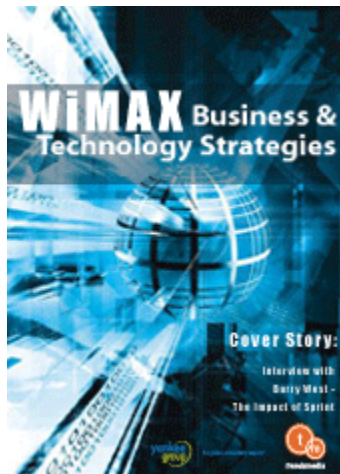


EDITORIAL SUPPLEMENT

Third Annual
**WIMAX BUSINESS &
TECHNOLOGY
STRATEGIES**



Published by:



THIRD ANNUAL WiMAX BUSINESS & TECHNOLOGY STRATEGIES

***An Editorial Supplement Reaching 100,000+ Targeted
Buyers and Builders of WiMAX and Mobile Broadband
Systems
With a Total Circulation of 300,000+ Readers***

Trendsmedia, the Events and Publishing Division of Yankee Group Research, and *WiMAX Trends*, are pleased to invite you to participate as a sponsor of the **Third Annual WiMAX Business & Technology Strategies** editorial supplement, to be published in August 2007.

This special publication is being developed by Trendsmedia, the events and publishing division of Yankee Group. It is designed to reach a demographically targeted audience of the most influential business and technology professionals who will be among the first generation of deployers of WiMAX technology. The print and online circulation is estimated to exceed 300,000.

The third annual **WiMAX Business & Technologies Strategies** provides the unbiased review of the WiMAX ecosystem that you have come to expect from the WiMAX World series of events. Backed by access to the world's leading business leaders, analysts and technologies providers, **WiMAX Business & Technologies Strategies** provides year-long exposure to the market by linking your advertisement with unparalleled editorial coverage.

WiMAX Business and Technologies Strategies will publish in August 2007 just in time for **WiMAX World USA**, the industry's premier event for unbiased coverage of the mobile broadband and WiMAX ecosystems.

The publication reaches 100,000+ targeted buyers and builders of WiMAX and wireless broadband systems, with a total readership of over 300,000 professionals worldwide.

Never before have wireless broadband and WiMAX suppliers been able to target such a refined cross section of executives and key decision makers in one advertising campaign.. The readership will include business executives from these critical sectors of the industry. :

- Telecommunication carriers and operators
- DSL and Cable Providers
- Wired and wireless ISPs
- ILECs and CLECs
- Fortune Level Business Executives: CEO, CXO, CMO, CIOs
- Enterprise network managers, operations and planning staff
- Satellite operators
- Wireless systems manufacturers, designers and integrators
- Wireless dealers, distributors, and channel specialists
- Cellular industry executives looking for new opportunities

- Public utility companies
- Public-access Wi-Fi vendors
- Client radio manufacturers
- Researchers, analysts, investors and others allied to the field

Now you can reach **your** target market in the most cost effective way possible: become a sponsor of the ***2007 WiMAX Business & Technology Strategies*** guide.

To ensure the highest level of readership and dissemination, this publication will include editorial contributions from the best and brightest wireless industry analysts, strategists, journalists, pre-WiMAX implementers and top solution providers. The editorial supplement is designed to cut through the hype and help readers accelerate their WiMAX implementations.

The ***2007 WiMAX Business & Technology Strategies*** editorial supplement is part of a massive integrated marketing campaign for the *WiMAX World USA Conference & Exposition*. This marketing campaign will reach over 5M technology decision makers in the U.S., Europe, Mexico, South American, Canada and Asia.

BONUS DISTRIBUTION

Along with a direct mail campaign of 80,000+ print pieces, *Trendsmedia* will provide the editorial guide to:

- All advertisers' websites
- *WiMAX World 2004, 2005 2006 and 2007 Conference & Expo* attendees
- *WiMAX World USA Conference & Expo* website
- *WiMAX World Europe Conference & Expo* website
- *WiMAX Trends* website
- *Trendsmedia* corporate website
- *Yankee Group* corporate database
- *Mobile and Personal Broadband Techzone and Conference at the 2007 International CES* produced by *Trendsmedia*
- *ReThink Research* corporate worldwide database
- *CWTA Membership*: Canadian Wireless Telecommunications Association
- Additional special events, associations and other show distribution

EDITORIAL COVERAGE

The ***2007 WiMAX Business & Technology Strategies*** editorial coverage includes a focus on WiMAX case study deployments throughout the world. Working with the speakers at our leading WiMAX World events, we will develop coverage related to deployments throughout the globe, the business models that these network operators use, the equipment and network infrastructure they have in place, their plans for transitioning from 802.16-2004 towards mobile 802.16e, and their plans to incorporate additional services towards the triple (and quadruple) play.

- Cover Story: Interview with Barry West - The Impact of Sprint on the Future of WiMAX and Mobile Internet in the US
- Notes from the Front Lines: Municipal Installation
- WiMAX Ecosystem Introduction
- WiMAX Ecosystem (various interviews)
- WiMAX Standards & Certifications
- Addressing Spectrum in the U.S

- Global WiMAX Licensing Trends
- WiMAX in China

ADVERTISING BENEFITS AND OPPORTUNITIES

Advertising in the *2007 WiMAX Business & Technology Strategies* supplement is the most cost effective advertising vehicle that your company can find. The deployment of WiMAX solutions will take place in a wide number of non-integrated vertical markets. It is virtually impossible to find any one specific media source, or group media buy from any one major publishing company that can provide you with the same cross section of first and second generation technology buyers. These include:

- Telecommunication carriers and operators
- DSL and Cable Providers
- Wired and wireless ISPs
- ILECs and CLECs
- Fortune Level Business Executives: CEO, CXO, CMO, CIOs
- Enterprise network managers, operations and planning staff
- Satellite operators
- Wireless systems manufacturers, designers and integrators
- Wireless dealers, distributors, and channel specialists
- Cellular industry executives looking for new opportunities
- Public utility companies
- Public-access Wi-Fi vendors looking for new interconnect possibilities
- Client radio manufacturers
- Researchers, Analysts, Investors and others allied to the field

Trendsmedia, WiMAX Trends and Yankee Group are collaborating to make this unique opportunity the most cost effective proposition for your company. The key is our leverage of the extensive integrated marketing campaign currently underway for the *WiMAX World Conference & Exposition series*, which also targets these same market constituencies.

ADVERTISING BENEFITS

- ✚ Reach a core buyer market of influencers and decision makers looking for insight, education and solutions in the emerging wireless broadband and WiMAX arena
- ✚ Deliver your message visually and directly to this powerful audience, while gaining valuable market and mind share
- ✚ Advertisers are also specifically included in the editorial content of the guide, ensuring that your company gets coverage that highlights your products or services
- ✚ Receive 200 copies of guide for distribution at your own exhibitions and to your best clients and prospects
- ✚ Gain hundreds of thousands of direct impressions with your advertisement
- ✚ Position your organization among the WiMAX leaders in the industry's premier business and technology supplement
- ✚ Generate profitable new business development and partnership opportunities through this unique advertising channel

ADVERTISING RATES

Current *WiMAX World 2007 Exhibitors* members receive a 10% discount off all rates.

FULL PAGE AD

- Full page 4-color advertisement

- Special Positions
 - Inside Cover 12,500
 - Page 3 12,500
 - Inside Back Cover 12,500
 - Back Cover 15,000
 - Two page center spread 20,000
- Prime positioning next to major article
 - Right side \$10,000

HALF PAGE AD

- Half page 4-color advertisement inside supplement
- Prominent visibility near major article
- Position
 - First half of supplement \$ 6,500
 - Second half of supplement 6,000

PAYMENT TERMS

- 50% due May 1, 2007
- 50% due June 15, 2007
- Check payable to Trendsmmedia, Inc. 18 Lyman St., Suite 250 – Westborough MA 01581
- Credit card payment accepted (VISA, MasterCard, AMEX, Discover)
- Funds transfer (available upon request)

MATERIALS REQUIREMENT Specifications to be provided.

CONTACT US

Please contact Mark Needham, Sales Manager at mn@trendsmmedia.com or 508-366-6300 x104

ABOUT TRENDSMEDIA



Trendsmmedia, the Events and Publishing Division of Yankee Group, produces industry-leading events and media products in emerging technology markets. Our mission is to help business and technology executives stay ahead of major technology trends that are likely to have a significant impact on their businesses within the next few years.

Trendsmmedia produces *WiMAX World Conference and Expo*, which has grown dramatically since its inception 4 years ago to become the world's leading event focused on WiMAX and mobile broadband technology in the United States, Europe and Asia. Trendsmmedia also produces *Mobile Internet World*. Learn more at www.trendsmmedia.com.

ABOUT WiMAX TRENDS



WiMAX Trends is the world's first online information portal focused on comprehensively covering the WiMAX revolution. Containing monthly feature articles with independent coverage and analysis of business and technology solutions emerging from the WiMAX Forum, daily updates from around the globe on WiMAX news and events, and information

on global WiMAX resources, *WiMAX Trends* is the only resource you need to track WiMAX. For more info, see www.wimaxtrends.com.



As the first independent technology research and consulting firm, Yankee Group is the most respected source of deep insight and counsel on the impact of global connectivity revolution on enterprises and consumers. Our expertise spans the technologies creating communications change, and the regions and industries affected by that transformation. For more, see www.yankeegroup.com

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