

Pipeline

Knowledge Is Power

MEDIA KIT page 1 of 8

ABOUT US

Welcome to the Pipeline!

Pipeline was designed to present communications service providers with critical industry information relevant to driving profitability and delivering the latest generation of communication services. The world's leading communications providers and industry suppliers turn to Pipeline to keep abreast of market demands, government mandates, technical advances, and industry trends. Pipeline subscribers understand that the knowledge contained in our pages empowers them to address, understand, and more quickly adapt to the dynamic environment of the communications industry.

Pipeline's Service Provider and Featured Vendor profiles examine carriers and solutions that demonstrate thought-leadership, innovation, and the ability to deliver real solutions. In addition, each issue of Pipeline explores a specific area of interest to our readers, while staying focused on the issues that our readers are presently facing. The final Pipeline product delivers business, technology, regulatory, and expert coverage and analysis directly to the decision makers that govern how service providers invest in technology.

Our regular editorial outreach provides your voice to an audience interested in your technology, solutions, and applications. Pipeline's editorial staff encourages industry contributions and is dedicated to being a communications conduit between you and your market. Our world-wide team of journalists is dedicated to providing coverage of the providers and vendors who are enabling notable advances in communication services.

Pipeline's blend of proactive editorial coverage and unique advertising functionality fosters real business growth in addition to the regular brand building value of traditional advertising. Pipeline has become a recognized industry resource for thousands of industry professionals and dedicated information channel for the world's leading communications service providers.

We take a different approach to advertising by compounding the value of traditional advertising with the power and interactivity of Web technology. Pipeline provides high-visibility and sales-enabling advertising and sponsorship opportunities that provide guaranteed readership with direct marketing and sales functionality. For more information on advertising opportunities, please visit our Advertising Opportunities area.

OPPORTUNITIES - MEDIA KIT page 2 of 8

Media

Pipeline distributes critical market coverage to thousands of communication professionals each month via the web and a newsletter. With this in mind, we are always open to receiving your feedback, editorial ideas, new technological advances, and of course breaking press releases. To be included in an upcoming issue of Pipeline, please email us at editor@pipelinepub.com.

Sponsorships

Combining editorial and sponsorships are one of the most effective ways to build, deliver, and reinforce a company's message. Pipeline is aligning itself with the OSS/BSS vendors that are clearly the most suitable technology partners or providers to the Tier 1 and Tier 2 landline and mobile carrier markets.

Sponsorship opportunities are designed to build your brand, offer direct marketing functionality, and drive highly qualified sales-leads to your company through a comprehensive, high-visibility program. Pipeline sponsors receive consistent promotion in our monthly e-newsletter, as well as several interactive placements on the Pipeline website. All sponsorship opportunities incorporate brand-building activities, such as:

- **Company profile and logos** in the monthly newsletter and on the website with reciprocal links to your company's website to increase web traffic.
- **Company Advertisements** embedded within the article pages, which guarantee you views and high visibility by linking directly to your company's sponsor page. (Placements can be static or animated and can be changed as your corporate message changes.)
- **Sponsor's page** which contains your corporate description, branded content, and your Information Request Form.
- **Information Request Form**, which is a lead generation tool that allows readers to send pre-qualified sales leads directly to your sales team.
- **Up to five items of branded content** (Acrobat Files) posted with your company profile to the Pipeline website.
- **Return on Investment (ROI) Report** illustrating the number of times your company placements were viewed, number of times your marketing documents were downloaded, and number of times the Information Request Form was viewed and submitted.

Pipeline's Sponsorship Packages feature all the advantages of online advertising that print publications can't. By directly incorporating your company placement into the editorial layout you are guaranteed visibility and the ability to contact those with a direct interest in your services! This insures interactivity for your ads, and doesn't leave you stranded behind a subscription card, a competitor's advertorial or among the classifieds. Further, our readers have the ability to contact you directly through your advertisement making it a direct-sales tool.

To find out more, please contact advertising@pipelinepub.com.

Pipeline Editorial Calendar 2007

January: New Challenges for Service Providers

As the New Year kicks-off, *Pipeline* will explore the opportunities and obstacles that lie ahead for service providers, vendors, and end-users. This issue will delve into how the every changing network can impact the bottom line and how OSS leadership is easing the technology shift.

February: Delivering the Total Package

Following 2006, the year of mergers and acquisitions OSS vendors are positioning themselves with an expanded footprint. This issue will explore the best-of-breed vs. best of suite solutions and look at actual implementations to see who really has the goods, including: CRM, Fault Management, Inventory, Service Fulfillment, Billing, and Activation software suppliers.

- Special event coverage: IIR Telecom's Network Convergence - Building the NGN

March: Beyond Quad-Play: XoIP

The race to an IP infrastructure has been driving the fixed and mobile telecommunications market. *Pipeline* will look at how service providers are meeting the unique OSS challenges this created by IMS is deployed and the delivery of any application over a mixed network to virtually any device.

- Special event coverage: Next Gen OSS Integration Summit; and CTIA Wireless

April: The Long Arm of Telecommunications Law

The April issue of *Pipeline* will report on the impact of regulation on service provider operations. *Pipeline* will investigate how policies from Sarbanes-Oxley to CALEA are driving the adoption of OSS software such as inventory, lawful intercept and network monitoring software by some of the world's largest carriers.

May: Standards Make a Stand

The May issue of *Pipeline* will take a hard look at communications standards and the bodies that create them. *Pipeline* will uncover which standards are truly are being adopted and actually impacting the operations of major telecommunications carriers and expose those that are not.

- Special event coverage: TeleManagement World, Nice

June: Fixed Mobile Convergence

This issue of *Pipeline* is dedicated to covering the convergence of fixed and mobile networks. June's *Pipeline* will look into IMS deployments, and see how these two worlds can coexist.

- Special event coverage: NXTComm

Pipeline Editorial Calendar 2007

July: Keeping Customers

In July, *Pipeline* explores how OSS can impact customer satisfaction and reduce customer churn. *Pipeline* will look at how today's software solutions are helping deliver Automated Service Fulfillment, Customer Self-Service, Empowered Customer Service, Targeted Application Bundles and other techniques used by service providers to help retain customers and attract customers.

August: Automation

In August, *Pipeline* will look at ways OSS is automating the business and operations of communications carriers. *Pipeline* will also examine the possibility of a fully Autonomic OSS and Network as the future of network operations and business support systems.

September: Maintaining Network Health

June's *Pipeline* looks at ways service providers can maintain a healthy network. This issue will explore best practices and methods of fault management, testing and measurement, and the possibility of self-healing networks.

October: Keeping Promises

This issue of *Pipeline* will explore the world of telecom relationships from partnerships between mobile carriers and equipment manufacturers, OSS vendors, and the end customers. This month promises to reveal the relationship between suppliers and service providers and how that impacts the user experience.

November: The Shifting Market

This issue of *Pipeline* delves into the changing roles of service providers due to new virtual service offerings, customer self service, and the growing prominence of alternative service providers.

December: Trends

This issue will look back at the year and report on the trends that have taken seed and those that have died on the vine. This year-in-review will cover technology, collaboration, acquisition, and OSS product trends from the prior year and provide insights for the year ahead.

OSS Newswatch

In 2007 Pipeline's Editorial Team introduced the OSS Newswatch. This monthly column is dedicated to what's going on in the world of OSS. Our editors take a look at the news that has come across the wire, separate the wheat from the chaff, and present a quick reference of the news that impacts the service providers, vendors, and anyone else involved in OSS.

Contributions

Submit ideas, abstracts and press releases to editor@pipelinepub.com

Distribution and Circulation - MEDIA KIT page 5 of 8

For the past two years Pipeline's total distribution was just over 74,000. In 2007, Pipeline's distribution is expected to exceed 120,000. Each month an average of 6,500 OSS professionals receive our e-Newsletter. These readers receive Pipeline to stay current on the developments and advancement in the OSS Industry via our website, newsletter and exclusive trade show distributions. The interest from these sources generates up to 160,000 hits to our web site in a single month.

Pipeline is read around the world, by the world's leading service providers, and the individuals delivering the next generation of communication services. Among our Subscribers you will find the leading telecom, cable and wireless service providers from The Americas, Europe, Asia, Middle-East, Africa, and more. Pipeline is read in more than 120 countries around the world. However, top readership comes from the following countries:

1. USA
2. Canada
3. Great Britain
4. Netherlands
5. India
6. France
7. Australia
8. China & Hong Kong SAR
9. Israel
10. Germany

In each country, the leading Tier 1 and competitive carriers receive Pipeline to stay abreast of technology trends, regulatory issues, product developments, industry events, next generation services and consumer trends. The following sample represents a snapshot* of our 2006 distribution:

| | | |
|--------------------|------------------------|---------------------|
| Alltel | Lat Telekom | Telia Sonera |
| Astral Telecom | Level 3 Communications | Telkom South Africa |
| AT&T | Macedonia Telecom | Telus |
| Belgacom | MCI | Telstra |
| Bell Canada | Nextel | Thus |
| Bell South | NTT Dokomo | T-Mobile |
| British Telecom | O2 | VarTec Telecom |
| Cable and Wireless | Pacific Bell | Verizon |
| Cegetel | Portugal Telecom | Vodafone |
| China Mobile | Rogers | XO Communications |
| Cingular | Saskatchewan Telecom | And many more... |
| Colt Telecom | SK Telecom | |
| Covad | Sprint | |
| Deutch Telecom | Swisscom | |
| Equant | Telecom Italia | |
| France Telecom | Telefonica | |

Subscriptions

100% of Pipeline's Subscribers opt in to receive instant notification when a new issue is posted to www.pipelinepub.com. Each individual has expressly subscribed to receive Pipeline's OSS Newsletter. When you consider this and our dedicated OSS editorial focus, you can be assured that each subscriber has a direct interest in OSS. That means you can be guaranteed our Service Provider-Subscribers are interested in OSS products.

Pipeline's subscriber list is comprised of approximately 45% service provider contacts, 20% OSS companies, and 20% hardware companies and 15% other (consultants, analysts, agencies, etc.).

*Based on a sampling of existing 2006 data. For the latest distribution and circulation info call 312-962-0120.

Monthly Advertising Sponsorships (monthly rates with frequency discounts)

Monthly Sponsorships are an excellent marketing tool. Monthly Sponsorships include:

- Company Profile and Logo
- Company Advertisement(s)
- Information Request Form
- Three Acrobat documents
- Web Links

| Frequency | 1/4* Page (240 x 240 px) | 1/2 Page* (480 x 240 px) | Full Page* (480 x 480 px) |
|------------------|------------------------------------|------------------------------------|-------------------------------------|
| 1-month rate | \$1495 | \$2990 | \$5980 |
| 3-month rate | \$3995 | \$7990 | \$15980 |
| 6-month rate | \$7495 | \$14990 | \$29980 |
| Annual rate | \$13995 | \$27990 | \$55980 |

* Electronic advertisement is similar but differs from print sizes

Sponsorship Packages

Sponsorship packages bundle various company placements and frequency discounts with value-added activities that provide you maximum marketing exposure at a discounted price.

Additional Services

In addition to promoting your company in Pipeline’s magazine and Newsletter, you can significantly increase brand building exposure to our qualified readers by taking advantage of the following services:

List Rentals

\$6,995

A one-time blast of your branded materials is distributed to our subscriber database, via a third-party, bonded mail house. This is an excellent way to reach the thousands of Pipeline Subscribers, and the only way to directly access our readers. Pipeline limits the number of list rentals each month. Inquire today for availability and timing.

Turn-key Webinar Package

\$7,995 per presenting company

The presenting company chooses the topic and creates the content with help from Pipeline's leading editorial staff. Pipeline co-brands the webinar and co-markets it our subscriber base of the worlds leading service providers. We do this through email promotions to our database and advertisements placed in our publication for the months leading up to the webinar. We handle the production, registration, and promotion. The presenting company receives the complete attendee list as a lead source after the event. You can also invite your partners to participate at a discounted rate!

Sponsored Article

\$4,995

Pipeline offers Sponsored Articles as a service to vendors to enable the distribution of a focused, branded marketing message to our entire readership. Distribute an "advertorial" about your company, your solutions and your products. This provides you with the ability to communicate your message through our web-based publication, and directly to our subscribers, when it may not be deemed "newsworthy" by other publications. This is a great way to promote case studies, white papers and other marketing pieces to the world's leading service providers. Sponsored Articles are branded with your company name, logo and advertising graphics. The article will be published in one issue of Pipeline magazine, and will also be sent as a special direct e-mail piece to our subscriber database of OSS professionals.

Commissioned Article

\$4,995

Pipeline offers Commissioned Articles as a service to vendors who want to enlist the expertise of our Editorial Team. Have you identified a story that needs to be investigated and reported? Is misinformation hindering your sales efforts? Pipeline can assist you. By tapping the creative resources of our international team of journalists and editorial staff, you can hire Pipeline to research and write a commissioned article on a topic that is important to your OSS business. Let our objective voice tell your story to the world's leading communications service providers.

Article Reprints

Articles published in Pipeline are the sole property of Pipeline Publishing, L.L.C. and cannot be distributed or reproduced without permission. High-quality paper reprints are available through sales@pipelinepub.com at the following prices:

| Quantity | Price |
|-----------------|----------------|
| 250 – 499 | \$.49 per page |
| 500 – 999 | \$.39 per page |
| 1000 – 2499 | \$.24 per page |
| 2500+ | \$.15 per page |

To post an **electronic copy** of a Pipeline article on another web site there is a flat fee of \$500.

Electronic reprints are also available for e-mail distribution. Pipeline will design and provide a full-color html file and include the author's corporate logo and/or other marketing collateral.

The cost for electronic reprints is based on the number of recipients:

| Quantity | Price |
|-----------------|---------------------|
| 500 – 999 | \$.99 per recipient |
| 1000 – 2499 | \$.74 per recipient |
| 2500+ | \$.49 per recipient |

For questions and reprint orders contact sales@pipelinepub.com.

2007 Sponsorship Packages - MEDIA KIT page 8 of 8

Sponsorship packages bundle various advertisements and frequency with value-added activities that provide you maximum marketing exposure at a discounted price.

3-month Distinguished Sponsorship Package **\$9,995** (nearly \$2,000 in savings)

- **Three 1/2-Page Advertisements**
- **Three additional 1/4-page advertisements**
- **Exclusive, in-depth company page**
- **Two additional Acrobat documents (total of five)**
- **Standard Advertisers (ROI) Report**

6-month Premier Sponsorship Package **\$29,995** (nearly \$5,000 in savings)

- **Six 1/2-Page Advertisements**
- **Six additional 1/2-Page advertisements**
- **Exclusive, in-depth company page**
- **Two additional Acrobat documents (total of five)**
- **Standard Advertisers (ROI) Report**
- **Special "Sponsored Article" featured in the Newsletter and Web site**

1-year Exclusive Sponsorship Package: **\$74,995** (over \$20,000 in savings)

- **Twelve Full-page Advertisements**
- **Twelve additional 1/2-Page advertisements**
- **Exclusive, in-depth company page**
- **Two additional Acrobat documents (total of five)**
- **Standard Advertisers (ROI) Report**
- **Special "Sponsored Article" featured in the Newsletter and Web site**
- **Email blast to entire subscription list (one time use)**
- **Promotion on the Pipeline home page**