

Welcome from the Publisher

Let me welcome you to the award-winning ***Broadband Library***, the leading repository of technical knowledge for cable telecommunications engineers. Each of the 13,000+ members of the U.S. Society of Cable Telecommunications Engineers receives the ***Library*** on a quarterly basis as an exclusive member-benefit. Aside from serving as a resource center for technical products and services in broadband cable, the unique emphasis on people is used to inform our readers through the writings of the most renowned engineers in the business.

To ensure timely delivery to all points, every SCTE member receives their copy via first-class mail. At the beginning of every quarter SCTE e-blasts the publication to each and every member. Additionally, bonus distribution includes every meeting of the Society's 75 chapters and meeting groups across the United States as well as the broadband industry's major conventions. And the Library's reach doesn't stop there – its interactive e-branch at www.broadbandlibrary.com provides access 24 hours a day, every day.

Each issue of ***Broadband Library*** features columns by top-level business leaders, engineers and Society representatives voicing opinions and views on the broadband industry and its technology. Plus, a well-known “Guest Author” appears every quarter, writing about technological advancements or issues of concern to the industry. Past “Guest Authors” have included some of the industry's top leaders and visionaries, such as Bill Bresnan, Bill Daniels, Marwan Fawaz, Richard Green, Leo Hindery, Amos Hostetter, Jerry Kent, John Malone, John Rigas, Jim Robbins, Ted Rogers, Robert Sachs, Bill Schleyer, John Sie, Tony Werner, Michael Willner, and more recent years, Mike Lajoie, Dermott O'Carroll, Nomi Bergman, Tom Gorman, Jay Rolls and so many more. In addition we have the top brass in broadband cable write on different technical issues on a quarterly basis. Such notable engineers as Ray Thomas, Jay Junkus, Andy Parrott and of course our beloved Phantom of the Library (a well-known engineer that hides his identity) also appear in each issue. Our editorial is quite unique and differs from any technology publication, because it contains loads of technological information for members in a refreshing format written by the “people” who make it all happen.

Page after page of great editorial, products and services all make up the exciting “story” of broadband cable that evolves each issue – just as technology itself evolves and advances.

Advertiser Information

- Every member of the U.S. Society of Cable Telecommunications Engineers receives a printed copy of *Broadband Library* on a quarterly basis. At the beginning of every quarter SCTE e-blasts the publication to every member. In this way we ensure that our print version and our Web version (the publication in its entirety) can be utilized according to preference. In addition, SCTE provides a direct hyperlink from its web site to *Broadband Library's* e-branch.
- *Broadband Library* is a comprehensive learning source for your customers, providing them with the necessary information and knowledge to make the right purchasing decisions.
- The *Library's* "On the Shelf" listings are indexed by categories in alphabetical order, a user-friendly way to research and study.
- Each patron also receives a free listing in the "Reference Desk" for their web site, making further "browsing" a breeze.
- The Library's interactive e-branch at www.broadbandlibrary.com provides direct hyperlinks to your Web site. This includes your listings in "On the Shelf" and in the "Reference Desk"

Dates, Deadlines and requirements

Dates: Put yourself on the required reading list and reserve space now. Quarterly editions published in March, June, September and December.

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

Print Distribution

Broadband Library is mailed exclusively to all U.S. SCTE members – 13,000+ and growing every day- with additional distribution at every SCTE chapter meeting, Vendor Day the Cable-Tec Expo and other major industry trade shows. Total distribution each issue: approximately 20,000 copies.

Electronic distribution

As an added bonus, *Broadband Library*'s interactive e-branch at www.broadbandlibrary.com provides worldwide access to your listings 24/7. There's no extra charge for hyperlinks directly to your Web site. Broadband Library has two different formats for our readers. In this way we ensure that our print version and our Web version (the publication in its entirety) can be utilized according to preference.

The Library is Mobile Friendly

Broadband Library 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/Winter_2011/Broadband_Library_Winter_2011/pubData/mobile/index.htm

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* 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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