



Advertising Media Kit – July 2004

Our unique audience includes WISPs (wireless Internet Service Providers), end users, distributors, equipment manufacturers, systems integrators, consultants and more.

The WISP Directory offers various advertising options. More information may be viewed on our website at <http://www.wispdirectory.net/improveMyListing.php>.

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Benefits to advertising with the WISP Directory:

- Efficient and effective ways to target your audience
- State of the art banner ad reporting with a user control panel
- Turn prospects into long-term customers
- Leverage existing partnerships and relationships
- Reasonable pricing – for example, start out with a TextAd for as little as \$0.15 per click with a \$10.00 minimum opening balance

Stats (as of June 2004):

- Web page impressions – 45,000/month (60 hits per hour)
- Unique Visits – 3,000/month (averaging approximate 100 to 150 additional unique visits per day)
- Most popular keywords (based on daily keyword results from major search engines) – wisp (44), “wisp directory” (22), “wisp equipment” (19)
- WISP Industry News page (<http://www.wispdirectory.net/blogger.php>) - 30 current subscribers and 100 to 125 unique RSS newsreaders everyday!
- Average time spent on our website – approximately 10 minutes (*ensures your ad is being viewed longer!*)

Statistics may be viewed in real-time by accessing <http://www.wispdirectory.net/pphlogger> by using “wispdir” for the username and “guest” for the password (both without quotes). Previous stats may be viewed at <http://www.wispdirectory.net/oldstats>.

Questions?

Please feel free to contact Kory Mohr at 610-393-1585 or via email at ads@wispdirectory.net with any questions you might have. Our eFax number is 619-353-2045. Our postal address is:

WISP Directory
Kory Mohr
4731 Vera Cruz Rd., #5
Emmaus, PA 18049 USA



Screenshot - Homepage

WISP Directory
July 13, 2004

Homepage

Search for a Wireless Internet Service Provider in your area

Latest Entries

Advanced Search

Account Access/ Add a Listing

Login to Your Account

Add a FREE listing

Enhance Your Presence! Upgrade Your Listing!

Start a WISP of Your Own!

Online Knowledge base

Free 'Net Access...'Nuff Said.
A Public Wireless Hotspot Provider

Add your banner here!

WELCOME TO THE WIRELESS ISP DIRECTORY

Searching For Fixed Wireless Internet Access?
Find Your Provider Here!

Are you a WISP or are you associated with the WISP industry?
Sign up for a **FREE listing** today!

Enhanced listings are also available for a nominal annual fee.

For A Limited Time, The First 100 Listers Choosing A "Gold" Listing Will Receive 50% Off Of Normal Listing Fees - That's A Savings Of \$112.50 For The First Year!

Quick and easy category based browsing in 186 Top Listings

Africa (1)	California (17)	Minnesota (2)
Canada (1)	Colorado (2)	Mississippi (1)
Indonesia (1)	Delaware (1)	Missouri (6)
Nepal (1)	District of Columbia (1)	Montana (1)
Associations (1)	Florida (4)	Nebraska (3)
Bandwidth Providers (4)	Georgia (2)	Nevada (3)
Consultants (10)	Hawaii (1)	New Jersey (3)
Equipment Distributors Vendors (2)	Idaho (2)	North Carolina (1)
Equipment Leasing (1)	Illinois (7)	Ohio (4)
Equipment Manufacturers (3)	Indiana (5)	Oklahoma (3)
Resellers (1)	Iowa (2)	Oregon (3)
RF Engineering (1)	Kansas (3)	Pennsylvania (4)
System Integrators (6)	Kentucky (3)	Texas (22)
Tower Leasing Companies (1)	Louisiana (6)	Utah (6)

Sponsored by:
Get results
Advertise on
WISPDirectory.com

Get results
Advertise on
WISPDirectory.com

[Wirelessmapping.com](#)
See where your wireless network works and how many households are covered.
[www.wirelessmapping.com](#)

Advertise With Us!
Advertise your text ad on the WISP Directory for as little as \$0.20 per click! WISPs may provide service information, manufacturers may provide equipment offerings, etc.
[www.wispdirectory.net](#)

[Advertise here...](#)

WISP Events, Tradeshows & Conferences

Click on the "month" link below to open the master event calendar.

This screenshot of our homepage includes the following advertising opportunities. Your ad will always be placed above the fold to ensure it will be seen by our website visitors. *Note: advertising opportunities are not limited to the homepage, of course.*

- 468x60 top-level banner ad (center of page)
- 120X60 "website sponsored by" ads (right side; above the TextAds)
- TextAds (right side; above the fold)




Enhanced Category Listings

Our unique audience includes WISPs, end users, distributors, systems integrators, consultants and more. An enhanced listing is a cost-effective way to ensure your WISP "leads the pack" in your respective category.

Take advantage of our reasonable rates by upgrading to an Enhanced Listing and enjoy the following benefits:

Silver Listing \$200.00 per year

- Silver listings appear in **BOLD** letters above Bronze listings
- Single Line Display (Search) Results: "Top Pick" image is displayed to the right of the listing 
- Detailed Results Display: Listing appears with prominent extra formatting
- Company Logo is shown on Detailed Results Display
- Internet links – your email, website and map functionality is enabled

Gold Listing \$300.00 per year


- Gold listings appear in **BOLD** letters above Silver and Bronze listings
- Single Line Display (Search) Results: Company Logo image is displayed to the above left of the listing
- Detailed Results Display: Listing appears with prominent extra formatting
- Company Logo and up to 2 images (such as coverage maps, pictures of CPE equipment, etc. for example) are shown on Detailed Results Display
- Internet links – your email, website and map functionality is enabled

Sample of Gold listing:

WIACOMM WIRELESS HIGH-SPEED INTERNET


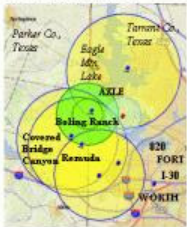
Wiacomm Wireless High-Speed Internet

2821 Lackland Rd, #316
Fort Worth TX
United States 76116

 877 377-2226

[Send Email](#)
[Visit Website](#)
[Get Map](#)

Texas Category
Wiacomm.Net provides high-speed Internet access to areas of the Dallas-Fort Worth Metroplex in North Texas, including parts of Kaufman County, Parker County, and Tarrant County. Call for free site survey, 877-377-2226 toll-free.



Sponsor Listing \$500.00 per year

- Sponsor your Category!
- Only One Sponsored listing per category
- Same features as Gold listing except that the listing appears above Gold, Silver and Bronze listings



Banner Advertising – 468x60

Our unique audience includes WISPs, end users, distributors, systems integrators, consultants and more. Our banner advertising option is a great value for your advertising and marketing budget. Additional info may be seen at http://www.wispdirectory.net/improveMyListing_banner.php.

Our 468x60 banner ads are always displayed at the top of each page. Ads are run-of-site.

Rates below are for non-exclusive contracts (i.e. banners will rotate with no more than 10 advertisers per banner slot).

CPM Advertising

Minimum Impressions purchased	CPM 468x60 banner
5,000	\$30 (\$150 per 5,000)
15,000	\$25 (\$375 per 15,000)
30,000	\$20 (\$600 per 30,000)

Advertisers can purchase any number of impressions (above the minimum).
The ad banner will stay on the site until the number of impressions has been served.

Banner Ad Instructions:

- File sizes- Each image will not exceed more than 30k in size, and will be in .gif, .jpg or Flash .swf format.
- Links – must provide full URL addresses.
- Creative and destination URL is due by 5:00pm EST two business days prior to your campaign's launch date. Send creative to ads@wispdirectory.net. The WISP Directory is not responsible for typos or improper banner files.



TextAds

Our unique audience includes WISPs, end users, distributors, systems integrators, consultants and more. Our TextAd banner advertising option is a great value for your advertising and marketing budget with “cost per click” (CPC) starting at just \$0.15 with a \$10.00 account minimum. Additional info may be seen at http://www.wispdirectory.net/improveMyListing_textads.php.

Your TextAd will appear above the fold on the right hand side of the page.

Example:

Wirelessmapping.com

See where your wireless network works and know how many households are covered.

www.wirelessmapping.com

Text advertising for “run of site”

Cost per click - \$0.15

\$10.00 minimum account balance.

You may establish your account and order your TextAd online at <http://textads.wispdirectory.net>. Once you fund your account, your ad will post instantly after our review and approval.

- Total character count will not exceed 300 characters (more than 300 characters will be considered on a case-by-case basis)



Website Sponsorship – 120x60 Banner Ads

Perhaps you'd like to sponsor our entire website with a static 120x60 banner ad in the upper right corner on every page on our website.

These ads feature unlimited impressions and click-throughs for the length of the term and are offered "first come, first serve" basis. Only two advertisers will be featured for the two slots at one time; *no rotations!* This means that your ad will always be displayed in one of the two slots at all times on all pages.

Website Sponsorship – 120x60 Banner Ad

One Month Term - \$500

Six Month Term - \$2,700 (with 10% discount; normally \$3,000 without 10% discount; 10% discount still applies if renewed at end of term)

Twelve Month Term - \$4,800 (with 20% discount; normally \$6,000 without 20% discount; 20% discount still applies if renewed at end of term)

Banner Ad Instructions:

- File sizes- Each image will not exceed more than 30k in size, and will be in .gif, .jpg or Flash .swf format.
- Links – must provide full URL addresses.
- Creative and destination URL is due by 5:00pm EST two business days prior to your campaign's launch date. Send creative to ads@wispdirectory.net. The WISP Directory is not responsible for typos or improper banner files.



Directory Listers Opt-In Email Advertising

Our unique audience includes WISPs, end users, distributors, systems integrators, consultants and more. Our directory listers opt-in email advertising option is a great value for your advertising and marketing budget that reaches approximately 95% of our opt-in directory listers, with one to two additional listers per day that choose to join the list.

We send out periodic email message to our directory listers containing information including marketing trends, industry info, new products, etc. No contract and/or term is required to be included as a mailing sponsor. Your ad will be included as plain text without special formatting. *Please note: To keep the volume of emails to our listers at a reasonable level, we will not send more than two emails per month starting on the 1st of each month.*

Example:

Sponsored by [Wirelessmapping.com](http://www.wirelessmapping.com)
See where your wireless network works and know how many households are covered.
<http://www.wirelessmapping.com>

Directory Listers Opt-In Email Advertising

\$50 per outgoing email message

Instructions:

- Provide copy in TEXT (TXT) file format.
 - Total character count will not exceed 300 characters (more than 300 characters will be considered on a case-by-case basis)
- Provide click-through URL (maximum of 256 characters).
- Copy due by 5:00pm EST two business days before the scheduled mailing. Send copy to ads@wispdirectory.net.



Daily Industry News Email Subscription Advertising

Our unique audience includes WISPs, end users, distributors, systems integrators, consultants and more. Our industry news email subscription advertising option is a great value for your advertising and marketing budget that currently reaches 30 opt-in subscribers with one to two new subscribers per day, along with a daily 100 to 125 RSS/XML newsreaders.

Your ad will be included as an embedded advertisement with special formatting to help it stand out from the industry news and article links. This advert medium is similar to our TextAds with the added benefit of reaching a specific audience every day we submit articles to our Industry News page located at <http://www.wispdirectory.com/blogger.php>

Example (from actual daily news feed):

[Broadband Wireless Business Magazine "Arcwave I ...](#)

[Broadband Wireless Business Magazine](#)

"Arcwave Inc. has closed its latest funding round with an investment of \$8 million.

The company now has \$28 million in total funding, according to an announcement issued by Arcwave."

[0 comments](#) Posted by WISP Directory at 7:37 AM EST

[Sponsored by - Wirelesmapping.com](#)

See where your wireless network works and know how many households are covered.

www.wirelesmapping.com

Daily News Email Subscription Advertising

\$15 per day; approximately 20 days per month.

\$300 per month (20 day minimum commitment required)

Instructions:

- Provide copy in TEXT (TXT) file format.
 - Bold header link will be no more than 30 characters including spaces (not including "Sponsored by - " text).
 - Text will be no more than 100 characters including spaces.
 - URL under text will be no more than 30 characters.
- Provide click-through URL (maximum of 256 characters).
- Copy due by 5:00pm EST two business days before the scheduled campaign. You may change your copy once per campaign. Send copy to ads@wispdirectory.net.



Knowledge Base Contact and Bookmark Listings

Our Knowledge Base (<http://kb.wispdirectory.net> – <http://www.wispdirectory.net/startwisp-kb.php>, for more info) is a subscription-based service that allows new and established WISPs access to various WISP-related documents such as award-winning business plan templates, legal document samples, marketing ideas and more.

Your contact information includes the following:

- Contact for your organization
- Company name
- Two email addresses
- Two phone numbers
- One cell number & one fax number
- Full mailing address
- Website URL
- Detailed comment field
- Searchable category organization

Your bookmark includes the following:

- Website link (opens in a new browser window)
- Detailed description field
- Detailed comment field (at WISP Directory's discretion such as "equipment manufacturer")

Knowledge Base Contact and Bookmark Listings

\$1,000 per calendar year; includes unlimited revisions of listings and one free access account to knowledge base for length of term.

Instructions:

- Provide copy of TEXT (TXT) file format. Text in other formats will not be accepted. Limit detailed comment and description fields to 150 or less characters.
- Links – must provide full URL addresses.
- Copy is due to the WISP Directory by 5:00pm EST two business days before the campaign's scheduled launch date. Send copy and/or images to ads@wispdirectory.net.



Advertising Combination Package

This comprehensive advertising combination package offers an excellent value for your marketing budget by touching various sections of our website, ensuring your presence is reaching all of our visitors.

The combination package includes the following:

1. One 468x60 banner ad displayed within the “top of page” slot – this slot is rotated on every page on the Directory and consists of no more than 10 advertisers.
 - o Banner offers “run of site” with unlimited impressions and click-throughs during your term.
 - o Banner ad statistics may be viewed 24x7 via our banner ad server at <http://adserver.wispdirectory.net>. You will also receive a weekly email with your campaign’s statistics. You will be assigned a username and password for access upon receipt of signed contract.
2. Sponsoring the category you are listed in, if available (sponsoring more than one category is not permitted).
 - a. Only one “Sponsored” listing per category – ensures your ad will be the one that stands out.
 - b. Your listing appears in **BOLD** letters above Silver and Bronze listings.
 - c. Single Line Display (Search) Results: your company logo is displayed to the above left of the listing.
 - Your company logo and up to 2 product / service images are shown on Detailed Results Display.
 - d. Detailed Results Display: Listing appears with prominent extra formatting.
 - e. Internet links – your email, website and map functionality are enabled.
3. One contributed article for the “Start a WISP of Your Own” section (example: <http://www.wispdirectory.net/startwisp-rfengineering.php>) and, one press release (example: <http://www.wispdirectory.net/pressreleases-060904-wimaps.php>) – both are one per term of contract.
4. One daily advertisement in our RSS feeds via our “WISP Industry News” page at <http://www.wispdirectory.net/blogger.php>.
5. Enhanced contact and bookmark listings in our exclusive Knowledge Base - <http://www.wispdirectory.net/startwisp-kb.php>

Advertising Combination Package Rates:

One Month Term - \$750

Six Month Term - \$4,050 (with 10% discount; normally \$4,500 without 10% discount; 10% discount still applies if renewed at end of term)

Twelve Month Term - \$7,200 (with 20% discount; normally \$9,000 without 20% discount; 20% discount still applies if renewed at end of term)

Package instructions:

- Provide copy of TEXT (TXT) file format. Text in other formats will not be accepted. For contributed article and press release, limit number of words to 2,500 or less.
- Article Images - If you desire images, limit total number of images to six or less per document. Each image will not exceed more than 30k in size, will be in .gif or .jpg format and 350 pixels in width and 300 pixels in height. The WISP Directory will assist with the layout.
- Banner Ad file sizes- Each image will not exceed more than 30k in size, and will be in .gif, .jpg or Flash .swf format.
- Links – must provide full URL addresses.
- Logo and product/service images: Must be in .gif or .jpg format, no more than 30k in size and no more than 250 pixels in width and 200 pixels in height.
- HTML will be accepted but the WISP Directory is not responsible for improper code, typos or errors. We reserve the right to edit any HTML to fit our site.
- Copy is due to the WISP Directory by 5:00pm EST three business days before the campaign’s scheduled launch date. Send copy and images to ads@wispdirectory.net.