

2005 Sponsorship Program

Every day in more than 80 countries around the world, tens of thousands of informed decision makers turn to Converge! Network Digest for reliable, intelligent coverage of the broadband networking industry.

Your company can reach these readers on a daily basis through Converge! Network Digest's powerful and uniquely structured Sponsorship Programs. Our e-mail newsletters and our Web site do not display constantly changing ad banners from companies that are present one moment and gone the next. Instead, our sponsors appear on an exclusive, long-term basis in our newsletters and on our Web site so they can build a relationship with and create a meaningful impression on our influential readers.

Sponsorship Details

A Unique Sponsorship Approach

Our Sponsorship Program allows companies to develop an extended presence and communicate a continuous message in a specific networking discipline of our publications. To maximize effectiveness, we promote only one sponsor for each of our networking categories. We offer long-term exclusive positioning -- not pages cluttered with multiple "here one click, gone the next" ads as found on most Web sites and e-mail publications. This gives our sponsors a much more effective means of building a relationship with and creating a meaningful impression on the top decision makers in the industry.

What's Included in Sponsorship?

We have a limited number of exclusive sponsorship opportunities available. All sponsorships include placement in our newsletters and Web site, giving every Sponsor the opportunity to reach both our newsletter and Web readers on a daily basis. Each sponsor also receives Premium Directory placement in our company directories and the opportunity to place papers in our White Paper Center for a full year.

*All sponsors get
exclusive
placement in
specific sections
of our Web site*

Premier Sponsorship

The exclusive Premier Sponsorship offer a high visibility presence at the top and bottom of our daily and weekly e-mail newsletters, as well as several pages on our Web site. The Premier Sponsor's marketing message appears in:

Newsletters

- The [468x60 banner](#) at the top of *every* daily and weekly e-mail newsletter.
- The Premier Sponsor [marketing section](#) at the end of every newsletter, which can contain a company logo, illustrative graphics, Web links and copy describing the company, product and conference announcements, seminars, and other marketing information determined by the sponsor.

Web Site

- The 468x60 banner at the top of the convergedigest.com [home page](#) and several other Web pages, including the [Newsletter Chronology](#) section.
- Placement of your company's White Papers in our [White Paper Center](#).
- Premium Company listing in our [company directories](#) for one year.

Reader Registration Information

- The Premier Sponsor will receive detailed contact information from some of the new readers of our newsletter, which can be used for your direct sales and marketing efforts. This is a potential gold mine that could generate hundreds of highly qualified leads from service providers, enterprise customers, and system vendors.

Category Sponsorships

News, Directory and Search Sponsorships (Category Sponsorships) include placement in each e-mail newsletter and an **exclusive** position in subject-oriented sections of convergedigest.com. Only one company may sponsor a category at a time, giving that company a reader's undivided attention. A News or Directory Sponsor's marketing message appears in:

Newsletters

- Your company logo, message, and links to your Web site in *every* daily and weekly e-mail newsletter. [The message](#) may be a 25 word communication in HTML, which can be formatted with links to various locations on your Web site. You can change this marketing message throughout your sponsorship to promote products, seminars, white papers, or any other subject you wish.

Web Site

- The [468x60 banner](#) at the top of *every* page within a category, which can include several hundred pages.
- The [160x400 vertical](#) banner to the right of all news stories (not directories) published since April 2001.
- Placement of your company's White Papers in our [White Paper Center](#).
- For sponsorships of three or more months, Premium Company listing in our [company directories](#) for a full year.

Sponsorship

Categories Include:

- [Service Providers](#)
- [Optical Networking](#)
- [Packet Systems](#)
- [Silicon](#)
- [Last Mile](#)
- [Broadband Wireless](#)
- [Wireless LANs](#)
- [Start-ups](#)
- [Optical Directory](#)
- [Start-up Directory](#)

Our readers include:

- *Network planners
and engineers at service
providers worldwide*
- *Engineers designing
next generation systems
and components*
- *Investors and financial
analysts*
- *Product managers
and marketers at
networking companies*

News & Directory Categories

Our Web site is uniquely organized to provide news and resources that are packaged for readers with specific interests. Each category is available for sponsorship, allowing your company to target precise networking topics.

Blueprint Sponsorship

Blueprints are in-depth editorial series that analyze the issues and technologies needed to bring specific networking services and products to market. Each Blueprint includes articles, tutorials, industry guest columns, CEO perspectives and other resources. This special coverage complements our ongoing reporting on daily news developments.

As a Blueprint Sponsor, your company can get high visibility in a specific vertical segment that your company is focused on. There are typically three to six topics available for sponsorship within each Blueprint. Pricing starts at \$8,900 for six months of exclusive marketing space – less than \$1,500 per month to be the center of attention. Your company's message will appear with all special editorial coverage on the topic of your choice.

Your company's sponsorship of your chosen topic will last six full months, and your messages will appear in both our e-mail newsletters and on our Web site wherever an article that is part of your topic appears. The specific messaging locations include:

E-mail Newsletters

- The initial paragraphs of each article will be embedded within a daily and weekly issue of our [newsletter](#). Your 160x600 banner, will appear next to these paragraphs whenever an article on your sponsored topic is published over over a one to two week period.
- [Side marketing message](#) in every issue of our newsletter for one month from the date we start publishing stories on your topic. The message is a 25 word communication in HTML, which can be formatted with links to various locations on your Web site.

Web Site

- Exclusive control of the [336x280 ad](#) embedded within *each* page of *every* overview article, guest column, case study and other special editorial page in your sponsored topic of the Blueprint: Telco Triple Play section of our web site. The introduction of each article that appears in our newsletters will link to these full articles on our Web site.
- Exclusive control of the [160x600 ad](#) on the index page for your sponsored topic of Blueprint: Telco Triple Play.
- You will be the exclusive sponsor of your Blueprint: Telco Triple Play topic on our Web site for a full six months, starting from the date the first article on your topic is published.

Please see our **Sponsorship Pricing** document for rates. As there are a limited number of sponsorships, and all categories are exclusive, sponsorships are booked on a first-come, first-served basis.

More Information

For more information on our highly qualified audience, sponsorship rates, and any other questions, please contact James Carroll jc@convergedigest.com (650) 383-9100