

# OPASTCO ROUNDTABLE

BIG IDEAS FOR SMALL TELCOS

OPASTCO Roundtable is published six times per year. Two issues per year (March/April and September/October) are the Convention Wrap-up issues, which include in-depth coverage of the association's winter and summer convention activities.

#### PUBLISHER

Organization for the Promotion and Advancement of Small Telecommunications Companies (OPASTCO)

#### EDITORIAL OFFICE

OPASTCO  
21 Dupont Circle NW, Suite 700  
Washington, DC 20036  
202/659-5990  
fax: 202/659-4619  
e-mail: roundtable@opastco.org  
Martha K. Silver, *Editor*

#### ADVERTISING OFFICE

Partyke Communications  
1101 Caroline Street, 2nd Floor  
Fredericksburg, VA 22401  
540/374-9100  
FAX: 540/374-9265  
E-MAIL: suepartyke@cs.com  
Sue Partyke, *Advertising Manager*

Please address all advertising inquiries and requests to the advertising manager at Partyke Communications Inc.

## 2008 Editorial Calendar

### January/February

#### Video, including:

- ▶ OPASTCO's 2008 Survey of Video Consultants and Equipment Providers
- ▶ IPTV Update

#### Marketing, including:

- ▶ Positioning Products and Services to Compete

#### DEADLINES:

AD SPACE RESERVATIONS: **Dec. 7, 2007**

AD MATERIALS: **Dec. 14, 2007**

### March/April

#### Finance, including:

- ▶ OPASTCO's 2008 Survey of Financial Consultants and Institutions
- ▶ Finance Trends and Tips

#### Winter Convention Wrap-Up

#### DEADLINES:

AD SPACE RESERVATIONS: **Feb. 8**

AD MATERIALS: **Feb. 15**

### May/June

#### Broadband, including:

- ▶ OPASTCO's 2008 Survey of Broadband Service and Equipment Providers
- ▶ Broadband Trends

#### Public Relations, including:

- ▶ Community Relations Success Stories

#### DEADLINES:

AD SPACE RESERVATIONS: **April 4**

AD MATERIALS: **April 11**

### July/August

#### Internet and Data Services, including:

- ▶ OPASTCO's 2008 Survey of Internet Providers and Support Services
- ▶ Internet Innovations

#### Community Development

#### DEADLINES:

AD SPACE RESERVATIONS: **June 6**

AD MATERIALS: **June 13**

### September/October

#### Wireless, including:

- ▶ OPASTCO's 2008 Survey of Wireless Consultants and Equipment Providers

#### Summer Convention Wrap-Up

#### DEADLINES:

AD SPACE RESERVATIONS: **August 8**

AD MATERIALS: **August 15**

### November/December

#### Convergence:

- ▶ OPASTCO's 2008 Survey of Digital Convergence Service and Equipment Providers
- ▶ Real World Rural Applications

#### Human Resources, including

- ▶ Perks to Compete

#### DEADLINES:

AD SPACE RESERVATIONS: **Oct. 10**

AD MATERIALS: **Oct. 17**

# OPASTCO ROUNDTABLE

BIG IDEAS FOR SMALL TELCOS

## 2008 Display Advertising Rates

Rates are based on the total number of times a unit of advertising is placed during a 12-month period. A unit of advertising is any size advertisement from a quarter-page ad to a full-page ad. Half- or full-page spreads count as two units. All rates are per issue.

### Cover Rates

Cover rates include all charges for space and color. Cover contracts are sold on a 6x basis only and are non-cancelable.

Cover 2 (inside front cover).....	\$3,435
Cover 3 (inside back cover).....	\$3,145
Cover 4 (outside back cover).....	\$3,975

### Inside Rates: Black-and-White

	1X		4X		6X	
	MEMBER	NON	MEMBER	NON	MEMBER	NON
Full page	1,715	2,325	1,590	2,110	1,475	2,035
2/3 page	1,485	1,975	1,335	1,740	1,215	1,705
1/2 island	1,335	1,800	1,190	1,595	1,135	1,545
1/2 page	1,095	1,485	985	1,335	955	1,295
1/3 page	775	1,040	700	930	660	900
1/4 page	600	805	545	740	530	690

For membership information, contact the OPASTCO office at 202/659-5990.

### Inside Rates: Color

Color is *in addition* to the preceding black-and-white rates.

Four-color process.....	\$1,090
-------------------------	---------

Other color rates quoted on request.

### Position

Advertisers wishing to guarantee placement of advertisements may do so for a 20 percent additional charge on space and color rates.

## Mechanical Specifications

Advertisements will be accepted only in the following dimensions. (Dimensions are in inches.) The publisher reserves the right to photographically reduce any advertisement that is oversized.

Space Size	Width"	Depth"
Full-page (non-bleed)	7	10
Full-page (including bleed)	8.5	11.25
Spread (including bleed)	17	11.25
2/3 page, vertical	4.5	10
1/2 page, island	4.5	7
1/2 page, vertical	3.5	10
1/2 page, horizontal	7	4.875
1/3 page, vertical	2.125	10
1/3 page, square	4.625	4.875
1/4 page	3.5	4.875

#### Trim size:

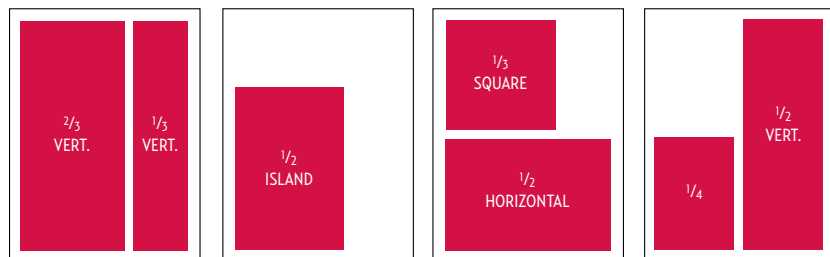
8.25" x 11"  
Keep live type 3/8" from top, bottom, and outside edges and 5/8" from binding edge.

#### Printing method:

Sheet-fed

#### Binding:

Perfect-bound



## materials

OPASTCO Roundtable magazine is produced direct to plate using digital advertising files. To send film for dotcopy processing into a digital file, please contact the advertising representative.

**Digital files are required in one of the two following formats:**

- ▶ A press-optimized, 300 dpi, Adobe Acrobat 4.05 or later PDF with all fonts and CMYK images embedded.
- ▶ An Illustrator or Freehand eps file with embedded fonts and images.

For information on proper creation of digital files, please contact the advertising representative.

Digital files that do not match the above criteria, and require re-working or piecing together will cause a \$200 production fee to be charged.

**A color proof generated from the submitted electronic file is required. Images must be CMYK.** RGB images that need to be converted to CMYK will not match your proof. **The publisher is not responsible for any advertisements submitted without an accurate color proof.**

Composition costs for typesetting, corrections, and alterations (including coupon code changes) will be charged to the advertiser or agency at cost plus 35 percent. Requests to alter existing advertisements must be submitted in writing no later than the space reservation closing date.

## inserts

Consult with the advertising representative for mechanical specifications for supplied inserts.

## return policy

Advertising materials will be returned on written request. Materials will be kept for 12 months after publication; then they will be discarded.

## shipping instructions

Contact the advertising representative for electronic delivery of digital files. Advertising materials should be shipped to:

**Partyke Communications**  
1101 Caroline St, 2/F  
Fredericksburg, VA 22405  
540/374-9100  
suepartyke@cs.com