

EDITORIAL CALENDAR

Q. Who at your company makes the ad decisions and why do you advertise in Broadband Properties on an ongoing basis?

A. My team and I made the decision after taking a careful look. We sell to all the customer segments that the magazine addresses – developers, property owners and managers, municipal officials, and service providers. Other publications in the telecom and cable field don't reach this mix of large scale and wholesale buyers and users.

NOVEMBER 07

- Annual Buyer's Guide
- FTTH Conference Coverage and Render Report
- **Applications for Property Developers (to use in construction, building operations, etc.)**

Bonus Distribution
TBA

DECEMBER 07

- Top Distributors List
- Economic Development and Broadband
- **Applications for Business Customers**

Bonus Distribution
TBA

JANUARY 08

- Most Advanced Broadband Communities
- Builders' and Developers' Technology Guide
- **Applications That Sell Homes**

Bonus Distribution:
Texas Cable & Telecommunications Show
International Builders Show
WCAI Symposium

FEBRUARY 08

- Latest High-Bandwidth Applications
- Test and Measurement Equipment
- **The Connected Home**

Bonus Distribution:
OFC/NFOEC

March 08

- Annual Hot Products and Services
- Independent Telco List
- **Value-Added Applications for Network Providers**

Bonus Distribution
ACUTA, NCTA, NAB

APRIL 08

- Special MDU Technology Report
- Annual Global FTTH
- **Applications Offered by European and Asian Providers**

Bonus Distribution
Broadband Properties Summit
WCA Convention

Q. What has been your experience at the Broadband Properties Summit in 2006 and 2007?

A. There is not another event that puts me in touch with so many potential clients. Like most of your other clients, we were so pleased we signed up for the Summit 2008 at last year's event.

MAY 08

- Utilities as Broadband Infrastructure Providers
- Regulatory and Legal Update
- Report on FTTH Communities
- **Applications for Utilities**

Bonus Distribution

Intelligent Communities Forum

JUNE 08

- Report on the April/May BBP Summit
- Municipal FTTH Deployment List
- **Applications for Municipal Governments**

Bonus Distribution

TBA

JULY 08

- Annual Top 100 Broadband Companies
- Campus Broadband Guide
- **Top 50 Broadband Applications Providers**

Bonus Distribution:

TBA

AUGUST 08

- Network Builder/Integrator List
- FTTH and Wireless
- **IPTV and Other Video Applications**

Bonus Distribution:

TelcoTV

SEPTEMBER 08

- Independent Telco List
- FTTH Conference Issue
- **Applications in Fiber Communities**

Bonus Distribution

FTTH Conference

Rural TeleCon '08

OCTOBER 08

- MDU Market Report
- FTTH and Cable Companies
- **Applications for PCOs**

Bonus Distribution

National MultiHousing Council

NOVEMBER 08

- Yearly Buyers' Guide
- FTTH Conference Coverage
- **Applications for Network Builders (to use in construction, etc.)**

Bonus Distribution:

Texas Cable & Telecommunications Show

International Builders Show

WCAI Symposium

DECEMBER 08

- Top Distributors List
- Economic Development and Broadband
- **Applications for Business Customers**

Bonus Distribution:

TBA

The total number of homes worldwide that will be reached by next-generation fiber optic networks will soar from about 11 million this year to about 86 million in 2011, triggering a potentially massive deployment of a full range of digital multimedia communications and entertainment services ...

- FTTH Worldwide Market and Technology Forecast
2006-2011 by Heavy Reading

