

Partnership Opportunities

Program Information

As you know, ISE (ICT Solutions & Education) has been connecting network evolution professionals with innovative solutions and concise education across the rapidly changing ICT landscape for more than 30 years. Last year, more than any other, created an environment that pushed companies, organizations and even whole industries to become more innovative and flexible to stay viable, relative and profitable.

ISE recognizes this and is proud to introduce a new, more mindful approach to the traditional Trade Agreement program. Our reinvigorated Partnership Program will focus on fostering a well-rounded relationship with each of our partners on a more intimate and involved level.

As an ISE partner, you will gain exposure to ICT network professionals from around the world. We want to invite you to partner with us in coordinated media efforts to expand and enhance our organizations' visibility.

Program Mission

To bring more awareness to the Partner brand, not just a single event.

To offer more opportunities to collaborate on co-branded projects.

To build long-lasting, mutually-beneficial relationships that will bring more value to all parties involved.

What you receive as a Partner with ISE

1. Partner profile that will include information about your organization and upcoming events.
The event page will include the following:
 - o Dates
 - o Event graphic
 - o Description of event
 - o Event URL
 - o Location
 - o Full contact information on organizer
 - o Video (if available)
2. Full-page ad in ISE magazine. Partner's choice; see Media Planner for deadline dates.
3. Square or banner web ad. Partner's choice, to run only in Partnership Area and in social media posts.
4. Social media posts once a quarter. Partner to provide copy, graphics and run date.

What ISE asks for from Partner

1. Partner profile that will include information about our organization and upcoming events.
The event page will include the following:
 - Dates
 - Event graphic
 - Description of event
 - Event URL
 - Location
 - Full contact information on organizer
 - Video (if available)
2. Full-page ad in your publication. Specs and deadlines provided by Partner in advance.
3. Square or banner web ad. Specs and deadlines provided by Partner in advance.
4. Social media posts once a quarter. ISE to provide copy, graphics and run date.

What's next?

Please fill out and sign the form below, then send it back to your trade agreement contact (listed below) with any questions, concerns or comments.

We want our partnership with you to be a success. Please let me know if you have questions, concerns or comments.

In the Spirit of Partnership,

Kathy Epperson

ISE Partnership Program Specialist
336-964-1281

kepperson@isemag.com

Sign & Date

Print Name

Email & Phone

Partner Ad Specifications and Deadlines

Ad Specifications

| | |
|---|---|
| <p>ISE magazine</p> <p>Full Page Print Ad</p> <ul style="list-style-type: none"> • Bleed Size: 8 3/8" x 11 1/8" • Trim Size: 8 1/8" x 10 7/8" • Format: Press Ready PDF <div data-bbox="393 806 678 1186" style="border: 1px solid black; padding: 10px; margin: 20px auto; width: fit-content;"> <p style="text-align: center;">FULL PAGE</p> <p style="text-align: center;">BLEED SIZE: 8 3/8" x 11 1/8"</p> <p style="text-align: center;">TRIM SIZE: 8 1/8" x 10 7/8"</p> </div> | <p>Partner Website Pages</p> <p>Banner Ad</p> <ul style="list-style-type: none"> • Specs: 702 px x 90 px • High Resolution jpg, png, or gif <p>Block Ad</p> <ul style="list-style-type: none"> • Specs: 300 px x 250 px • High Resolution jpg, png, or gif |
|---|---|

Material Submission Deadlines

| | |
|--------------------------|-----------------|
| April | 02.23.21 |
| May | 03.23.21 |
| June | 04.21.21 |
| July | 05.24.21 |
| August | 06.18.21 |
| September | 07.21.21 |
| October | 08.17.21 |
| November/December | 10.26.21 |



Example of Partner Profile Page

← Back to Events

Infrastructure Resources LLC

866.279.7755 | info@emailir.com | <https://infrastructureresources.net/>



Our mission: Saving Lives through Education

Share Your Work

Events

Product Lines

About Infrastructure Resources

Founded in 2003 on the core values of innovation, credibility, customer focus and integrity, Infrastructure Resources, LLC was created to fill a real need in the underground utility industry – a trusted source for damage prevention and public awareness expertise and solutions for the utility and excavation industry. Since then, IR continues to expand their robust catalog of products and services including live events, publications and multimedia training tools that provide innovative solutions for our clients.

IR's commitment to transforming the damage prevention industry through knowledge and tools assists all stakeholders to stay mindful of procedures that significantly reduce the risk of damages and protects our workplaces, our communities and our environment.

Our Core Values

- We are team players
- We do the right things
- We are innovative
- We focus on customer relationships and placing them first
- We are appreciative and give back

Related Posts:

- Getting Down and DIRTY
- Data-Informed Insights and Recommendations for More...
- What if . . .

MARCH 2021

Global Excavation Safety Conference

March 23 - March 25

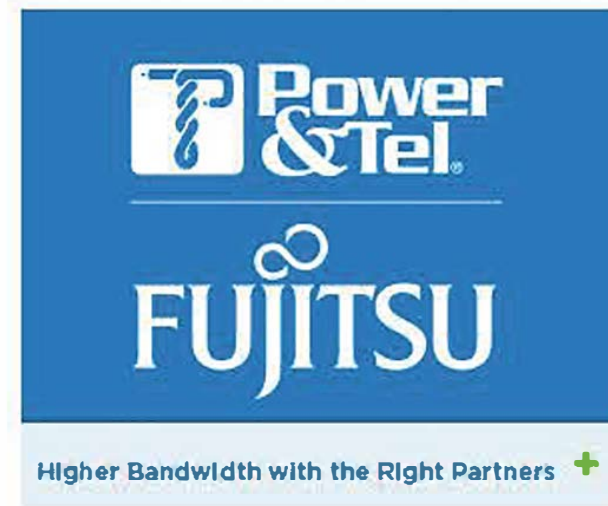
Tampa Convention Center, 333 S Franklin Street
Tampa, FL 33602 United States



The Global Excavation Safety Conference is the premiere international event dedicated to providing educational content and resources to help protect buried assets. The Conference, owned and produced by Infrastructure Resources, LLC, is the largest event in the underground damage prevention industry, drawing nearly 1,700 participants and offering 80+ hours of educational content.

[Find out more »](#)

+ EXPORT EVENTS



WEBINARS



Innovative Complement to Rural Fiber and Fixed Wireless for RDOF

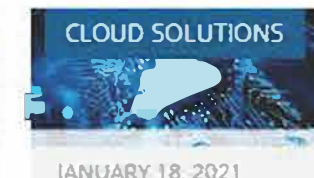
Webinar Date/Time:
Wednesday, March 3,
2021 at 1:00 PM (CT)
Rural Fiber / GPON is...

WHITE PAPERS



Addressing Subscriber Security Challenges with Comprehensive Gateway Security Controls

With smartphones, laptops, tablets, and wearables for every family member, along with smart speakers, locks...



Service Provider Voice (R)evolution: Switch to Cloud Communications Platform

VoIP 1.0 equipment is end of life and obsolete in today's cloud-native era. Broadband Success...



Preconnectorized Solutions: The Answer to Time Consuming Network Upgrades

Demand for broadband connectivity everywhere people live, work and play is skyrocketing. Traditional methods of...



How 5G Will Impact Physical Networks and What You Should Do to Protect Equipment

The Impact of 5G and How to Protect Equipment 5G Wireless will impact all physical...



Converged Network eBook

Build your future network to meet subscribers' current and future needs Networks need to change...

INDUSTRY EVENTS CALENDAR

| « FEBRUARY 2021 » | | | | | | |
|-------------------|----|----|----|----|----|----|
| M | T | W | T | F | S | S |
| 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 8 | 9 | 10 | 11 | 12 | 13 | 14 |
| 15 | 16 | 17 | 18 | 19 | 20 | 21 |
| 22 | 23 | 24 | 25 | 26 | 27 | 28 |

WED 10 **2021 Protection Engineers Webinar Series**
February 10 @ 12:00 pm - 2:00 pm

MON 15 **NATE UNITE**
February 15 - February 18

WED 17 **2021 Protection Engineers Webinar Series**
February 17 @ 12:00 pm - 2:00 pm

SUN 21 **NTCA RTIME 2021**
February 21 - February 24

WED 24 **2021 Protection Engineers Webinar Series**
February 24 @ 12:00 pm - 2:00 pm



Example of Event Listing

« All Events

Global Excavation Safety Conference

March 23 - March 25

« 2021 Protection Engineers Webinar Series



Saving Lives through Education

The **Global Excavation Safety Conference** is the premiere international event dedicated to providing educational content and resources to help protect buried assets. The Conference, owned and produced by **Infrastructure Resources, LLC**, is the largest event in the underground damage prevention industry, drawing nearly 1,700 participants and offering 80+ hours of educational content. With conference sessions, comprehensive workshops, numerous networking events, and 120+ exhibitors, it is the place to be if you are committed to the mission of reducing damages.

Whether you have attended every Conference over the last 17 years, or if this is your first time, there are sessions and workshops for everybody. We offer numerous opportunities to learn new information directly related to your industry, to network with peers who understand your job function and to share ideas with dedicated professionals. We welcome your feedback and suggestions. Have something to share? Let us know at info@emailir.com.

[Schedule](#) | [Why Attend?](#) | [Register](#)



Register to attend the 2021 Global Excavation Safety Conference, taking place March 23-25, in Tampa Florida. Full Conference price is only \$811 through 08/11!

We are also currently accepting abstract submissions. For more information visit GlobalExcavationSafetyConference.com.



Subscribe to ISE magazine today!

Related Posts:

- Getting Down and DIRTY
- What If . . .
- ISE EXPO 2019 Registration Now Open

[+ GOOGLE CALENDAR](#) [+ I CAL EXPORT](#)

| Details | Venue | Organizer |
|--|--|---|
| Start: March 23 End: March 25 Event Category: Industry Event Website: https://globalexcaavationsafetyconference.com/ | Tampa Convention Center 333 S Franklin Street Tampa, FL 33602 United States | Infrastructure Resources LLC Phone: 866.279.7755 Email: info@emailir.com Website: https://infrastructureresources.net/ |

Related Events

PEG PROTECTION ENGINEERS GROUP
Electrical Protection of Communications Networks

2021 Protection Engineers Webinar Series

February 10 @ 12:00 pm - 2:00 pm
Recurring Event (See all)

NATE UNITE
Memphis 2021

NATE UNITE

February 15 - February 18

PEG PROTECTION ENGINEERS GROUP
Electrical Protection of Communications Networks

2021 Protection Engineers Webinar Series

February 17 @ 12:00 pm - 2:00 pm
Recurring Event (See all)

« 2021 Protection Engineers Webinar Series

LEARN MORE ABOUT BECOMING OUR PARTNER

Program Information
Events List
Brand Collateral

REQUEST PROGRAM INFORMATION

Company/Organization Name *

Name *

First Last

Email *

Website/URL *

Do you host and/or plan any events such as conferences, trade shows, etc.? *

- Yes
 No

Tell us about yourself *

Text area for user input.

I'm not a robot



Submit

The logo for ISE (ICT Solutions & Education) features the letters 'ISE' in a bold, blue, sans-serif font. The 'I' and 'E' have horizontal lines extending from their top and bottom respectively. The logo is set against a white background within a white-bordered square.

ICT SOLUTIONS
& EDUCATION

Make the Connection

Align Your Brand with the Solutions and Education
Telecom/Communications Service Providers Need

2021 Media Planner



 @svollman

 @SharonVollman

svollman@isemag.com

Follow Sharon on Twitter and LinkedIn for further conversation and insights.

Visit www.isemag.com/contribute for more information on submitting an article to ISE magazine in print, digital, and online.

CSPs are Re-Inventing Themselves. Are you Partnering with Them Effectively?

In these unparalleled times, CSPs (Communications Service Providers) are stepping up their sense of urgency, purpose and empathy. At the same time, they must:

- Accelerate digital transformation
- Control operational expenses
- Increase business agility
- Manage/monetize 5G
- Optimize supply chain
- Prioritize critical capital expenditures
- Reinvent themselves as a platform business
- Transform wireline/ wireless networks

ISE's 27K readers are searching for technological solutions and authentic partnership to succeed in these areas. Invite them to lean on your expertise as they work to change the status quo and make a real difference to their internal and external customers. Leverage the ISE brand to share your products, solutions and collaboration strategies. Then, watch your brand become invaluable to the professionals who evolve the wireline and wireless networks of the future.

Sharon

Sharon Vollman, Editorial Director



Connect Your Brand to ISE's Content Journey

ISE magazine's loyal print subscribers engage with every facet of the ISE brand. Our fully integrated content delivery system includes 10 print issues per year, our digital publication, www.isemag.com, as well as live and virtual events, podcasts, webinars, social media and more.



At ISE, our community engages with our multi-channel, multi-media experience based on their content consumption. From fiber deployments, NetDev Ops and systems integration, Cloud-solutions or any other network evolution subject matter, we enrich our readers' learning across all ISE platforms.

Leverage the ISE brand's interactive educational offerings to feature your technologies, solutions and thought leadership that will help solve ISE's 27K readers' network transformation pain points:



Print Advertising: ISE features 30+ educational articles, interviews with executives, along with network tools and solutions in each issue. Place your display or content marketing in front of ISE's 27K readers looking to this rich content via print, digital and their mobile devices on a daily basis.



Content Marketing: Use image-driven native advertising to place your ad naturally into surrounding content for a seamless, organic user experience. Adding to their visual appeal, native ads are more engaging and drive higher brand lift. ISE Content Marketing packages place your message across our multiple platforms to increase your reach and frequency.

ISE Buyer's Guide: You've got product solutions; your customers have product needs. Talk about a match made in print and online. Choose from affordable packages to 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.



Digital Advertising: Each month ISE's editorial team publishes additional original content exclusively on www.isemag.com. Tap into the power of ISE's digital offerings including: banner ads or sponsored content on www.isemag.com, our digital newsletter, ICT Spotlight, white papers and custom email marketing.

Custom Events/Webinars/Podcasts: Powerful things come in smaller packages. ISE's live, regional and online events deliver intimate and interactive opportunities for vendors aiming to reach local providers and help solve their unique pain points. Cost-effectively establish your company as a subject matter expert for specific challenges experienced by network providers across the industry and generate hard leads for your team to pursue.

ISE EXPO Booth and Sponsorships: The ISE EXPO audience craves content, community and connections. With direct access to attendees from 175 provider companies representing 30 countries, your presence can amp up your ROR (Return on Relationships) and shorten the sales cycle. Exhibit live in 2021 in Fort Worth, Texas, for face-to-face networking and demonstrations or sponsor our virtual offerings suited for attendees everywhere.

Ready to leverage the ISE brand? Contact your sales representative.

Audience Overview

In today's economy, digital transformation is required to survive AND thrive. As a result, telecom/communications service providers (CSPs) have never been more relevant.

The ISE brand has been connecting network evolution professionals with innovative solutions and concise education across the telecom/ICT landscape for 30+ years. When you showcase your products/services to ISE's 27K qualified, fully-engaged audience, you'll increase your sales pipeline and grow your brand.

ISE's educational content and products/solutions address the most pressing issues facing telecom/CSPs today:

| |
|-------------------------------------|
| 5G-6G Evolution |
| Central Orchestration |
| Construction & Engineering |
| Core/Legacy Evolution |
| Cybersecurity |
| FTTX-FTTP-FTTA |
| IoT/URLLC |
| Mobile/Fixed Mobile Networks |
| Municipal Broadband |
| NetDev Ops / IT Integration |
| Network Reliability/Monitoring |
| Network Transformation/Intelligence |
| Open Source Networks |
| Power/Sustainability |
| Professional Development |
| Safety |
| Trends/Research |

How does advertising help you sell more?



The ISE team delivers the latest strategies to ensure your company generates greater sales and profits. 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 – Preference – Purchase.

Here's why.

- 1. Awareness:** No one has ever purchased anything they were not aware exists.
- 2. Preference:** Buyers always purchase what they prefer, based on the available budget.
- 3. Purchase:** When aware of a preferred product, the customer buys it!

Using this simple formula, the clear way to increase preference and, ultimately, purchases, starts with increasing awareness.

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.

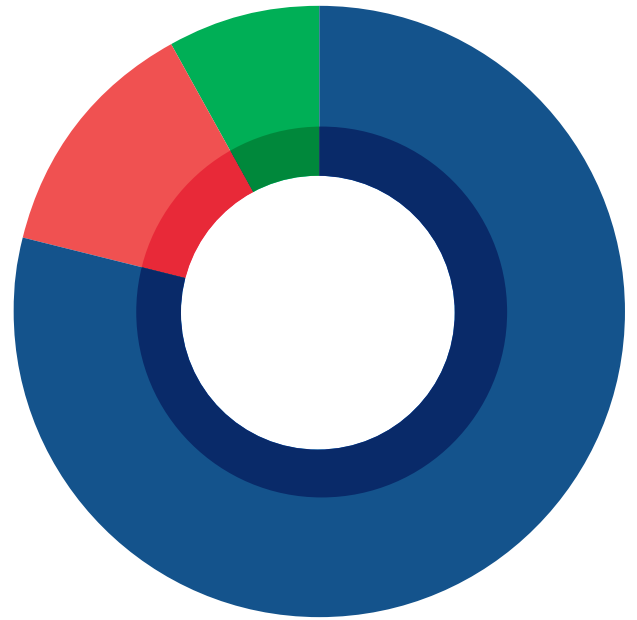
With its 27,000 qualified subscribers, plus 100K+ web visitors every year, the ISE brand will generate significant awareness for your company and its products and services in the marketplace, thus leading to greater sales!

Primary Business:

Tier 1,2,3,4; Rural Providers; Dark Fiber & Infrastructure Services; Cable/MSO, Data Center/Cloud Hosting: **79%**

Consultant Firms/Contractors/EF&I; Education/Research Firm: **13%**

Utility/Municipality/Gov't/Military: **8%**



Job Function:

Engineering/Design: **30%**

Construction/Installation/Operations/Maintenance: **33%**

IT/Information Systems: **10%**

Executive Management/Product Management/Strategic Planning/Supply Chain Management/Sourcing Team Member: **27%**



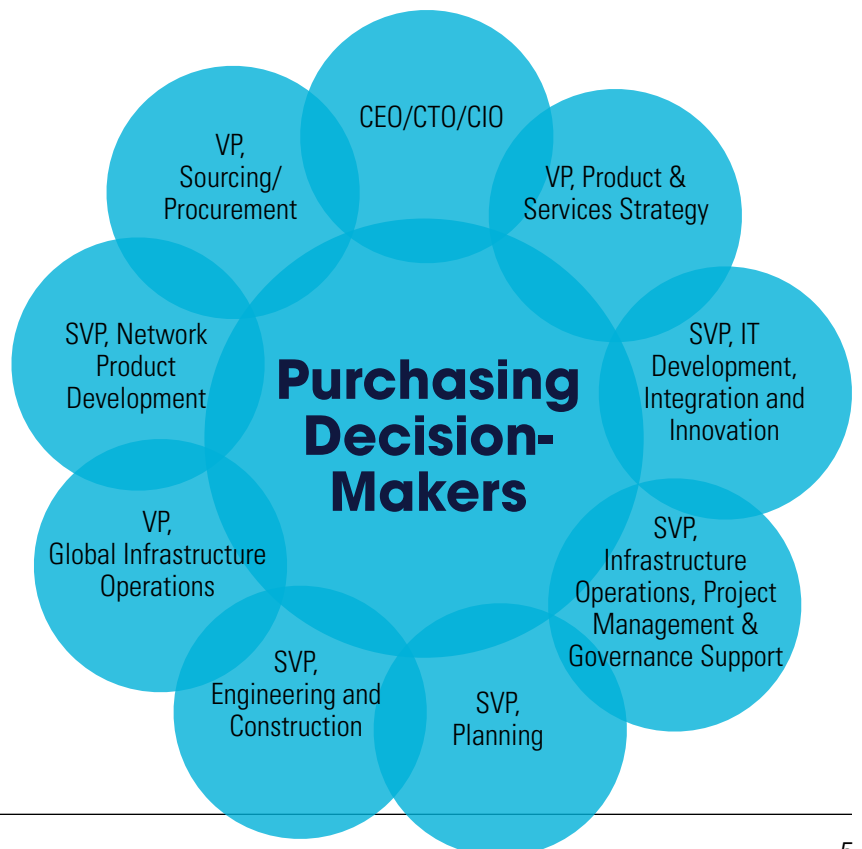
ISE is the industry's most powerful marketing platform to reach highly qualified buyers.

70%

of ISE magazine readers and ISE EXPO attendees queried have purchasing authority or influence purchasing decisions.

80%

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



Source: Omeda Fulfillment System and ISE EXPO Attendee Report. Timeframe: 2019

Editorial Coverage

Reach 27K Readers With Your Unique Educational Content

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. Be a part of the brand that educates, informs, inspires and engages our readers by delivering top-notch education via ISE's print/web and digital publication. Email ISE's editorial director, Sharon Vollman, with your content ideas today: svollman@isemag.com.

Wireline & Wireless Network Priorities



2021 ISE Editorial Topics

C&E/NetDev Ops/ Open Source Networks

Aerial Construction
CapEx/OpEx Management
Contracting/EF&I
Gigabit Ethernet
GIS/Asset Management
IT Integration
Joint Use/OTMR
Open Source
MDUs
Private Networks
Rural Networks
Underground Construction
Undersea Networks
Unified Communications



Core/Legacy

Copper-to-Fiber Migration
Core Troubleshooting
DSL/G.fast/Vectoring

FTTX-FTTP-FTTA

Fiber Deployments/Installation
Fiber Restoration
FTTA-Backhaul/Fronthaul/Offload
Hybrid Architectures
Next Gen Technologies
Optical Networking
PON/WDM-PON/XGS-PON

IoT/URLLC

AI/AR

Autonomous Vehicles
Big Data
Data Centers/Cloud Hosting
Drones



Edge Computing

M2M/Massive IoT/Device-to-Device (D2D)
Smart Home
Smart Energy
Ultra-Reliable Low-Latency Communication (URLLC)
Telehealth



Mobile/Fixed Mobile Networks/5G-6G Evolution

5G

6G
Backhaul & Offload
Fixed Wireless Solutions
IAD (Integrated Access Devices)/Fixed Wireless
MIMO/Massive MIMO
Network Slicing
NR/RAN/CRAN/ORAN/VRAN
Small Cells/DAS/Densification
Wi-Fi
Wireline Integration

Municipal Broadband

Best Practices
Operating Principles
Public Private Partnerships (P3)

Network Reliability/ Monitoring/Cybersecurity/ Safety

Copper/Core Monitoring
COVID-19 Network Impact

Cybersecurity

Disaster Recovery
Fiber Monitoring



Network Automation

Power/Battery Monitoring
Network Visibility
Safety
Troubleshooting/Outages
Wireless/Mobile Monitoring



Network Transformation/ Intelligence/Orchestration

Automation/Intelligence

Centralized Orchestration

Open-Sourced Networks
SD-WAN/vCPE
SDN/NFV



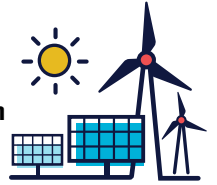
VR/AI

XaaS (Network Functions as a Service)



Power/Sustainability

Batteries
Emerging Technologies
Grounding/Bonding
Hybrid Powering Solution
Sustainability



Professional Development/ Leadership

Culture
Executive Insights
Interviews
Management/Motivation
STEM/Professional Development
Training

Trends/Research

Analysis
Forecasts

ISSUE

AD CLOSING

MATERIALS DUE

January/February

12.18.20

01.05.21

March

01.26.21

02.02.21

April

02.23.21

03.02.21

May

03.23.21

03.30.21

June

04.21.21

04.28.21

July

05.24.21

06.01.21

August

06.18.21

06.25.21

September

07.21.21

07.28.21

October

08.17.21

08.24.21

November/December

10.26.21

11.02.21

Content Marketing

Every brand creates mounds of collateral but is it efficient, compelling, and subtly persuasive? And, is it about YOU or your customers? That's what content marketing is about.

Like any strategy, content marketing needs to be created with skill and put to work in the right places. Let ISE be your business partner and make it easy for you. Let our highly experienced team be your turnkey marcom specialists who blanket the industry with YOUR marketing strategy and messaging.

ICT Visionaries 2021

Influence Marketing via Video, Print, Web, Live Events = Full Channel Potency

When your company's thought leader becomes a Visionary, you'll see the value of true content marketing. They will join 5 or more well-respected service providers with this 3-part print/digital program. 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.



ISE Buyer's Guide

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 27K print, digital and web readers looking for effective and cost-efficient solutions to their network pain points.

How? Submit your listing for the January/February issue of ISE magazine and be sure your product is a part of ISE's highly visual and easy to navigate www.isebuyersguide.com. The ONLY buyer's guide devoted to telecom network transformation!

Contact your sales representative for several package options.

ICT Visionaries Package includes:

Print

- Your company spokesperson featured in a 3-part Q&A (April, July and October issues) by ISE magazine's Editorial Director including the spokesperson's headshot, company logo and biography.
- One full-page, 4-color ad in the April, July and October issues of ISE magazine.
- Your company description included in an exclusive multi-page solutions provider reference guide.

Live

- On-site roundtable (closed-door event) at ISE EXPO 2021 moderated by Sharon Vollman, Editorial Director, ISE magazine.
- A short and informal meet-and-greet with all service provider participants at your ISE EXPO 2021 booth.
- Invitation to the Tuesday evening networking dinner with all participants.
- Editorial coverage and/or photo gallery in the November/December 2021 issue and cover photo of roundtable participants.
- Company logo and participant photo on on-site signage.
- Live roundtable post-event video interview asking: What were your 2 significant takeaways from the roundtable event? Video will be promoted via Twitter.

Investment: \$28,000

Create Content Marketing in a Native Advertising Campaign

In terms of content, readers gravitate towards thought leadership that's related to something they are currently working on and is short and easily absorbed. Share your insights about the challenges providers face today and the solutions that can be applied with these 2 powerful packages.

Vendor Innovator Q&A

Stand Apart by Standing Alone as a Featured Innovator in a Sales Specific Q&A With ISE's Editorial Director



Network Transformation

Share the Products/Services/Solutions Your Company Offers to Transform Today's Telecom/ICT Networks



Questions could include:

- What are providers pain points that your company is solving?
- What is missing in the industry?
- What do you expect for the future and how can your company help?
- What is the role of a stellar vendor partner?
- What motivates you and why is it important to your company's vision?

Upon agreement on strategic questions, your company's representative will provide responses that align with YOUR objectives in an exclusive Q&A article.

Embrace content marketing and/or native advertising as the means for getting your brand messages across in a changing marketing landscape. This package offers a more direct link to your target audience with deep content about your company's specialty.

1. Viewers spend nearly the same amount of time reading editorial content and native ads.
2. 70% of individuals want to learn about products through content rather than through traditional advertising.
3. People view native ads 53% more than banner ads.

(Source: ignitevisibility.com)

Each Vendor Innovator and Network Transformation Package Includes:

Print/Digital

- Full page featuring your company's custom message, opposite page will be company's full page ad.

Online/Video

- Your company's representative answers 2 of the editorial questions via video. Each will be branded with the ISE brand and shared via ISE's social media outlets and www.isemag.com. Your company will be granted permission to use the video in your marketing efforts.

Investment: \$6,500

Specifications

Two page spread (1 full page ad and 1 full page advertorial)

Full Page Ad Specs:

Bleed Size: 8 3/8" x 11 1/8"

Trim Size: 8 1/8" x 10 7/8"

Format: Press Ready PDF

Full Page Advertorial Specs:

2 images are permitted 3" x 3"

Format: jpg, tif, or eps;
300 dpi (high-resolution)

Product Description: 350 words max and company contact in a Word document

Executive pull quote with photo (limit 30 words)

FULL PAGE

BLEED SIZE:
8 3/8" x 11 1/8"

TRIM SIZE:
8 1/8" x 10 7/8"

Digital Offerings

Tap into the power of ISE's robust digital offerings

Position your company's brand with run-of-site banner ads, sponsored content placed alongside the most read editorial material, exclusive positioning in our digital newsletter delivered to a highly engaged audience, white papers and custom email marketing.

Web Advertising Options

Take advantage of ISE magazine's websites with custom ad positions on each site. ISE's brand website houses current and past issues of ISE magazine, exclusive content available only on www.isemag.com including feature articles, podcasts, webinars, videos and upcoming events. Our sister website, www.iseexpo.com, features the annual ISE EXPO with upcoming event planning information as well as seminar and keynote presentations from the past.

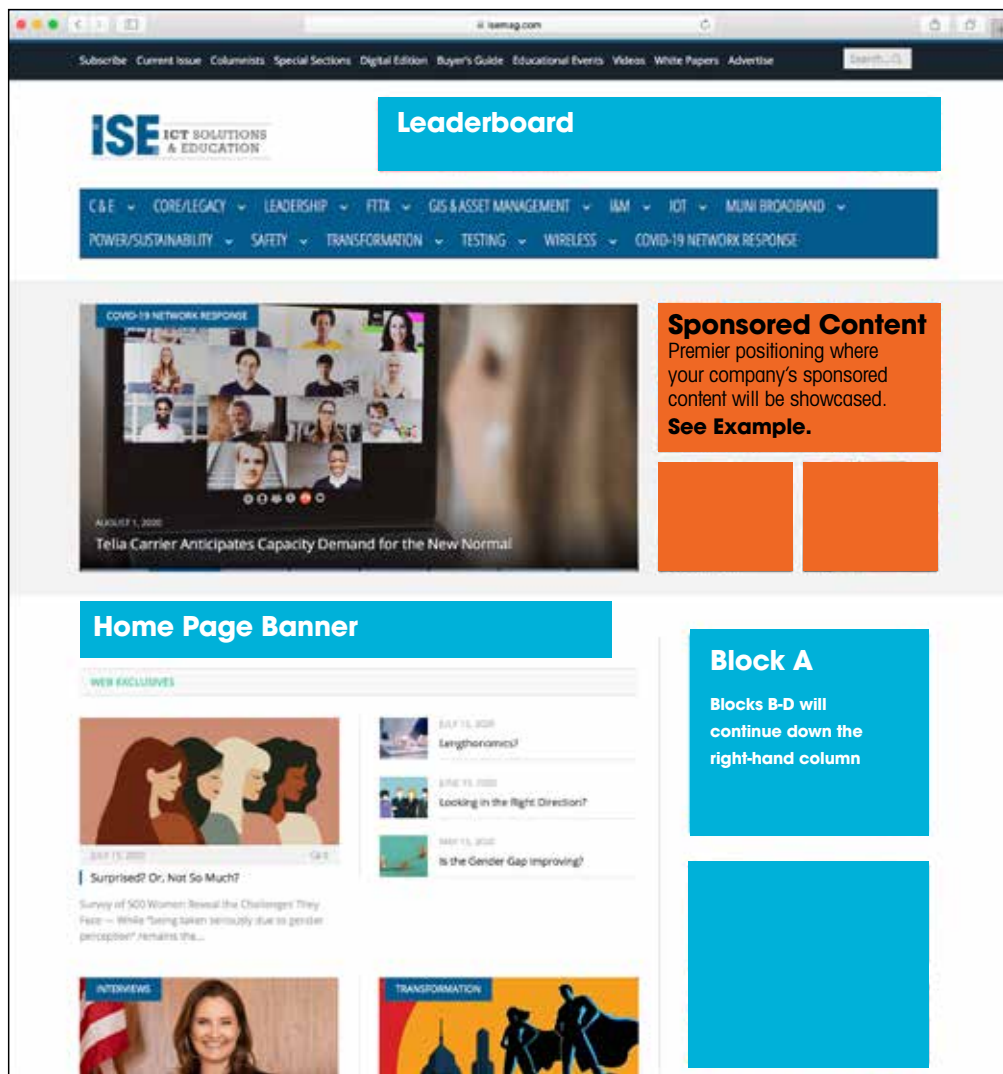
Each site is easy for users to search content with mobile, tablet and desktop devices. ISE provides our advertisers with robust reporting.

241,518

visitors annually from 190 countries and territories.

9:19 minutes

average session time for non-bounce sessions. Industry average for B2B sites is 2:00 minutes. (hingemarketing.com)



POSITIONS

Leaderboard

Run-of-site
\$2,400 per month
Specs: 728 px x 90 px

Blocks A, B, C, and D

Run-of-site
Block A: \$2,000 per month
Blocks B-D:
\$1,750 per month
Specs: 300 px x 250 px

Home Page Banner

Positioned right below feature image (home page only)
\$2,200 per month
Specs: 702 px x 90 px

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. ISE will market your white paper to our highly engaged audience and help you gain registered leads and credibility across the ICT industry.

Investment: \$3,500

Sponsored Content

Advertisers can house their branded content within a placement that appears organic alongside editorial material on the home page of www.isemag.com. Content must be of value to the reader versus a one-way conversation to the reader.

A good example of sponsored content:

- Showcase the advertiser's expertise in their field, while still supporting the advertiser's brand values.
- Content that takes the same form and qualities of ISE magazine's original content.
- Useful or educational information as a way of favorably influencing the perception of the sponsor brand.

Sponsored Content Includes:

- A. Feature image:** 1,402 pixels x 672 pixels (1,150 x 480 Live Area)
Should be an eye-catching graphic. Logos may be included.
- B. Title**
- C. Video:** Please provide a YouTube or Vimeo URL (optional).
- D. Content:** 500-800 words
- E. Supporting images (optional):** 600 pixels wide. Product shots, company logo, infographics, diagrams, etc.
- F. Company/Author contact info:** 50 words

Sponsored Content will be reviewed by ISE magazine editorial department for approval.

Investment: \$3,000 per month (performance metrics provided)
Three positions available.

A. Feature Image

B. Title

C. Video

D. Content

E. Supporting Images

F. Company/Author Info

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. On average, ISE dedicated HTML emails receive a 24% open rate. Simply provide the HTML and let ISE do the rest.

Investment: \$3,500 per month (performance metrics provided)

HTML Best Practices

- Emails should be 600-800 pixels maximum width.
- Use only absolute links for images hosted on a reliable server.
- Use grid-based layers and avoid complicated elements that require HTML floats.
- Don't design an email that's essentially one large, sliced-up image. They perform poorly.
- Use basic, cross-platform fonts such as Arial, Verdana, Georgia, and Times New Roman.
- Avoid elements that require Flash or JavaScript. If you need motion in an email, a .gif is your best bet.

ICT Spotlight

Showcase your latest product, service or network solution in ICT Spotlight, ISE magazine's monthly newsletter. ICT Spotlight has a highly engaged audience of buyers and key decision-makers with a 23% open rate, a 12% click to open rate, and a 3% click through rate -- far above industry standards. Each issue takes a deeper dive into the ICT subject matter our readers are clamoring for including the latest ISE educational offerings, industry research, provider updates, executive insights and upcoming industry events. Sign up now to start expanding your reach! (performance metrics provided)

Exclusive Banner Ad prominently positioned at the top and bottom: 600 px x 150 px
\$2,000 per month

Product Showcases (4 spaces available): 1 image (300 px x 300 px) and 50-60 words
\$600 per month



ISE Custom Events, Webinars and Podcasts



Showcase your brand to 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 live and virtual custom events, webinars and podcasts provides you year-round access to your biggest customers by offering a variety of available sponsorship, exhibit and SME options!



84%

of attendees thought 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)

ISE TECHForum is a one-day virtual educational event. Join us for network transformation education, peer-to-peer networking and technology solutions. Wireline and wireless infrastructure network evolution strategies and trends, including LTE to 5G, CRAN, and Network Transformation/Simplification in the real world. Come ready to learn, collaborate, source and build lasting relationships.

Our attendees are highly engaged provider and industry leaders with purchasing power and major influence looking for the latest technology and ICT solutions.

"I highly recommend ISE (ICT Solutions & Education) for promoting your solution and marketing needs. It has been a real pleasure to collaborate with the ISE team on the ISE EXPO events, ISE TECHForum, and hosted Webinar platforms. It's a clear and easy choice to partner with someone in the industry that understands your needs and works diligently to ensure your success. There are many other organizations that offer similar services, however, once you start peeling back that onion of discovery, you'll find that some of those other organizations fall short of your expectations. Do yourself a favor and take a look into ISE for your education and promotional needs."

Patrick Moreno, Product Marketing Manager, Zyxel Communications



ISE Webinars

ISE Webinars establish your company as a subject matter authority and build brand awareness, all while generating valuable leads for your products and services. Webinars are one of the most effective tactics of all marketing tools for the ISE audience to participate in professional development. ISE's results are proven, with better than industry average registrant to attendee conversion, attendee engagement and attendee satisfaction rates.

86%

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

48%

(industry average is 44%)
Conversion Rate

4.2/5

Webinar Presentation

98%

Good Investment of Time

"Thank you again for ISE hosting the webinars and working with BICSI to provide CEC's. It is greatly appreciated. The content is always current and well worth the hour."

Eric Kehler RCDD/OSP/RTPM, Director of Plant Operations,
Consolidated Business Services (CBS)

"With the culture of innovation at OFS, there's a constant supply of new fibers, cables, and network components to help make the world's networks more robust and easier to install. ISE webinars give us an opportunity to tell our story to a wide range of telecom industry professionals."

Mark Boxer, Technical Manager, Solutions and Applications Engineering, OFS

Webinar Sponsors:

Biarri Networks

EXFO

LASER^{TECH} TECHNOLOGY
Measurably Superior[®]

LIGHT BRIGADE[®]

ofs
A Furukawa Company

ZYXEL
Your Networking Ally

Investment: \$4,500 (registered leads provided)



ISE Podcasts

ISE Podcasts allow you to time-efficiently and cost-effectively share your company's product information, technology or services with our highly-targeted ICT audience with powerful purchasing authority and influence. 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.

Podcast Sponsors:

CONGRUEX
NETWORKS BUILT BETTER

CYIENT

PIP
PREFORMED
LINE PRODUCTS

Investment: \$2,500 (performance metrics provided)

Successful webinars and podcast tackle topics that are timely, on trend and forward thinking. Choose from the topic areas below or work with our team to create a general webinar unique to your company's products and services:

Network Transformation and Standardization: SDN / NFV / Data Centers
FTTH / FTTx / Node / Curb / Hybrid Architectures and Evolution
Core / Legacy Evolution and Transformation
Wireline & Wireless Integration: Data Centers / Cloud to Ground
Home Networks / Video and Entertainment / IoT / M2M
The Human Network

ISE EXPO

ICT SOLUTIONS & EDUCATION

Education: August 31 – September 2, 2021

Exhibits: September 1 – 2, 2021

Fort Worth Convention Center

Fort Worth, **Texas**, USA

www.iseexpo.com

Now more than ever, telecom/ICT professionals need products and solutions to deliver reliable services for the fixed and mobile essential networks they provide. Exhibit, present and sponsor ISE EXPO 2021 to showcase the equipment, techniques and education your company boasts to help transform, simplify and automate network services across the wireless and wireline networks.

Here are some wireline and wireless products/solutions showcasing at ISE EXPO 2021:

| |
|------------------------------|
| C&E/Planning |
| Core/Legacy |
| FTTx |
| 5G Networks |
| IoT |
| Network Automation |
| Power/Sustainability |
| Safety/Network Security |
| Testing |
| GIS |
| Municipal Broadband and More |



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.

Call for Presentations

Make the Connection to Industry Professionals With Powerful Purchasing Power!



Take the first step towards making a deep connection with ISE EXPO 2021 attendees who have decision-making authority. **Submit a seminar proposal by March 1, 2021.**

Proposal submission and participation is FREE -- and the return on your investment in time and resources is tremendous!

What is included in the 10'x10' price for a booth?

\$44.65 per square foot includes:

- Standard drapery
- Company identification sign on your booth
- 4 exhibitor passes per 10' x 10' booth (max. of 16 passes). Additional exhibitor badges can be purchased for \$50.00 each.
- Your company's profile and contact information in the ISE EXPO Program Guide in ISE magazine (print and digital), www.iseexpo.com, and on the ISE EXPO 2021 Mobile App.
- Free Admission to regular seminars, keynotes, exhibit hall and happy hour.
- VIP Guest Invites pre-show email marketing campaign

All other exhibit-related costs can be ordered through Freeman Decorating, ISE EXPO's general service contractor, in the online exhibitor kit.

Display Print Rates

| | 3X | 6X | 12X | 18X |
|-----------------|----------|----------|---------|---------|
| 2-Page Spread | \$10,335 | \$10,025 | \$9,724 | \$9,432 |
| Full Page | \$6,500 | \$6,305 | \$6,116 | \$5,932 |
| 2/3 Page | \$5,525 | \$5,359 | \$5,198 | \$5,043 |
| 1/2 Page Island | \$4,696 | \$4,555 | \$4,419 | \$4,286 |
| 1/2 Page | \$3,992 | \$3,872 | \$3,756 | \$3,643 |
| 1/3 Page | \$3,393 | \$3,291 | \$3,193 | \$3,097 |
| 1/4 Page | \$2,884 | \$2,798 | \$2,714 | \$2,632 |
| 1/6 Page | \$2,451 | \$2,378 | \$2,307 | \$2,237 |

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.

Print Ad Specifications

2 PAGE SPREAD
15 1/8" x 10"

SPREAD BLEED SIZE:
16 1/2" x 11 1/8"

SPREAD TRIM SIZE:
16 1/4" x 10 7/8"

Bleed specifications are listed for 2-page spreads and full-page advertisements.

Fractional advertisement bleed specifications are available upon request.

FULL PAGE

BLEED SIZE:
8 3/8" x 11 1/8"

TRIM SIZE:
8 1/8" x 10 7/8"

2/3 PAGE
4 1/2" x 10"

1/2 PAGE VERTICAL
3 3/8" x 10"

1/3 PAGE VERTICAL
2 1/8" x 10"

1/2 PAGE HORIZONTAL
7" x 4 7/8"

1/2 PAGE ISLAND
4 1/2" x 7 3/8"

1/3 PAGE SQUARE
4 1/2" x 4 7/8"

1/4 PAGE
3 3/8" x 4 7/8"

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

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.

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.

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



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.

Advertising Sales

Robin Queenan
Director of Sales –
Events and Sponsorships
T: 773.754.3255
rqueenan@isemag.com

Mark Horn
Senior Account Executive
T: 773.754.3247
mhorn@isemag.com

Editorial

Sharon Vollman
T: 773.754.3256
svollman@isemag.com

Circulation

circulation@isemag.com

Mailing Address

1900 E. Golf Road, Suite 950
Schaumburg, IL 60173
T: 773.754.3250
F: 773.754.3259



www.isemag.com