

WiMAX FORUM WEEKLY NEWSBRIEF

REACH
3,800

WiMAX PROFESSIONALS

EVERY WEEK MEDIA KIT



MANY WAYS TO DELIVER YOUR MESSAGE TO THIS MARKET

ADVERTISING OPTIONS

A LEADERBOARD

This premier position provides your company with top exposure and quality traffic.

B SKYSCRAPER

A skyscraper is a large format ad with prime real estate to sell your company's products or services to decision-makers.

C/1 TOP/BOTTOM BANNER

Banner ads allow your company to combine text, colors, and graphics into a unique sales message for committed buyers.

D PRODUCT SHOWCASE

Showcase your latest product with this placement and include a photo, 50-word description and link to your site.

E CALLOUT TEXT AD

Integrated into the feel of the brief, a callout ad targets your buying audience with an image and 25-word description.

F TRADITIONAL TEXT AD

Leverage the power of words with a 15-word text ad to drive traffic to your website.

This message contains images. If you don't see images, click here to view. [Click here to advertise in this news brief.](#)

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A MOTOROLA SOLUTIONS YOUR MOMENT IS COMING. 000307 ARE YOU PREPARED TO RISE?

B WIMAX FORUM WEEKLY NEWSBRIEF

C PRODUCT SHOWCASES **4G Wireless Evolution - Roaming agreements drafted at WIMAX Forum Global Operator Summit**
 With an aim to draft roaming agreements and bring consumers one step closer to true global roaming on 4G networks, 16 WIMAX operators gathered in Taipei this week for the first WIMAX Forum Global Operator Summit. [MORE](#)

C1 **Next gen WIMAX standard slated for final approval**
 The next generation of WIMAX, known as 802.16m, is expected to receive final approval in March and be ready for commercialization by the end of this year or in early 2012, according to IEEE officials. [MORE](#)

E **Reality Check: What's your strategy to move into the future?**
 Smart phones and the mobile broadband Internet are a boon to the wireless industry. Yet in the midst of vast opportunity, mobile operators struggle to retain relevance. Voice has become a commodity and all-you-can-eat data pricing has spawned ever-growing capacity demand with limited room for profitability. [MORE](#)

D **India big market for Broadband: WiMax**
 With operators showing preference towards Long Term Evolution (TD-LTE) technology for mobile broadband services, rival WiMax Forum has said they are "not threatened", as the market is big enough for both technologies to co-exist. [MORE](#)

F **Australia's vividwireless revamps wireless broadband pricing**
 vividwireless, which operates WiMAX-based mobile broadband services across Perth and in limited areas of other capital city CSOs, has revamped both its pre and postpaid pricing plans. Current prepaid plans cost \$19, \$35, \$49, \$75 and \$99 per month for, respectively 2, 5, 10, 25 and 40GB. These will be replaced with ones costing \$19, \$35, \$49, \$55 and \$69 and offering 2, 5, 10, 15 and 25GB. [MORE](#)

E Clearw're Clearw're will give you faster internet at home, at work and on the go, so that people everywhere will have the magic of the internet with them all the time. [MORE](#)

D PRODUCT SHOWCASES

Comcast Sign up for the Triple Play and get up to \$250 Visa® Prepaid Card. [Learn More](#)

Nokia Your life. Connected. [Learn More](#)

Cisco Save on Integrated Service Routers. Upgrade today for better performance. [Learn More](#)

WIMAX Forum Weekly Newsbrief
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Sample provided is representative of ad specifications only and does not necessarily depict placement within the brief.

SEE PRICING NEXT >>>

AD RATES & SPECS

Prices are for participation in 13 emails to the 3,800 WiMAX Professionals (one 90 day cycle)



Leaderboard
\$2500

Image Dimensions
728x90

File Format
JPEG, GIF

Max File Size
40k



Top/Bottom Banner
\$2000/\$1500

Image Dimensions
468x60

File Format
JPEG, GIF

Max File Size
40k



Skyscraper
\$2000

Image Dimensions
120x600

File Format
JPEG, GIF

Max File Size
40k



Product Showcase
\$1500

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 Lorem ipsum dolor
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Text **five word headline, fifty word description**
Image Dimensions **175x125** File Format **JPEG, GIF**



Callout Text Ad
\$1000

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Text **five word headline, twenty-five word description**
Image Dimensions **125x100** File Format **JPEG, GIF**



Traditional Text Ad
\$500

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 Lorem ipsum
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 unt ut labore et.
 More

Text **five word headline, fifteen word description**
Image Dimensions **120x50** File Format **JPEG, GIF**

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THE WiMAX FORUM WEEKLY NEWSBRIEF, POWERED BY MULTIBRIEFS, PROVIDES NEWS AND INFORMATION TO MEMBERS REPRESENTING THE ENTIRE INTERNET VALUE CHAIN FROM SILICON TO CONTENT.

The news tackles today's most relevant issues, gathered from sources like **The Associated Press, The New York Times, Financial Times** and the leading industry publications. Delivered to the inboxes of WiMAX professionals, the WiMAX Forum Weekly Newsbrief keeps professionals informed of topics that impact the daily operation of their practices. Subscribers are decision-makers and influencers with purchasing power – the top-tier professionals in the 4G professionals.

WiMAX FORUM WEEKLY NEWSBRIEF
IS A PROFESSIONAL RESOURCE FOR

NEWS
IDEAS+

TOP TEN REASONS TO ADVERTISE IN THE WiMAX FORUM WEEKLY NEWSBRIEF:



CREDIBLE SOURCE

For over 10 years, our members have turned to the association as the informational authority of the industry. Advertising in The WiMAX Forum Weekly Newsbrief solidifies your place among weekly information provided to WiMAX members.



TARGETED DISTRIBUTION

Advertising in the WiMAX Forum Weekly Newsbrief allows your company to reach industry decision-makers. Your message will be in front of pre-qualified buyers who are looking for your products specifically for their business.



OPT-IN SUBSCRIBER LIST

Subscribers to the WiMAX Forum Weekly Newsbrief have asked to receive this information. Your ad will no longer be mixed with junk mail and spam. Our enhanced technology ensures that your ad will make it through spam filters.



RELEVANT CONTENT

Our editorial philosophy is driven by current events and relevant industry issues and trends that affect our subscribers the most.



FREQUENCY

Frequency builds awareness. As a weekly publication, the WiMAX Forum Weekly Newsbrief ensures your ad will be seen every week by our 3,800 subscribers.



AFFORDABLE

Advertising in the WiMAX Forum Weekly Newsbrief is much cheaper than many other Internet advertising options, and much more affordable than television and radio promotion. Have you priced pay-per-click campaigns lately?



YOUR AD WILL GET THE ATTENTION IT DESERVES

Each issue of the WiMAX Forum Weekly Newsbrief has a limited number of ad spaces, allowing your ad to get maximum exposure. A limited number of ads equals higher visibility.



IMMEDIATE RESPONSE TO YOUR AD

The electronic format makes it more convenient for a reader to respond to your ad. Your product is just a click away!



EXCEPTIONAL CREATIVE SERVICES

Our talented graphics team is continually raising the bar by creating sophisticated Web ads for our clients. These services are offered at no charge to advertisers in the WiMAX Forum Weekly Newsbrief.



TRACK CAMPAIGN EFFECTIVENESS

As an advertiser, you'll have the ability to track reader response your campaign, immediately quantifying your ROI.