As the lines separating telephone, Internet and television companies continue to blur, *ISE magazine* is the educational brand that delivers professional development resources to telecom providers’ network transformation teams. This highly targeted audience has strong purchasing power and influence.
Network Transformation Means Transforming Your Customer Relationships

Leverage the ISE brand’s 10 interactive offerings to showcase your technologies, solutions and thought leadership that will help solve their network transformation pain points:

1. **Print/Digital Advertising**: Each month, ISE features 30+ educational articles, interviews with executives, along with network tools and solutions – all in an approachable and interesting format. ISE’s 25K readers look to this rich content via print, digital and via their mobile devices on a daily basis.

2. **Online Advertising**: ISE’s editorial team publishes additional original content on isemag.com including articles from our exclusive Municipal Broadband and Research Columnists. Tap into the power of ISE’s responsive websites.

3. **ISE EXPO Booth and Sponsorships**: Connect with potential customers and current contacts at ISE EXPO. We all know that customers are more likely to purchase products from real people and face-to-face product demos. That’s why your presence can amp up your ROR (Return on Relationships) and shorten the sales cycle.

4. **ISE TECHForum Tabletops**: Powerful things come in smaller packages. ISE’s one-day, live, regional event delivers an intimate and interactive opportunity for vendors aiming to reach local providers and help solve their unique pain points.

5. **ISE Buyer’s Guide**: You’ve got product solutions; your customers have product needs. Talk about a match made in print and online. Place your latest ICT solutions in front of network providers. Readers rely on ISE’s Buyer’s Guide in print, digital and online throughout the year.

6. **Visionary Package**: When your company’s thought leader signs on as a Visionary, they will join five or more well-respected service providers with this 3-part print/digital exposure. They will also join executives from Tier 1 & 2 providers at a live roundtable and VIP dinner at ISE EXPO. Watch how this influential marketing package blends print, video, and live connections into a powerful program that continues to impact well after it concludes.

7. **Custom Research**: ISE and Mind Commerce have joined forces to offer you ICT industry research and custom content that will guide your product roadmap and position your product for success.

8. **Webinars/Podcasts**: These opportunities allow you to cost-effectively establish your company as a subject matter expert for specific pain points experienced by network providers across the industry. Each webinar and/or podcast generates hard leads for your team to pursue.

9. **Custom Educational Videos**: When AT&T and Viavi needed a specialized training video for their deployment teams, they looked to the ISE team. A natural content partnership formed quickly and a new educational product was born.

10. **White Papers**: You’ve done the heavy lifting and created a solid piece of content. But, it still needs an audience.
With network transformation at the top of providers objectives, the ISE suite of engaging educational offerings are the ones 25K telecom network professionals trust to remain relevant in their careers.

Our 25K readers may be searching for that very guidance. Invite them to lean on your expertise as they work to change the status quo into a cost-effective, OpEx-lowering solution. Network teams must learn WHILE they do their jobs. That’s why they’ve relied on the ISE brand as their educational partner for 30+ years. Join us in helping the human network transform their skills set so they can effectively transform the wireline and wireless networks of the future.

Sharon Vollman, Editorial Director
svollman@isemag.com

Come Along On Our Content Journey

ISE magazine and our loyal print subscribers continue to be the mainstay of the ISE brand. But, it doesn’t stop there, in fact, it’s just the beginning of a fully integrated content delivery system that includes online, digital, mobile, live and virtual events, podcasts, webinars, social media and more.

At ISE, we retain our users’ attention by creating a data-driven content journey. That’s why we’ve constructed a multi-channel, multi-media experience based on our readers’ content consumption. So whether it’s fiber installation, systems integration, Gigabit deployments, or any other network evolution subject matter, we keep our readers engaged with suggested related content that takes them on a deeper dive across all ISE platforms, giving you more opportunities to cross-promote your message and showcase your latest product, technology or ICT solution.

Ready to leverage the ISE brand? Contact your sales representative.
ISE is the industry’s most powerful marketing platform to reach highly qualified buyers.

18,000 total reach of ISE magazine print circulation

**Audience Overview**

**PRIMARY BUSINESS**

- **77%** Tier 1,2,3,4; Rural Providers; Dark Fiber & Infrastructure Services; Cable/MSO, Data Center/Cloud Hosting
- **10%** Consultant Firms/Contractors/EF&I; Education/Research Firm
- **5%** Utility/Municipality/Gov’t/Military
- **8%** Manufacturer/Supplier/Distributor

**JOB FUNCTION**

- **Engineering/Design** 29%
- **Construction/Installation/Operations/Maintenance** 32%
- **IT/Information Systems** 6%
- **Executive Management/Product Management/Strategic Planning/Supply Chain Management/Sourcing Team Member** 29%
- **Others Allied to the Field (R&D; Analyst; Association; Marketing/Sales)** 4%

Source: Omeda Fulfillment System • Timeframe: September 2019 Close

58% of ISE magazine readers queried have purchasing authority or influence purchasing decisions.

Source: Omeda Fulfillment System
How does advertising help you sell more?

The ISE team delivers the latest strategies to ensure your company generates greater sales and profits. Interestingly, the strategy that has proven itself most effective, over the millennium, is based on just 3 simple and effective steps that are still involved in, literally, every sale ever made.

**Awareness.**

1 | **Awareness:** No one has ever purchased anything they were not aware exists.

2 | **Preference:** Buyers always purchase what they prefer, based on budget available.

3 | **Purchase:** When aware of a preferred product, the customer buys it!

With its 18,000 print subscribers and 7,000+ unduplicated digital subscribers, plus thousands of web visitors every year, the ISE brand will generate significant awareness for your company and its products and services in the marketplace, thus leading to greater sales!

The more often you deliver your sales message to a prospect, the greater chance you have of gaining awareness and, ultimately, sales from that customer. However, this goal can only be accomplished by delivering your sales message through the media options your buyers and prospects use every day.

The most effective and efficient campaign is to use a variety of platforms, all delivering the same message.

43% of ISE magazine readers queried have some responsibility for the wireless market.

Source: Omeda Fulfillment System
Content Marketing

Customer’s today want relationship-building, a focus on them versus the brand. ISE can help you do that and reach the right audience throughout the year.

Every brand creates mounds of collateral but is it efficient, compelling, and subtly persuasive? That’s what content marketing is about and it’s the way to sell in today’s marketplace.

“Content is the reason search engines exist and it’s the cornerstone of what people share on the social web. A quantity of quality content that answers readers’ questions in a useful and entertaining way serves everything from demand generation to lead generation.”

Lee Odden, CEO – TopRank Marketing

Like any strategy, content marketing needs to be created with skill, be persistent, and put to work in the right places. Let ISE be your business partner and make it easy for you; turn-key creative, multi-faceted distribution channels in tune with your team and marketing strategy to blanket the industry.

ICT Visionaries 2019

When your company’s thought leader becomes a Visionary, you’ll see the value of true content marketing. This 3-part series will bring significant benefits to your sales team and brand:

**Increased traffic to the web:** when your thought leader contributes rich insights to this 3-part series, the more your company’s name will appear in the search engines.

**Improved conversion rate:** when your thought leader’s insights are published frequently, customers may come back for more. More hits on your website means you have a greater chance to convert those interested parties into hot leads.

**Increased time on your website:** when the relevant content from the ICT Visionaries is published on your website, it is likely users will spend more time there.

**Improved brand image:** quality content that offers value to the user generates brand awareness across the ICT industry. When the content is valuable to visitors, they are likely to share it with their teams and customers. This positive sharing can improve the reputation of your brand.

Your company’s visionary has the opportunity to share his or her expertise throughout ISE’s 2020 Visionaries Program via all channels of the ISE brand connecting with ISE’s 25K print and digital readers!

Create Your Own Content Marketing Campaign

Use image-driven advertising to place your ad naturally into surrounding content for a seamless, organic user experience. Adding to their visual appeal, content marketing is more engaging and drive higher brand lift.

In terms of content, respondents said they gravitate towards thought leadership that’s related to “something I’m currently working on” (63%) and “is short and easily absorbed” (53%).

Source: www.formarketer.com
Share your insights about the changes providers face and the solutions that can be applied. Your company’s representative will be featured and asked sales-specific questions that you and ISE’s editorial director develop together.

**White Papers**
Leverage the ISE brand to educate our readers about your company’s products, services, methodology or overall subject matter expertise. Establish thought leadership, make a case, and inform and persuade prospective customers about your network deployment solution that solves a particular challenge or complexity.

**Dedicated eblasts**
Put YOUR message in front of ISE’s highly engaged audience of ICT decision-makers with a dedicated HTML email. Send your latest product, technology or industry announcement to over 7,400 direct request e-subscribers. Simply provide the HTML and let ISE do the rest.

On average, ISE dedicated HTML emails receive a 24% open rate.

**ICT Spotlight**
Showcase your latest product, service or network solution in ICT Spotlight, ISE magazine’s monthly e-newsletter.

Place your ad in front of ICT Spotlight’s audience of buyers and key decision makers. With open and click-through rates far above industry standards, now to start expanding your reach!

**Two Ways to Advertise**
Sponsor an issue of ICT Spotlight and have your exclusive banner ad prominently positioned at the top and bottom to increase your exposure. OR, purchase one of 4 possible Product Showcases - both options are affordable and designed to grab our subscribers’ attention.

Each issue takes a deeper dive into the ICT subject matter our readers are clamoring for and includes:

- The latest ISE educational offerings
- Industry research
- Provider updates
- Executive insights
- Upcoming industry events

ICT Spotlight has a 23% open rate and a 12% click to open rate, and a 3% click-through rate - above industry standards.

**Research**
Pair ISE Research with custom content marketing to reach highly targeted audiences with purchasing power and influence.

The Information and Communications Technology (ICT) industry depends on media to inform, exchange information, and shape opinions.

ISE and Mind Commerce join forces to offer our clients rich ICT industry research and custom content. Positioned to a highly targeted and influential purchasing audience, this powerful partnership will add value to readers, vendor partners and the industry overall.

Research practice covers a relatively wide range of ICT topics, but not limited to:

- Artificial Intelligence (AI)
- Broadband Technologies and Solutions
- Computing Technologies and Solutions
- Data Management and Analytics
- Immersive Technologies and Solutions
- Internet of Things (IoT)
When you submit an article to ISE magazine, you will influence readers who have decision making authority and/or influence purchases of ICT/Telecom network products and services.
Email ISE’s editorial director, Sharon Vollman, with your content ideas today: svollman@isemag.com.

C&E/Planning
• Aerial Construction
• CapEx/OpEx Management
• Ethernet
• Contracting
• MDUs
• Rural Networks
• Underground Construction
• Undersea Networks
• GIS/Asset Management
• Wireline/Wireless Integration
• Decommissioning
• GIS

Core/Legacy
• Copper-to-Fiber
• DSL/G.Fast/Vectoring/Wi-Fi
• Upgrades/Conditioning
• Copper Troubleshooting
• Core Maintenance

Education
• Executive Insights
• Interviews
• Leadership, Management & Motivation

• Training
• Professional Development
• STEM

FTTx
• Fiber Installation
• FTTx-to-FTTP
• FTTH/Backhaul/Fronthaul/Offload
• Hybrid Architectures
• Next Gen Technologies
• Fiber Maintenance

IoT
• Big Data
• Cloud
• Autonomous Vehicles
• Smart Home
• Data Centers
• Drones
• M2M/ Massive IoT
• Telehealth

Municipal Broadband
• Best Practices
• Operating Principals

• Public Private Partnerships
• Network Architecture

Network Transformation/Simplification
• Architecture
• Systems Integration
• SDN/NFV
• Automation
• Trials/Deployment
• AI/AR
• Simplification/ Optimization

Power/Sustainability
• Batteries
• Emerging Technologies
• Grounding/Bonding
• Sustainability

Safety
• Disaster Prep/Recovery
• Electrical Protection
• Cybersecurity
• Network Reliability

Testing
• Cell Sites
• Copper
• Fiber
• Wireless
• Power
• Virtualization
• Automation

Wireless
• Backhaul & Offload
• DAS/Small Cells
• NR/RAN/CRAN/ORAN
• Satellite
• Towers
• Wireline Integration
• Network Densification
• Wireless Maintenance

Trends/Research
• Reports
• Forecasts
• Analysis

Place your ad in the issues that align with your event marketing schedule.

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>Ad Closing/Materials Due</th>
<th>Special Section</th>
<th>Bonus Distribution</th>
</tr>
</thead>
<tbody>
<tr>
<td>February</td>
<td>12.10.19 / 01.03.20</td>
<td>Visionaries - Part 1</td>
<td>NTCA RTIME ‘20, NATE UNITE 2020</td>
</tr>
<tr>
<td>March</td>
<td>01.15.20 / 01.29.20</td>
<td>NSE EXPO Attendee Guide</td>
<td>OFC, ISE TECHForum, ATIS PEG, CBA 811, TCEi</td>
</tr>
<tr>
<td>April</td>
<td>02.13.20 / 02.27.20</td>
<td>NSE EXPO Education Guide</td>
<td>CalCom</td>
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<tr>
<td>May</td>
<td>03.12.20 / 03.26.20</td>
<td>Visionaries - Part 2,</td>
<td>Fiber Connect 2020, IEEE WIE International Leadership Conference</td>
</tr>
<tr>
<td>June</td>
<td>04.15.20 / 04.29.20</td>
<td>NSE EXPO Pre-show Issue</td>
<td>NTCA Technology &amp; Business Conference &amp; Expo, In-Building Wireless Congress</td>
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<td>July</td>
<td>05.14.20 / 05.28.20</td>
<td>NSE EXPO Show Issue</td>
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<td>August</td>
<td>06.12.20 / 06.26.20</td>
<td>Visionaries - Part 3</td>
<td>ISE EXPO 2020</td>
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<tr>
<td>September</td>
<td>07.14.20 / 07.28.20</td>
<td>Visionaries Roundtable Wrap-up</td>
<td>SCADA Technology Summit, NTCA Fall Conference, BICSI Fall Conference &amp; Exhibition</td>
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<tr>
<td>October</td>
<td>08.18.20 / 08.31.20</td>
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<td>NTCA Cyber Security Summit, SCTE-ISBE Cable-Tec EXPO</td>
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<tr>
<td>November</td>
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<tr>
<td>December</td>
<td>10.15.20 / 10.29.20</td>
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</table>
ISE Custom Events, Webinars and Podcasts

Get your brand in front of key decision makers and influencers across the ICT industry.

Trust ISE’s strong and credible relationships to give you direct access to key targets and face time with leading companies. ISE’s expertise in creating personalized custom events, webinars and podcasts provides you year-round access to your biggest customers by offering a variety of available sponsorship options – call for details.

ISE TECHForum
March 18, 2020
Richardson, TX

ISE TECHForum 2019 Testimonial

“Spending time at ISE TECHForum was extremely valuable. I loved the 1-day format and found the content kept coming throughout the day. The keynotes gave insider insight into industry trends related to the 5G technology revolution with cutting edge technology and software solutions available to discuss market trends and applicable takeaways (not just product presentations). Great job ISE!”

Justin Reid, Servant Leader – Sales Excellence, Vitruvi

84% of attendees thought the ISE TECHForum was a good investment of their time.

100% of attendees rated ISE’s organization and handling of the ISE TECHForum as Excellent or Above Average.

Source: ISE TECHForum 2019 Post-event Survey

Exhibit at ISE TECHForum 2020 – the ONE Day intimate event where attendees come to learn and demo the latest technologies and solutions that help solve their pain points across the wireline and wireless networks.

While they immerse themselves on the topics most relevant to their career journey, you spend real face-time with network providers and industry professionals who make or influence purchasing decisions.

www.isetechforum.com
ISE Webinars allow you to cost-effectively establish your company as a thought leader and build brand awareness, all while generating valuable leads for your products and services.

Webinar Testimonial –
ISE Webinar for us was a great success. ISE Team did an outstanding job with the preparation, marketing, and hosting of the Webinar. The ISE ICT Solutions & Education has been a pleasure to work with, I would highly recommend ISE for your next major Webinar opportunity.

Patrick Moreno
Product Marketing Manager
Zyxel Communications

86% of readers surveyed find the educational content of ISE Webinars interesting.

48% Conversion Rate (industry average is 44%)

4.2/5 Webinar Presentation

98% Good Investment of Time

ISE Podcasts allow you to time-efficiently and cost-effectively share your company’s product information, technology or services. When they want it, where they want it and how they want it, your podcast will be accessible to our loyal print and digital subscribers and online followers at www.isemag.com/podcasts.

Let our team work with you to create a powerful podcast that will educate and inform this industry about your company’s offerings.
ISE EXPO is the Telco Industry’s Transformation Marketplace.

Every year key decision makers from the internet, telephone, cable and wireless communications sector attend ISE EXPO to learn everything they can to evolve and deliver quality, high-speed connectivity to meet their customer demands. This is your opportunity to connect with industry leaders and highly engaged network professionals from over 175 provider companies who have purchasing power and major influence, looking for the latest wireline and wireless innovations and network evolution strategies.

We all know sales funnels can be long and costly. At ISE EXPO you will amp up your ROR (Return on Relationships) and shorten the sales cycle by spending real face-time with telecom targets from 175 provider companies from over 30 countries, who attend to shop and learn. Connect with your existing customers and have those personal conversations with key targets that can lead to new opportunities when you attend, exhibit, present, or become a sponsor of ISE EXPO.
Education and Technology Solutions for Existing and Next-Generation Networks.

Help prepare today’s workforce for the sea change in future network buildouts by educating them about the products and technologies needed to design, install and maintain the infrastructure and equipment behind them. Bring your expertise and problem-solving gear for some wireline and wireless mind-sharing solutions that will build lasting relationships.

ISE EXPO Highlights

• 200 ICT vendors and distributors
• More than 30 accredited seminars and workshops
• C-Level keynotes and interviews from A-List industry leaders
• International audience from more than 30 countries
• Attendees from all 50 states
• 175 Communication and entertainment providers
• Live Demo Zone
• Happy Hour
• Attendee Vacation Giveaway

67% of ISE EXPO attendees answered YES to having purchasing authority.
Source: Showcare Show Management

84% of ISE EXPO 2018 attendees surveyed plan to attend ISE EXPO 2019.
Source: ISE EXPO 2018 Attendee Survey

92% of tradeshow attendees come to see and learn about what’s new in products and services.
Source: Center for Exhibition Industry Research (CEIR) Networking that will save you time and money!
Online

People go online to find out about products.
www.isemag.com

Reach your targets with display ads, sponsored content and enhanced company listings across 3 dynamic platforms. The responsive design is easy for users to search content with mobile, tablet and desktop devices. ISE utilizes Google Analytics to provide our advertisers with robust reporting.

<table>
<thead>
<tr>
<th>Buy One Get Two</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Sessions:</strong></td>
<td><strong>239,335</strong></td>
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<tr>
<td><strong>Users:</strong></td>
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<tr>
<td><strong>Page Views:</strong></td>
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<td><strong>Average Monthly Page Views:</strong></td>
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<tr>
<td><strong>Countries:</strong></td>
<td><strong>208</strong></td>
</tr>
<tr>
<td>Source: Google Analytics</td>
<td></td>
</tr>
</tbody>
</table>

You’ve got what telecom providers need to transform and optimize their networks. But, do they know that?

It’s time to get your product/service in front of 25K print, digital and web readers looking for effective and cost-efficient solutions to their network pain points. How? Be sure your product is a part of ISE’s highly visual and easy to navigate www.isebuyersguide.com.

Receive direct contact from buyers searching for your company products and services. All listings are also included in the Print and Digital editions in January 2020.

Buyer’s Guide Listing Opportunities

The ONLY buyer’s guide devoted to telecom network transformation!
www.isebuyersguide.com
Display Print Rates

<table>
<thead>
<tr>
<th></th>
<th>3x</th>
<th>6x</th>
<th>12x</th>
<th>18x</th>
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<tbody>
<tr>
<td>2-page spread</td>
<td>$10,335</td>
<td>$10,025</td>
<td>$9,724</td>
<td>$9,432</td>
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<tr>
<td>Full page</td>
<td>$6,500</td>
<td>$6,305</td>
<td>$6,116</td>
<td>$5,932</td>
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<tr>
<td>2/3 page</td>
<td>$5,525</td>
<td>$5,359</td>
<td>$5,198</td>
<td>$5,043</td>
</tr>
<tr>
<td>1/2 page island</td>
<td>$4,696</td>
<td>$4,555</td>
<td>$4,419</td>
<td>$4,286</td>
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<tr>
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<td>$3,992</td>
<td>$3,872</td>
<td>$3,756</td>
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<tr>
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<td>$3,393</td>
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<td>$3,193</td>
<td>$3,097</td>
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<tr>
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<td>$2,884</td>
<td>$2,798</td>
<td>$2,714</td>
<td>$2,632</td>
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<tr>
<td>1/6 page</td>
<td>$2,451</td>
<td>$2,378</td>
<td>$2,307</td>
<td>$2,237</td>
</tr>
</tbody>
</table>

Special Positions
- Front Cover: N/A
- Inside Front Cover: 20%
- Inside Back Cover: 20%
- Outside back Cover: 25%

Other than positions quotes, 15% extra for any preferred or specific position. *No charge for bleed. To earn frequency rates, all ads must run within 365 days. Agency commission: 15% on all quoted rates. Invoice must be paid within 30 days to earn 15% agency discount. All preferred positions sold only on a no cancellation basis.

Best Value: Get the most exposure by purchasing a print/online combination package. Discount rates available for bundled purchases.

Product Showcase
Economically advertise your company’s product or service in this special monthly section. This integrated offering will affordably place your message in front of ISE’s print, digital and online audiences.

1/4 page
- One product image 3” x 3”
- Format: jpg, tif, or eps; 300 dpi (high-resolution)
- Product Description: 100 words max in a Word document and company contact information
- RATE: $800

1/2 page
- Two images are permitted 3” x 3”
- Format: jpg, tif, or eps; 300 dpi (high-resolution)
- Product Description: 150 words max in a Word document and company contact information
- RATE: $1,700

Call your sales representative for more information on adding a logo and video upgrade.

Tools
- One product image 3” x 3”
- Format: jpg, tif, or eps; 300 dpi (high-resolution)
- Product Description: 75 words max in a Word document and company contact information

Print Ad Specifications

BLEED and TRIM SIZES
- 2 PAGE SPREAD
  - BLEED SIZE: 16 1/2” x 11 1/8”
  - TRIM SIZE: 16 1/4” x 10 7/8”
- FULL PAGE
  - BLEED SIZE: 8 3/8” x 11 1/8”
  - TRIM SIZE: 8 1/8” x 10 7/8”
- 2/3 PAGE
  - VERTICAL 3 3/8” x 10”
- 1/2 PAGE
  - ISLAND 4 1/2” x 7 3/8”
  - SQUARE 4 1/2” x 4 7/8”
- 1/3 PAGE
  - VERTICAL 2 1/8” x 10”
- 1/4 PAGE
  - 3 3/8” x 4 7/8”

 bleeds specifications are listed for 2-page spreads and full-page advertisements. Fractional advertisement bleed specifications are available upon request.

MATERIALS SPECIFICATIONS

AD MATERIALS
- Ad files must be submitted in a press-ready PDF format.
- All color files must be CMYK.
- Minimum resolution 300 dpi (150 lpi).
- Submit PDF to: lweimer@isemag.com

PAPER AND OFFSET SPECIFICATIONS
- Text Weight: 45-lb. Coated.
- SWOP Standards Apply.
The mission of the ISE brand is twofold:

Educate the information and communications technology (ICT) industry about wireline and wireless infrastructure trends from the Cloud to the end user – through innovative print, online, digital and mobile platforms along with live and virtual events.

Connect global vendor partners with key provider buyers and decision makers with the industry’s most complete range of platforms including advertising, branding, lead-generation, live events, social media and thought leadership.

Decision makers from the boardroom to the trenches trust ISE... and have done so for over 30 years.