

Welcome from the Publisher

Let me welcome you to *Broadband Library International*, sister publication to the award winning Broadband Library. *Broadband Library International* is the repository of technical knowledge for cable telecommunications engineers worldwide. Aside from serving as a resource center for technical products and services in the global broadband cable telecommunications industry, the unique emphasis on people is used to inform our readers through the writings of the most renown participants in the business.

Broadband Library International is distributed to cable engineers and managers around the world and to major international conventions and conferences. Broadband Library International doesn't stop there – it's interactive e-branch is e-blasted at the beginning of every quarter and is available 24/7 at www.broadbandlibrary.com which gives our readers two choices to research.

In addition, *Broadband Library International's* listings section, "On the Shelf" is indexed by categories in alphabetical order, making it a user-friendly way to research and study products and services. The Library's interactive e-branch at www.broadbandlibrary.com provides hyperlinks directly to advertiser Web sites for all the "browsers" out there.

Page after page of great editorial along with the latest products and services make up the exciting "story" of *Broadband Library International*. Each issue evolves – just as technology advances around the world.

Now that your global tour is complete, have fun exploring the editorials, products and services in this exclusive publication...It's a real page turner!

Advertiser Information

Print/Electronic Distribution

- Thousands of managerial and technical employees from broadband cable operations and international cable associations worldwide receive a printed copy of *Broadband Library International* mailed first class on a quarterly basis. In addition, the publication is e-blasted to our printed circulation list, but additional international readers have requested the publication on-line, as well.

The Library is Mobile Friendly

Broadband Library International is constantly striving to provide SCTE with the most complete and pertinent information, as well as making it as easy to access as possible. With the increased popularity of smart phones and tablets, we've made The Library as mobile as you are!

Beginning this quarter, we're happy to announce a new and improved e-branch at www.broadbandlibrary.com the new interface is clean, quick and simple to use. And it's not limited to your desktop or laptop computer, it is designed specifically to work just as well on mobile devices. That means you can easily use it on your iPhone, iPad, iTouch, Android, Blackberry... you name it. And the

best part is no app necessary! You can download each issue of the magazine and every page loads immediately with the swipe of your finger.

Mobile E-Branch of Broadband Library

http://www.americanwebinc.com/aw_flip_books/Broadband_Library/Q1_2012/Broadband_International_Q1_2012/pubData/mobile/index.htm

A sampling of those receiving print copies of the Library each quarter includes Liberty Global Inc. (corporate and VTR,UPC, Liberty Cablevision of Puerto Rico, Chellomedia), Kabel Deutschland, ONO, MegaCable, plus cable systems in such diverse countries as Australia, Turkey, Israel, and Iceland, and throughout Europe, Asia, South America and the Caribbean. Associations include SCTE UK (all members through our unique partnership), the Russian Cable Association, the Caribbean Cable and Telecommunications Association (CCTA) and the Argentine Cable TV Association (ATVC).

• Here's a list of Broadband Library International's distribution by region which includes:

Asia/Pacific – Australia, China, India, Indonesia, Japan, Korea, Thailand.

Europe – Austria, Belgium, Czech Republic, Denmark, France, Germany, Hungary, Iceland, Ireland, The Netherlands, Norway, Poland, Portugal, Romania, Russia, Slovenia, Spain, Sweden, Switzerland, United Kingdom.

Middle East – Israel, Turkey.

North/Central America – Canada, Mexico, Puerto Rico, United States, Virgin Islands.

South America – Argentina, Brazil, Chile, Columbia, Peru.

• The Library's interactive e-branch at www.broadbandlibrary.com is e-blasted to every international reader and additional readers across the globe who have requested *Broadband Library International* online. In addition, the online version provides direct hyperlinks to your Web site. This includes your listings in "On the Shelf" and in the "Reference Desk".

• Your advertising message in *Broadband Library International* also receives bonus distribution each quarter at major conventions and conferences around the world.

Dates, Deadlines and requirements

Dates: Put yourself on the required reading list and reserve space now. Quarterly editions published in February, May, August and November.

Deadlines: Your account executive will inform each advertiser about copy deadlines for both display advertising and listings. We make every effort to extend deadlines if necessary.

Requirements: Material needed for “On the Shelf” listings: Maximum 65-word description (as an electronic file) and a copy of your artwork. Artwork also should be sent as an electronic file (300 dpi, CMYK, tiff or JPEG).

Please direct all production questions to Elaine Callahan

Phone 719-487-0976 – Fax 719-487-0975

Elaine@broadbandlibrary.com

Library fees 2012

We sharpened our pencils to offer you the most cost-effective rates! Multiple vendor listings in the same issue will be discounted – a great way to reference all of your products in their specific categories. Display advertising also is available.

Product Listings:

1X rate: \$995 per listing, per quarter

4X rate: \$895 per listing , per quarter

Four Color Full Page Ads:

1X rate: \$6000 per quarter

4X rate: \$5000 per quarter

Lower rates are available based on utilizing both *Broadband Library International* and *Broadband Library International* with increased frequency of listings and full-page display ads.

Please check with your account executive to create an entire marketing program designed to your needs.

At your service

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