AND TEXT LINK ADVERTISEMENTS

- Placement throughout the BBCMAG.com website
- Run of site or exclusive web page or portal packages available as well as individual banner advertisements
- Minimum of one month advertisement placement required
- Static or animated banners supported
- Free added value banner placements provided with integrated media programs

BANNER TYPE	SIZE	PLACEMENT
Right Column	300 x 250 pixels	Right Side
Left Horizontal	728 x 90 pixels	Left Side, Middle

*Banner format is GIF or JPG, 72 ppi resolution

ONLINE BBCMAG.COM SPONSORSHIPS AND OTHER ADVERTISING

- Sponsor a featured white paper, application guide, webcast, podcast, video and/or other document. Minimum one month feature positions
- Sponsor a blog, blog series or thought leadership interview program working with our editors
- Special digital edition and online buyers guide advertising available

BBC E-NEWSLETTERS

- Reach 12,000 subscribers to our semimonthly E-newsletter
- High quality readership and contact database accuracy based on regular and ongoing audit procedures
- Distributed twice a month

INTEGRATED MEDIA PACKAGE

Our team of experts is available to create a fully customized and results-oriented integrated marketing program that targets your company's specific goals and objectives. Through an integrated approach of print, online and event marketing, BBC can create a program that maximizes your company's ROI and reach to your targeted audience.



Founded in 1931, BPA Worldwide is the global industry resource for verified audience data and media knowledge. BPA Worldwide consumer and business media audits provide assurance, insight and advantage to consumer and business-to-business media owners and media buyers in more than 25 countries.

BPA Worldwide audits the print AND digital editions of Broadband Communities.

For information on pricing and availability, contact Irene Prescott at 505-867-3299 or by email at Irene@bbcmag.com.

CUSTOM PROGRAMS

BBC'S custom programs provide the ultimate tailored marketing plan designed to reach your company's specific audience, achieve your company's specific goals, and convey your company's specific message.

PRINT

Custom publishing: Interested in a custom publication but don't have the resources and/or expertise to get the job done? Our staff of publishing experts has years of experience and know-how in design and publishing and has a proven record in creating top quality publications for clients.

BBC has produced 12 primers for the Fiber Broadband Association, as well as specialized primers for the FTTH Council Europe and for several corporate sponsors.

ARTICLE/ADVERTISING REPRINTS

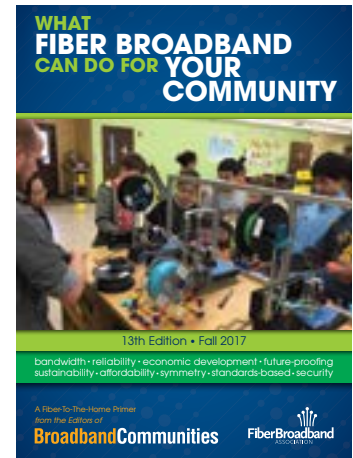
Hard copy reprints of your ad or an article featuring your company are available upon request.

(Electronic copies also available.)

MAGAZINE PACKAGING

Looking for the ultimate visibility with BBC subscribers? Consider one of our many "packaging" offerings, including polybagging, belly bands, cover stickers and inserts. You get front and center with our readership of industry influencers and broadband champions.

For information, contact Irene Prescott at 505-867-3299 or by email at Irene@bbcmag.com.



WEBINARS

BBC's portfolio of webinar offerings ranges from sponsorship of one of our webinars to hosting a custom webinar or webinar series for your company, the ultimate in tailored marketing for your company. Your webinar gets promoted from beginning to end – and includes access to the complete registration list.

VALUE

- Unique and compelling opportunity to reach a specified audience with a highly targeted marketing program
- Valuable interactive forum to collaborate with decision makers and influencers
- On-demand event access available for up to six months after the webinar broadcast
- Extensive brand exposure through pre-, during, and post-webinar marketing initiatives

WHAT'S INCLUDED IN A SPONSORSHIP PROGRAM

- **Pre-Webinar Marketing** of your event in promotional and reminder eblasts, on BBC website, in BBC newsletters, and on your company's website. Your company logo and website link are on all promotional materials
- **Webinar Presentation**
 - Title slide highlighting your sponsorship prior to the start and on the concluding slide
 - Audio reference to company sponsorship by moderator at the opening of the webinar
 - Sponsorship highlighted during the Q&A portion
 - Option for BBC editorial staff to serve as moderator
- **Post-Webinar Marketing**
 - Access to complete registration list
 - Thank you and follow up eblasts on BBC website and in newsletter
 - On-demand offering of recorded webinar on BBC website for 6 months
 - Recording posted on sponsor's website
 - Post-webinar survey to all event participants highlighting company sponsorship

"The webinar with Broadband Communities was a great experience to Siklu. We ended up with hundreds of participants, quality sales leads and new strategic connections. I'm especially impressed at how well the magazine's staff prepares ahead of time and breaks in with audience questions. The interactive approach transfers more information and keeps audiences engaged."

– Boris Maysel
Director of Business
Development, Siklu

For information, contact Irene Prescott at 505-867-3299 or by email at Irene@bbcmag.com.

EVENTS

Our team of experts will work directly with your company to create an event that meets your specific needs. Whether you are looking to conduct a seminar, forum, summit, or simply a team meeting, we have the experience to guarantee a successful event. We offer:

- Opportunity to leverage our editorial staff as moderators or presenters at your event
- All inclusive service: planning, marketing, and execution managed by BBC
- Virtual events
- Satellite company meetings/events at the BBC Summit
- Focus groups in collaboration with our survey research partner
- Proven track record: Our Summit has grown over 100% since its inception in 2004

If you are interested in these, or any other custom program, contact Irene Prescott at 505-867-3299 or by email at Irene@bbcmag.com.

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