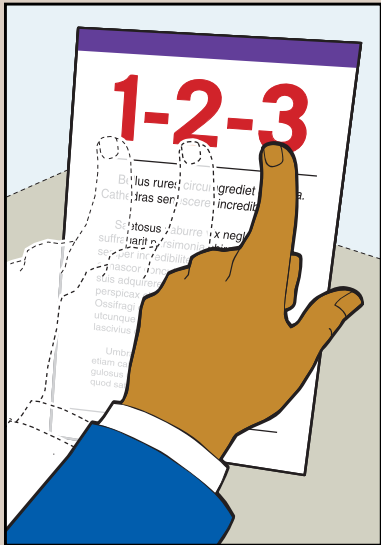# TELECONNECT

Guiding readers (A) step by step (B) through the realities (C) of today's telecommunications technology

Selecting, Installing, and Managing Telecommunications Products and Services

電信通訊

Télécommunications

Telekommunikation

Telecomunicaciones

A

B

C

TELECONNECT

Magazine Position

雑誌立場
Posición Del Compartimiento
Zeitschrift Position
Position De Magasin

2001

Teleconnect—for 18 years the telecom industry's best known, most reliable source of information on business telecom products and services—features the most complete coverage of business telephony of any magazine in the market. Every month *Teleconnect*'s product-focused editorial provides its 31,000+ qualified subscribers trusted, in-depth information about the products and services available for voice and fax business communications.
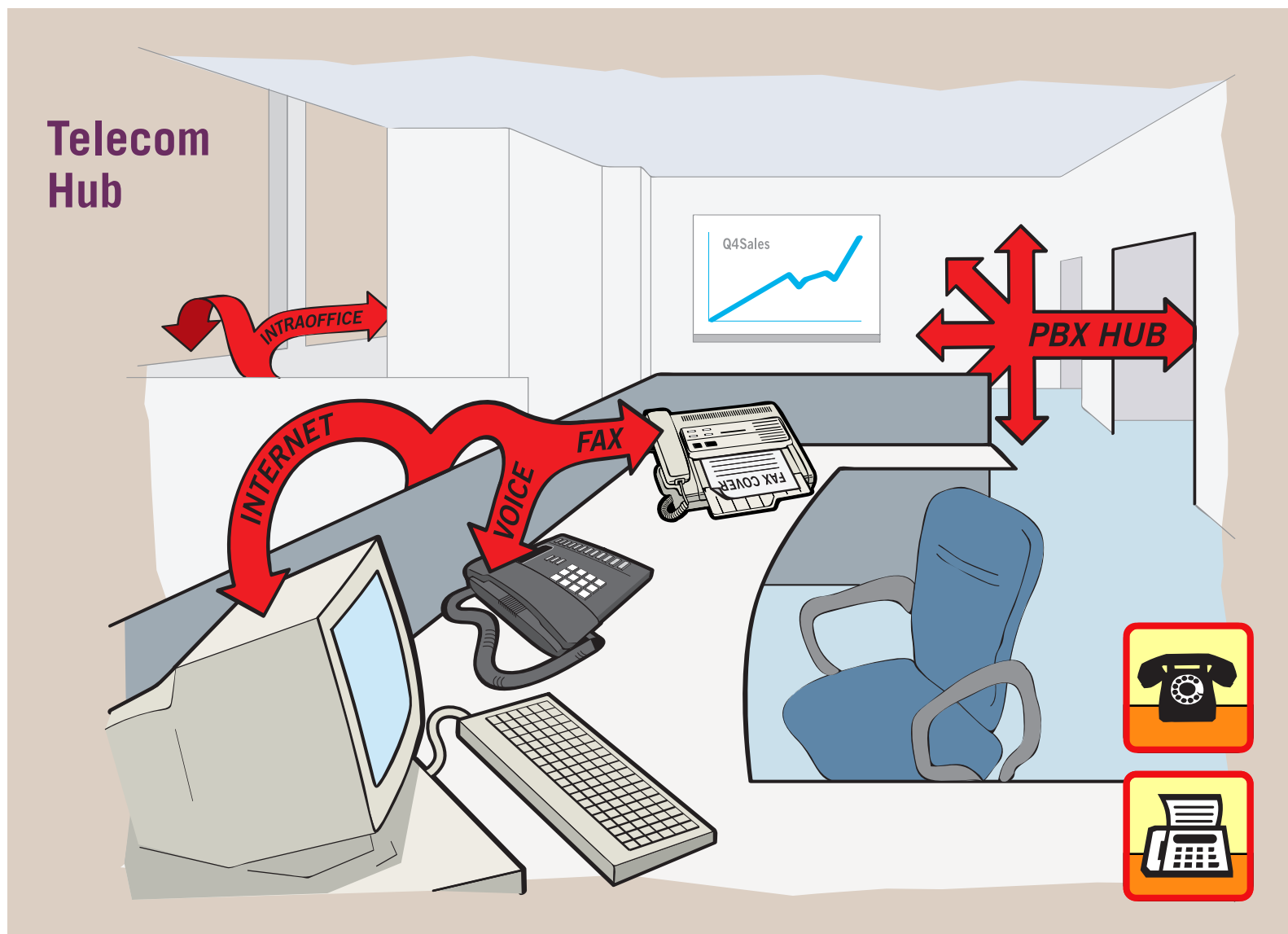
Tradition and Innovation:
The Past and Present of Telecommunications

Making a phone call hasn't changed very much over the decades. You pick up a handset, listen for the tone, dial (or press) a series of numbers, hear the rings, and wait for someone to say "Hello" on the other end—then you start talking.

But the technology of telecommunications, and the role of end users and resellers in the buying, selling, installation and management of that technology has changed dramatically. **In fact, it's probably seen more change in the last five years than it did in the previous 95.**

The Voice Processing Equipment and Services Market is expected to reach $10.93 Billion by 2003*
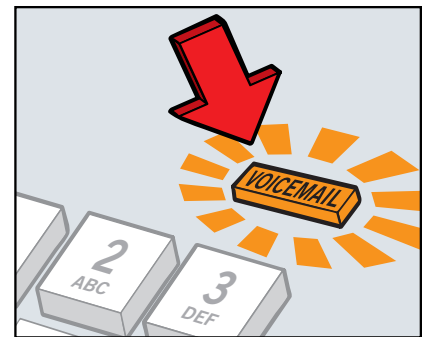
Technology Changes

The list of technology changes that have transformed voice communications in recent years is staggering. Technologies like fax and voicemail, auto attendant and audioconferencing features were just starting to proliferate a dozen years ago. In the last few years, the flexibility and cost of VoIP (Voice over Internet Protocol) has led to rapid adoption by private and public network; **it is expected that it will carry 6% of voice traffic by 2003.**

The convergence of voice and data networks, the wireless revolution, unified messaging—all of these have changed enterprise use of CPE. "Heck, users outside the call center are even getting less self-conscious about wearing headsets!"

Professional Changes

The role of the telecom buyer has also changed dramatically. At most organizations, the telecom manager has moved from the Facilities Department to IT, and seen his or her role expand. Or in some cases, network managers or other IT support personnel have been put in charge of buying and managing telephone systems.

The role of the seller has changed dramatically, too. Traditional interconnects have expanded their business to include data networking and services. Traditional data VARs have added voice processing systems to their repertoire. And everyone wants to be a service provider. This upheaval creates tremendous challenges - and enormous opportunity.

Some Things Never Change

Two simple things are constant: **customer premise equipment and services need to be purchased, and buyers need guidance on what to buy.** Since 1982, *Teleconnect* has been providing that guidance. Our subscribers' job titles (or at least, their departments) have shifted. The range of technology they are deploying and managing has expanded. The channel has altered dramatically. And through all this change, *Teleconnect* continues to be the definitive guide for the buyers and sellers of telecommunications products and services.

*Source: 2000 MultiMedia Telecommunication Market Review and Forecast

Securely Connecting Readers to Vendors since 1982
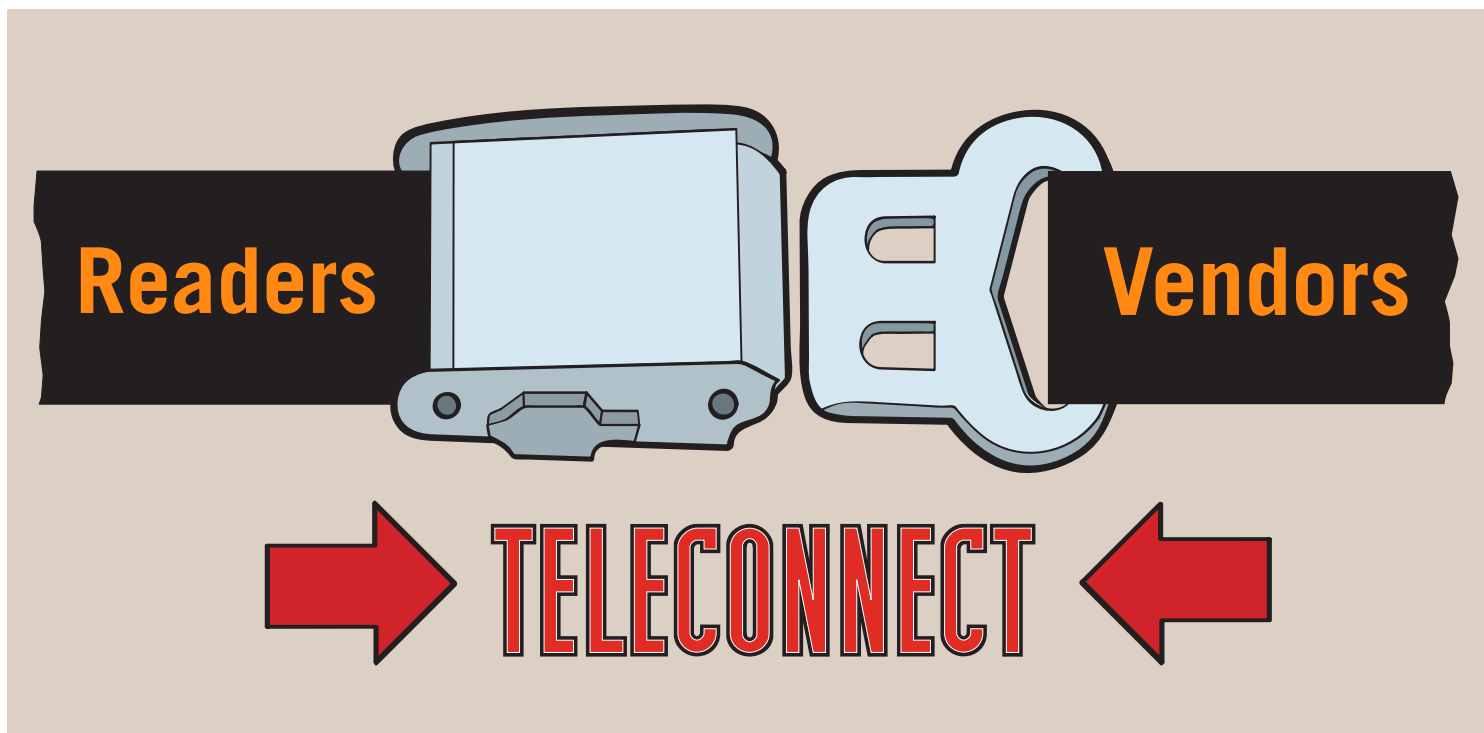
Teleconnect stands alone as the only publication dedicated to the review and coverage of Enterprise Telephony for prospective Telecom buyers, from dealers to end users.

2000 Maggie Award Winner

Most Improved Computer Trade Publication
with a circulation under 50,000

It takes a lot of skill to keep a publication in top condition. Evolving markets and new technology—all must be taken into account. Telecommunications technology has changed a lot in the last 19 years, and *Teleconnect* has kept up:

EDITORIAL: Wireless, IVR, the Internet, CPE Packet Voice, ACDs, CTI, Broadband, PBX, Key Systems, Voicemail.

CIRCULATION: 31,304*...50 percent growth since 1997.

Corporate management, Telecommunications management, IT/IS staff, and Operations personnel working at Interconnects and VARs (33%), Carriers (12%), and end-user organizations (39%).

*June 2000 BPA

Teleconnect provides in-depth analysis of the telecommunications equipment and services critical to the success of all companies.

Today Is **1** Monday January **2001**

2001 EDITORIAL TRACKS: CALL CENTER FOCUS; INTERNET FOCUS; ROUNDUP; FEATURE; AWARDS/SHOWS

	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
AD CLOSE	November 20, 2000	December 21, 2000	January 17, 2001	February 27, 2001	March 20, 2001	April 20, 2001
MATS. CLOSE	November 27, 2000	December 28, 2000	January 24, 2001	March 6, 2001	March 27, 2001	April 27, 2001
	CALL CENTER FOCUS Digital Announcers for Call Centers **ROUNDUP** *Teleconnect* Annual Index **ROUNDUP** Cabling Roundup **FEATURE** Choosing a Reseller/Refurbisher **AWARDS/SHOWS** *Teleconnect* Product of the Year	**INTERNET FOCUS** CPE Packet Voice Components for ATM & Frame Relay **ROUNDUP** Key Systems Roundup (Charts) **ROUNDUP** Surge Protection Roundup **FEATURE** Voicemails Compared (Charts) **FEATURE** Conference Bridges	**CALL CENTER FOCUS** Advances in Centrex CPE **INTERNET FOCUS** Best Ready for Prime Time Business VoIP Products (Making Your Business VoIP-ready) **ROUNDUP** UPS roundup **ROUNDUP** Standalone Call Accounting Roundup **AWARDS/SHOWS** CT Expo	**CALL CENTER FOCUS** Speech Rec: Auto Attendants & IVR **INTERNET FOCUS** Remote Power Management/ Alarm Management **ROUNDUP** Installation Tools/Testers Roundup **FEATURE** Fax Servers and Server Software **FEATURE** Buffer Boxes and Alarm Boxes	**CALL CENTER FOCUS** Integrated/ Proprietary ACDs **FEATURE** Conference Phones and Audioconferencing Service Shootout **FEATURE** Disaster Recovery **FEATURE** KSUless/ Small Office Phone Systems **AWARDS/SHOWS** CT Expo Best of Show	**INTERNET FOCUS** Unified Messaging/ Universal Access **FEATURE** Large Phone Systems Compared (200 seats and up) **FEATURE** Digital Announcers for non-Call Center Telephony use **FEATURE** Resellers Phonebook **FEATURE** In-Building Wireless Systems

	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
AD CLOSE	May 18, 2001	June 22, 2001	July 20, 2001	August 24, 2001	September 19, 2001	October 19, 2001
MATS. CLOSE	May 25, 2001	June 29, 2001	July 27, 2001	August 31, 2001	September 26, 2001	October 26, 2001
	ANNUAL BUYERS' GUIDE! **CALL CENTER FOCUS** CTI for Small Call Centers/ Readerboards **INTERNET FOCUS** Small Communications Servers (Voice & Data for under 200 seats) **FEATURE** Telemanagement Software **AWARDS/SHOWS** INNMUG – Best of Show Nortel Add-Ons	**SPECIAL SUPPLEMENT** Call Accounting **CALL CENTER FOCUS** Answering Your Phone: Auto Attendant/ IVR Systems **CALL CENTER FOCUS** Headset Shootout **FEATURE** Key Systems Update **FEATURE** Fax Servers for Enterprise or for Service Providers Readership Study	**CALL CENTER FOCUS** Products and Software for Remote Workers **CALL CENTER FOCUS** Peripheral ACDs **FEATURE** Broadband voice: DSL, ISDN **FEATURE** Maintenance/ Test Equipment/ Line Simulators and Call Generators **AWARDS/SHOWS** Internet Telecom 2001	**INTERNET FOCUS** Fax Service Providers **FEATURE** Distributor and Wholesaler Directory **FEATURE** Non-proprietary Phone Sets **FEATURE** Call Accounting and Telemanagement Services **FEATURE** Update Your Enterprise Conference Room (Video & Audio)	**INTERNET FOCUS** Networking Your Phone Systems **ROUNDUP** Voice Loggers Roundup **FEATURE** Large Phone System Update **FEATURE** Voicemail/Unified Messaging Update **AWARDS/SHOWS** Internet Telecom Best of Show Awards	**ROUNDUP** Cable Management Software Roundup **FEATURE** Large Communications Servers/IP Telephony Gateways (200+ seats) **AWARDS/SHOWS** *Teleconnect* Top Interconnect Awards **AWARDS/SHOWS** 2001 Editors' Choice Awards

PUB INFO CALENDAR

Editorial Content

Telecom

Hard-Nosed Opinion

Knowledge
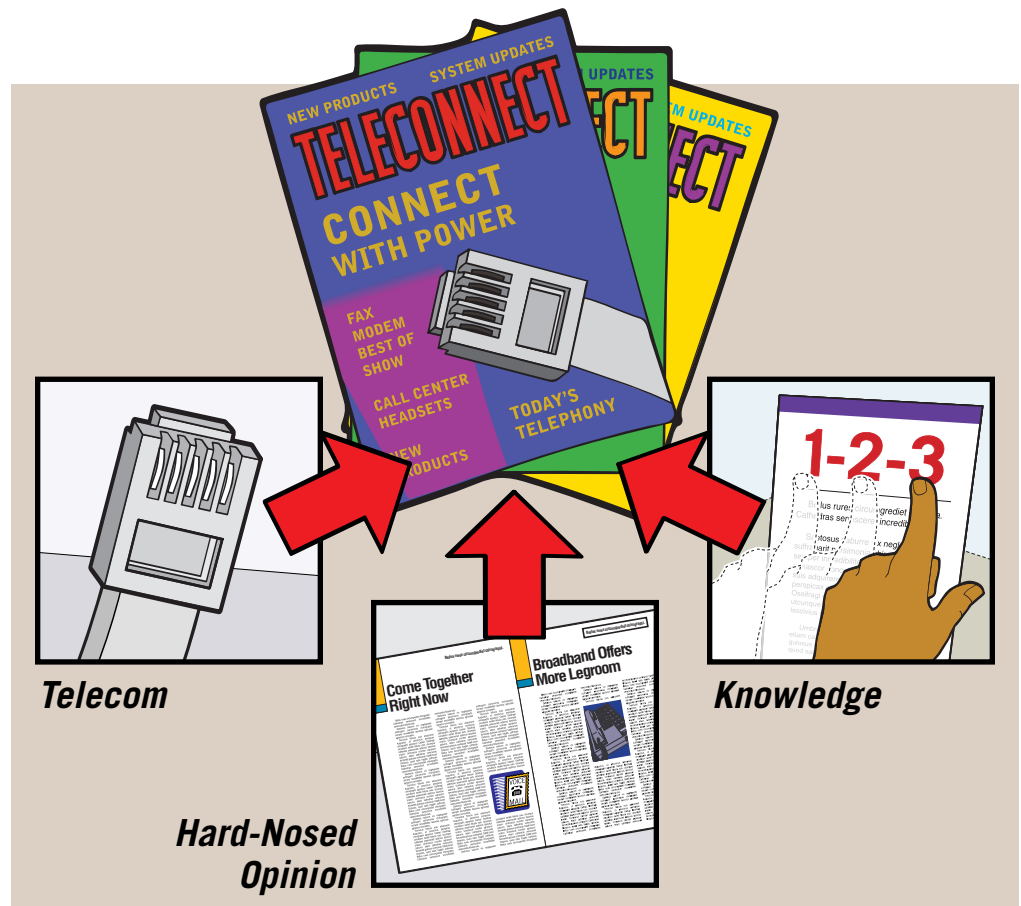
編輯內容
Editorial Contenido
Redaktioneller Inhalt
Éditorial Contenu

Teleconnect readers are instructed about what new products and technologies will enhance their business objectives through in-depth analysis of the telecommunications equipment and services critical to the success of all companies. It gives readers up-to-date information about the Customer Premises Equipment (CPE) market.

Readers continually turn to *Teleconnect* for opinionated answers to telecom questions about:

➡ How to Select, Install, and Manage a Phone System

➡ How to Enhance It With—
- Voicemail
- Fax
- Auto Attendant
- Conferencing Features

➡ The Wireless Revolution

➡ How to Deal with the Convergent Network

➡ VoIP (Voice over Internet Protocol)

➡ Coverage of ALL the acronyms: ACD; IVR; VoIP; CPE; ATM; CT; KSUless; DSL; ISDN and more!

Teleconnect Readers Spend on Average over 1.5 Hours with Each Issue.*

Contact

Associate Editor	Networking/ Tech Editor	Testdrive Editor	Industry Editor	Assistant Editor
Andy Elder	Andy Green	Timothy Jones	Warren Hersch	Travis Kramer
917-305-3340	917-305-3345	917-305-3389	917-305-3392	917-305-3369
aelder@cmp.com	agreen@cmp.com	tjones@cmp.com	whersch@cmp.com	tkramer@cmp.com

*Advantage Business Research 2001 *Teleconnect* Readership Study

First Class Accommodation

CIRCULATION
by Job Function

51% Telecom Product/ Service Vendor

44% End User of Telecom Product/Services

5% Other

(Pie chart: Vendor | End User)
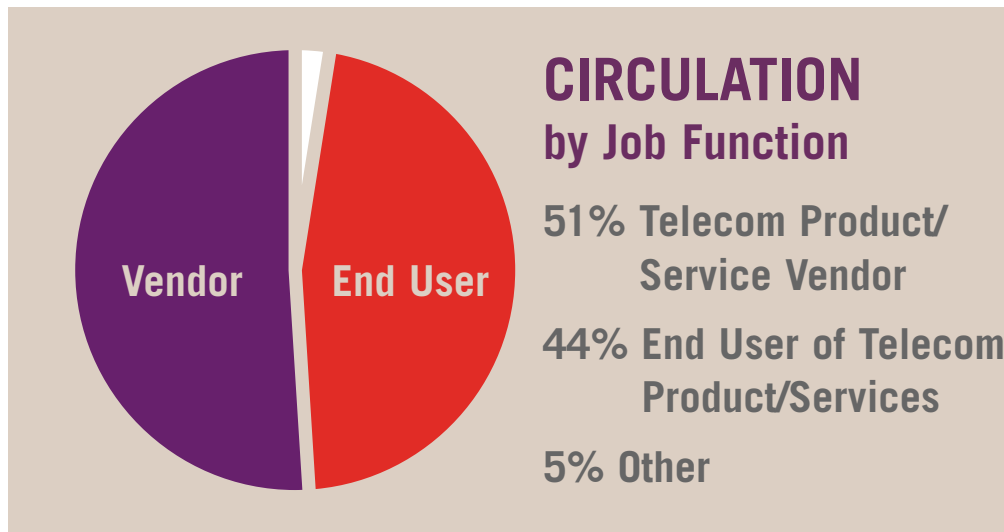
In 2001, *Teleconnect* Subscribers expect to spend 11% more on Telecom infrastructure

94% of *Teleconnect* Subscribers specify, recommend, approve, resell or influence the purchase of telecommunications products and/or services

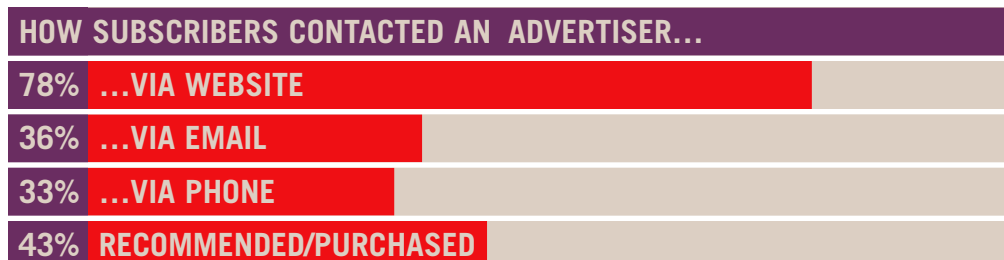## Since 1981, *Teleconnect* has made it a point to offer only the best reader/buyers possible.

Teleconnect Subscribers are involved in all parts of the purchasing process for telecommunications products and services:
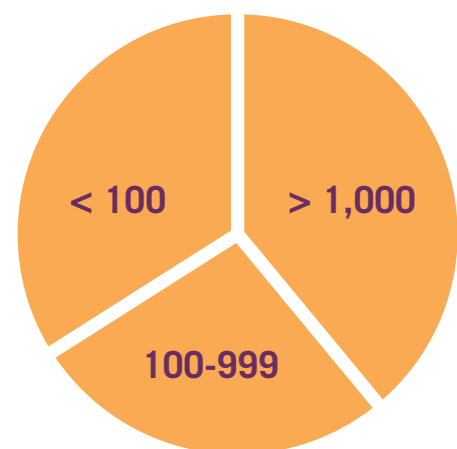
- 63% DETERMINE NEEDS AND OUTLINE STRATEGIES
- 37% SET STANDARDS
- 69% EVALUATE PRODUCTS OR SERVICES
- 74% RECOMMEND PRODUCTS OR SERVICES
- 52% SPECIFY/SELECT BRANDS/VENDORS
- 32% FINAL AUTHORIZATION

Teleconnect Subscribers have a strong affinity to the publication:

- SUBSCRIBERS SPEND AN AVERAGE OF 92 MINUTES WITH EACH ISSUE
- 59% PASS THE ISSUE ON TO COLLEAGUES
- 75% REFER TO EACH ISSUE MORE THAN ONCE

Purchasing Power + Reader Affinity = Readers Who Take Action

- HOW SUBSCRIBERS CONTACTED AN ADVERTISER…
- 78% …VIA WEBSITE
- 36% …VIA EMAIL
- 33% …VIA PHONE
- 43% RECOMMENDED/PURCHASED

CIRCULATION
by Company Size

(Pie chart: < 100 | > 1,000 | 100-999)

34% Less Than 100
27% 100-999
39% More than 1000

Demographics Source: Advantage Business Research 2001 *Teleconnect* Readership Study

For Further Instructions, Please Contact a Crew Member.

Advertising decisions, not unlike takeoffs or landings, can sometimes be difficult or awkward. **Rates, Editorial, Tradeshows, Online Opportunities**—all these contingencies need to be taken into account when planning your strategy. Direct any questions you may have to the *Teleconnect* Sales Representative in your area.
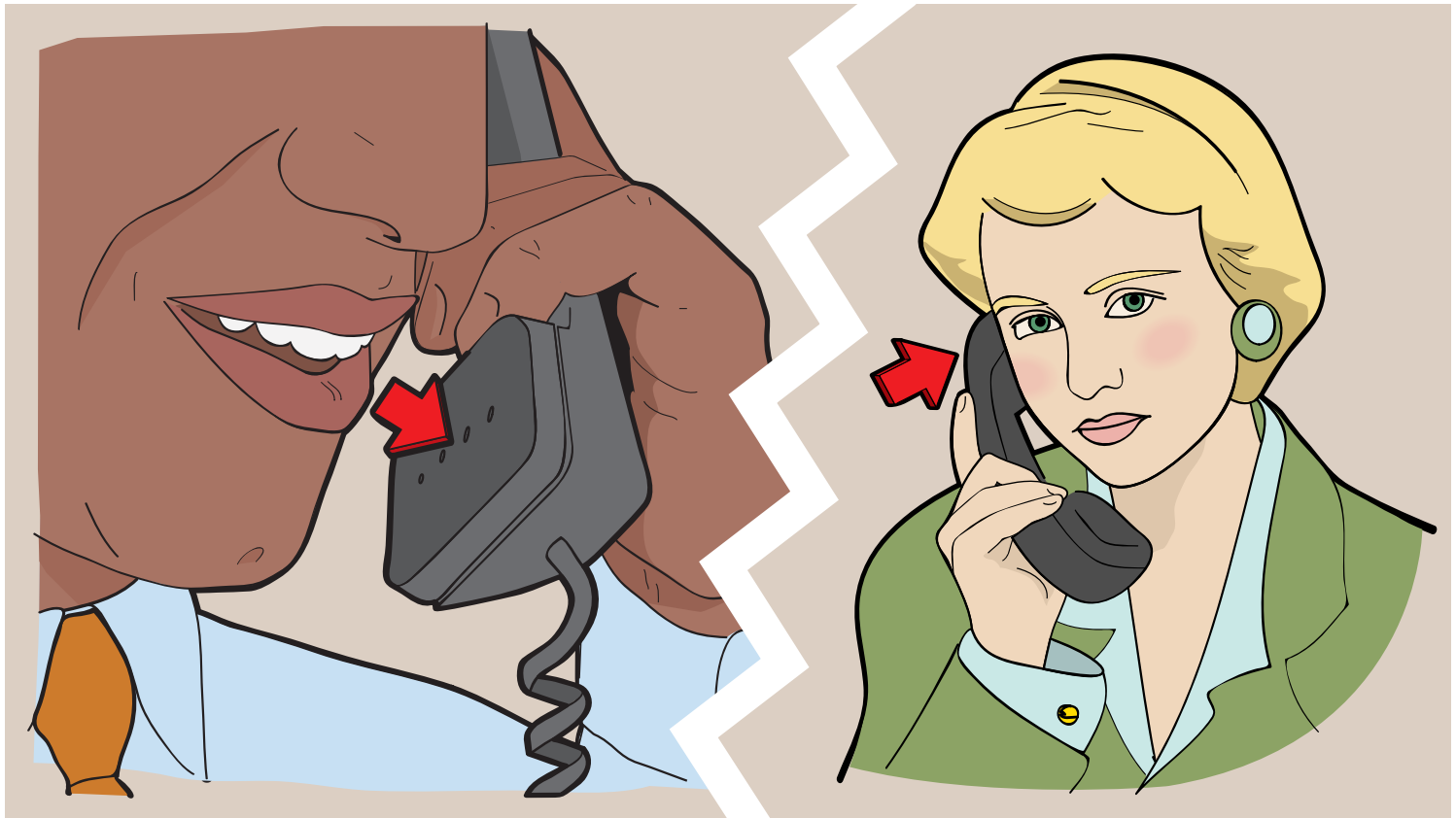
Regional Sales Managers:

SOUTH
Cyndy Ryan
561-863-7425
cryan@cmp.com

NORTH
Bob Mack
610-921-2280
bmack@cmp.com

Classified/Recruitment Advertising
Marge Genz
215-396-4023
mgenz@cmp.com

Marketing Manager
Rick Hale
215-396-4032
rhale@cmp.com

Marketing Coordinator
Dawn Czop
215-396-4018
dczop@cmp.com

Group Publisher
Chris Keating
917-305-3390
ckeating@cmp.com

Publishing Director
Ruthann Fisher
215-396-4037
rfisher@cmp.com

National Sales Manager
Computer Telephony & *Teleconnect*
Leslie Prentice
415-947-6336
lprentice@cmp.com

Display Rates & Mechanicals

SIZE	1X	3X	6X	12X	18X	24X	30X	36X
1 Page	6205	5925	5640	5205	5065	4925	4780	4640
2/3 Page	4245	3960	3675	3350	3245	3135	3035	2925
1/2 Page	3425	3285	3135	2850	2745	2640	2535	2425
1/3 Page	3105	2960	2815	2535	2460	2390	2320	2245
1/4 Page	2245	2105	1995	1855	1780	1715	1645	1570

COLOR RATES

[Add to Black & White Space Rates Per Page]

Standard or Process Color	$800
PMS Color	$1,175
4 Color	$1,525
Bleed	No extra charge

PREMIUM POSITIONS

Cover II	$2,825
Cover III	$2,565
Cover IV	$3,085
Other Positions	15%

展示收費和製作

Tarifas Y Mechanicals
Kinetik U. Mechanicals
Cadences Et Mechanicals

AD SIZES

AD SIZES	MAX. STD. & LIVE MATTER*	BLEED**
Spread	15-1/2"w x 10"d	16-3/4"w x 11-1/8"d
1 page	7-5/16"w x 10"d	8-3/8"w x 11-1/8"d
2/3 Page	4-3/4"w x 10"d	5-5/16"w x 11-1/8"d
1/2 Page Vert.	4-3/4"w x 7-5/16"d	5-5/16"w x 8-3/16"d
1/2 Page Horiz.	7-5/16"w x 4-7/8"d	8-3/8"w x 5-3/4"d
1/3 Page Vert.	2-5/16"w x 10"d	2-7/8"w x 11-1/8"d
1/3 Page Square	4-3/4"w x 4-7/8"d	5-7/16"w x 5-3/4"d
1/4 Page	3-1/2"w x 4-7/8"d	4"w x 5-3/4"d

PAGE TRIM IS 8-1/8"W X 10-7/8"D

* Live matter (text, photographs, images) in standard or bleed ads may not extend beyond "Maximum Live Matter" dimensions.
** Two-page spreads and half-page trucks which require a gutter bleed must have text and headlines separated by 1/8" at the center. No trim allowance is necessary for gutters.

Send Artwork to:

Adam Schaffer
Production Coordinator
Teleconnect Magazine Production
12 W. 21st St. New York, NY 10010
aschaffer@cmp.com
917-305-3388

EARNED FREQUENCY RATE: Earned rate for total placements purchased within any 12-month period. Consecutive insertions not required.

COMBINED FREQUENCY: Display advertising in any publications within CMP Media's Specialized Technology Group may be combined to satisfy frequency requirements.

FILM REQUIREMENTS: Negatives, right-reading emulsion side down. Register marks on four sides, in addition to center and crop marks. A matchprint (progressive or chromalin proofs - no laser proofs), must accompany each four-color ad. (We charge $185 per matchprint.) All film must meet SWOP standards. 133-line screen. Mechanicals accepted for one-color ads.

COLORS AVAILABLE: Standard Red, Green, Yellow, Blue.

INSERTS/TIP-ONS: Rates provided by publisher upon request.

ELECTRONIC ADS: We accept ads created with Adobe Illustrator and/or QuarkXPress only. You must include all fonts and 266 dpi (minimum) versions of EPS or TIFF images. Send ads on ZIP Disk. Black & White ads sent electronically cost $75 extra. Two-color ads cost $125 extra. Four-color ads cost $285 extra, including matchprint.

PUBSETS: We will pubset tag lines, tracking codes, show announcements, etc. We are not responsible for errors. Photocopy mockup with signed written request is required.

OTHER RATE CARD PROVISIONS:

1. All orders are subject to acceptance by CMP Media Inc. at its headquarters in Manhasset, New York.

2. No conditions other than those set forth in this rate card shall be binding upon CMP unless specifically agreed to by CMP in writing.

3. Positioning of advertisements is at the sole discretion of CMP except where a specific position has been agreed to by CMP in writing.

4. Cancellations or changes in advertising by the advertiser or its agency may not be made after the closing date for the publication or product. CMP is under no obligation to revise advertising materials not received by the CMP production department by he closing date and such advertisements may not be subject to approval by the advertiser or its agency.

5. CMP assumes no liability for any errors or omissions in key numbers appearing in advertisements.

6. CMP is not liable for any delays in the production or delivery of the publication or product due to any conditions beyond CMP's control. CMP is not liable for any errors or omissions resulting from any computer or information system's failure to accurately process and present date data between and within the twentieth and twenty-first centuries

7. In consideration of CMP's publishing advertising (or distributing another product) for the advertiser, the advertiser and its agency agree to indemnify and defend CMP against any and all claims, losses, liabilities, damages and expenses (including attorneys' fees) arising out of CMP's printing, publishing or distributing such advertising (or another product) and/or arising from third parties access to advertiser's site and use of advertiser's products and services.

8. In no event shall CMP be liable for any consequential, incidental or special damages, nor shall its liability for any act, error or omission, whether or not due to its negligence, exceed the price paid to CMP for the publication or distribution of such materials.

9. CMP reserves the right to hold the advertiser and its agency jointly and severally liable for all monies that are due and payable to CMP.

10. Advertising in CMP's online products and services is subject to the terms of the applicable online insertion order.

11. All payments are due within thirty (30) days of the invoice date. Non-commissionable charges, such as production charges, are not subject to an advertising agency commission. Agency commissions are not payable on invoices which are not paid within ninety (90) days of the date of the invoice. Advertiser shall pay a late charge of 1% per month (12% per year) on all invoices not paid within thirty (30) days of the date of such invoices.

Classified/ Recruitment Rates

COLOR: 2 color: $400.00
3-or-4 colors: $865.00
Blind Box Ad: Additional $20

EARNED FREQUENCY RATE: Earned rate for total placements purchased within any 12-month period. Consecutive insertions not required.

AD SPECIFICATIONS: We require ads created with Adobe Illustrator, Photoshop and/or QuarkXPress only. You must include all fonts and 266 dpi (minimum) versions of EPS or TIFF images. Send ads on ZIP Disk. Convert any RGB graphic files embedded in your ad (logos, photos, etc) to CMYK and save it as an EPS or DCS file. For a black and white ad, you can use EPS or TIFF graphics. All graphics must meet a resolution at 266 dpi and be sure they are sized at about the size they appear in the ad.

RATE PROTECTION: No rate protection outside the period 01/2001 through 12/2001.

PREPAYMENT: Prepayment is required for first time advertisers. You must fill out a credit application form for approval to be billed for future issues. Recruitment rates are not subject to agency commission.

FOR OTHER RATE CARD PROVISIONS, SEE DISPLAY RATES & MECHANICALS PAGE

List Rental
Rubin Response
Management Services, Inc
1111 Plaza Drive
Schaumberg, IL 60173
847-619-9800
847-619-0149 fax

Reprints
Cindy Zauss
415-808-3980
415-808-4014 fax

2001 Classified Rates
Rates Based on a 1 Column by 1" (2" Minimum)

1x	175	6x	135
3x	140	12x	120

Mechanicals
1 Column width 2 5/16"
2 Column width 4 3/4"
3 Column width 7 5/16"

Classified Display Rates

Ad Size	1x	3x	6x	12x
1 Page	4,940	3,925	3,775	3,345
2/3 Page	3,295	2,615	2,515	2,225
1/2v Page	2,425	1,925	1,855	1,645
1/2h Page	2,340	1,855	1,790	1,585
1/3 Square	1,735	1,375	1,325	1,175
1/3 Vert	1,645	1,305	1,260	1,115
1/4 Page	1,300	1,035	995	885

Recruitment Rates

Ad Size	1x	3x	6x	12x
1 Page	5,040	4,025	3,875	3,445
2/3 Page	3,395	2,715	2,615	2,325
1/2v Page	2,525	2,025	1,955	1,745
1/2h Page	2,440	1,955	1,890	1,685
1/3 Square	1,835	1,475	1,425	1,275
1/3 Vert	1,745	1,405	1,360	1,215
1/4 Page	1,400	1,135	1,095	985
1/8 Page	725	640	610	535

Classified Display Sizes

1 Page	7 5/16" x 9 1/2"	
2/3 Page	4 3/4" x 9 1/2"	
1/2 vertical	4 3/4" x 7"	
1/2 horiz	7 5/16" x 4 1/2"	
1/3 square	4 3/4" x 5"	
1/3 vertical	2 5/16" x 9 1/2"	
1/4 Page	3 1/2" x 4 1/2"	

Send Artwork To
Teleconnect Magazine
attn: Marge Genz
1265 Industrial Hwy
Southhampton, PA 18966
215-396-4023
mgenz@cmp.com

For Conditions, Shortrates and Rebates, Billing, and Cancellation see Display Rates.
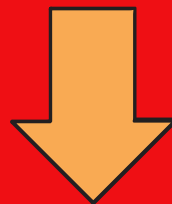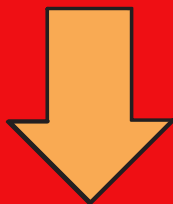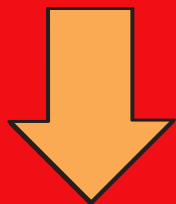
Advertising Sales Office
1265 Industrial Highway
Southampton, PA 18966
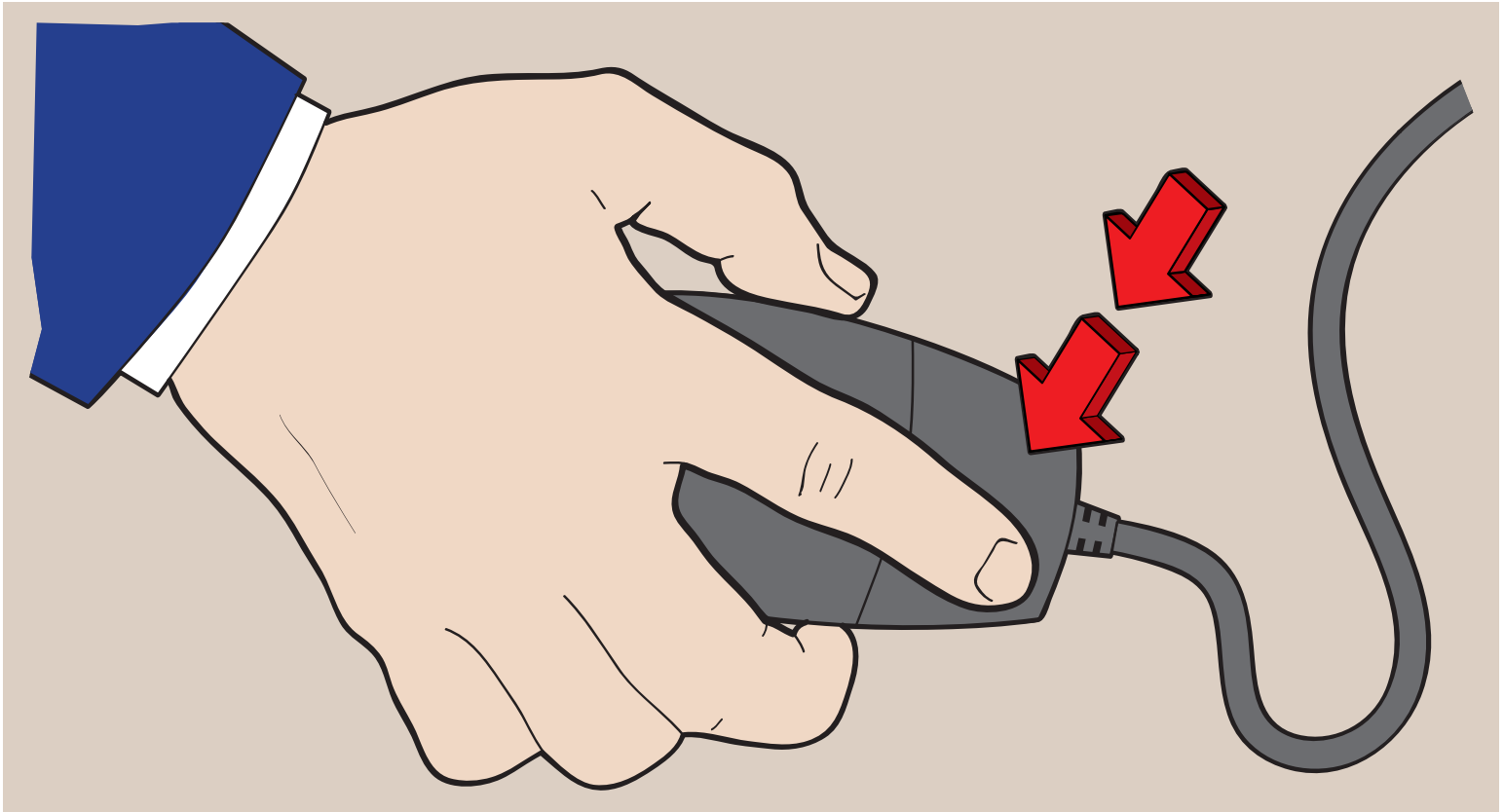215-355-2886
215-355-1068 fax

Editorial Offices
12 West 21 St
NY, NY 10010
212-691-8215
212-691-1191 fax

CMP
Converging
Communications
Group

TELECONNECT

In the Event You Wish an Online Option…

Teleconnect.com receives over 44,000* page views per month and is part of the CMP Converging Communications Group's online family of sites called **Commweb**.

Commweb.com receives over 1.7 million page views* per month and delivers unprecedented online reach into the fast-growth communications industry via **teleconnect.com,** *callcentermagazine.com, computertelephony.com, networkmagazine.com, and teledotcom.com.*

For information on *teleconnect.com* or any other online product, contact your print sales representative, or:

Chris Povio, Commweb National Sales Manager
cpovio@cmp.com   415-947-6335

The Converging Communications Group at CMP offers an audience of *Service Providers, IT and Network Managers, Developers, VARs, Business Unit Managers, and Customer Technology Experts* through a variety of **Print, Online** and **Event** products, and is your one-stop buy for integrated media. Complete media, audience and contact information is available at **www.commweb.com/media**

Print. Online. Events.
The Converging Communications Group at CMP.

CMP

**Converging
Communications
Group**