

ATIS NewsWeekly

REACH

1,400

ATIS MEMBERS

MEDIA KIT

EVERY WEEK



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.

The screenshot shows the ATIS NewsWeekly website interface. At the top, there are navigation links for Home, Documents, Events, Membership, TOPS Council, and Committees, along with a date of Feb. 3, 2012. A banner at the top reads 'Today's Technology Leaders Tomorrow's Networks EXECUTIVE ROUNDTABLES'. Below this is the 'newsweekly' logo. The main content area features several articles with associated ad placements:

- A:** A callout text ad for 'What's so great about LTE Advanced?' is placed over the first article.
- B:** A skyscraper ad for 'COX' is placed on the right side of the page.
- C:** A top/bottom banner ad for 'Transcending Telecom Into Tomorrow.' is placed below the first article.
- C/1:** A top/bottom banner ad for 'Alpha - 1st in Network Power Solutions' is placed below the second article.
- D:** A product showcase ad for 'AT&T Wireless', 'Actelis Networks Carrier Ethernet', and 'Tektronix Oscilloscopes' is placed at the bottom of the page.
- E:** A callout text ad for 'How secure is cloud-based image sharing in the health care industry?' is placed over the third article.
- F:** A traditional text ad for 'M2M: 1 network will not rule them all' is placed below the third article.

At the bottom of the page, there is a footer with contact information for ATIS NewsWeekly and a 'Recent Issues' section listing dates from Jan. 27, 2012 to Jan. 6, 2012.

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 1,400 ATIS members (one 90 day cycle)



Leaderboard
\$3500

Image Dimensions
728x90

File Format
JPEG, GIF

Max File Size
120k



Top/Bottom Banner
\$3000/\$2750

Image Dimensions
468x60

File Format
JPEG, GIF

Max File Size
50k



Skyscraper
\$3000

Image Dimensions
120x600

File Format
JPEG, GIF

Max File Size
150k



Product Showcase
\$2950

Lorem ipsum dolor
Lorem ipsum dolor
sit amet, consectetur
adipiscing elit, sed
do eiusmod tempor
incididunt ut labore et
dolore magna aliqua.
Ut enim ad minimum
veniam, quis nostrud
exercitation ullamco
laboreis nisi. [More](#)

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



Lorem ipsum dolor
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed
do eiusmod tempor incididunt ut labore et dolore magna
aliqua. Ut enim ad minimum veniam, quis. [More](#)

Callout Text Ad
\$2000

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



Lorem ipsum dolor sit amet
Lorem ipsum dolor sit amet,
consectetur adipiscing elit,
sed do eiusmod tempor
incididunt ut labore et. [More](#)

Traditional Text Ad
\$1500

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

CONTACT US

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THE ATIS NEWSWEEKLY, POWERED BY MULTIBRIEFS,
PROVIDES WEEKLY NEWS AND INFORMATION TO
PROFESSIONALS IN INFORMATION, ENTERTAINMENT AND
COMMUNICATIONS TECHNOLOGIES.

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 professionals dedicated to developing worldwide technical and operations standards, the ATIS NewsWeekly keeps professionals abreast of topics that impact the daily operation of their businesses. Subscribers are decision-makers with purchasing power – the top-tier professionals in the industry.

ATIS NewsWeekly
IS A PROFESSIONAL RESOURCE FOR

NEWS
IDEAS+

TOP TEN REASONS TO ADVERTISE IN ATIS NewsWeekly:



CREDIBLE SOURCE

For years, our members have turned to the association as the informational authority of the industry. Advertising in ATIS NewsWeekly solidifies your place among weekly information provided to ATIS members.



TARGETED DISTRIBUTION

Advertising in ATIS NewsWeekly 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 ATIS NewsWeekly 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, ATIS NewsWeekly ensures your ad will be every week by our 1,400 subscribers.



AFFORDABLE

Advertising in ATIS NewsWeekly 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 ATIS NewsWeekly 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 ATIS NewsWeekly.



TRACK CAMPAIGN EFFECTIVENESS

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