

Connect with over 5,000 of Australia's leading telecom decision makers*

Each and every morning

Communications Day is the must-read news and information bible for over 5,000 Australian telecom decision-makers across both Australia and the world every weekday morning.

Published since 1994, awarded four times and the basis for a global news syndication and publishing enterprise, Communications Day is a premium paid newsletter received by over 450 telecom companies and organisations.

INFLUENTIAL AUDIENCE, EAGER READERS

*Our Ecast/Webo email opening measurement system records daily openings of in excess of 5,000 readers (as measured June-July 2005). Incredibly, over half of all readers have opened and read their newsletter by 12pm AEST on the day of publication. Communications Day is Australia's primary source of telecom news, cited regularly as a source in the Senates Estimate Committee and by submissions to government from the likes of Telstra. And we are also the industry's thought-leader, featuring regular commentary from the likes of Grahame Lynch, Geoff Long, Richard Chirgwin, SPAN's John Kranenberg and Ovum's Rosalie Nelson.

JOIN A SATISFIED LIST OF PRESTIGE ADVERTISERS

In the past year, Communications Day has converted its PDF email delivery to a HTML format, allowing select advertisers to use banner and text links to reach this elusive and powerful audience. Join advertisers such as Huawei, Nortel, Terrapinn, AAP Communications Services, ACE and others who have experienced the benefits of advertising with Communications Day. We know advertising in Comms Day works as we do it ourselves—it was the major marketing channel for our 2005 Sydney summit that attracted over 150 paid and sponsored delegates!

THE POWER OF NEWSLETTER MARKETING

Communications Day offers a considerably more targeted audience and immediate feedback than any other print or online medium. Why waste your precious marketing spend on newspapers with fractionally tiny telecom audiences or the fragmented readership offered by generalist IT sites. Get savvy and targeted with CommsDay.



2006 CommsDay media kit

High-impact daily advertising

CommsDay allows you to maximize your impact with daily advertising messages, with nearly 2/3rds of our readers seeing them before midday on day of publication⁷ We carry HTML or other image-based advertising in the body of the email containing our PDF newsletter – ensuring that your message is seen first when readers open that day's issue.

We carry advertising in a number of formats, complete with embedded URL link:⁸

**Email-wide banner ad
468X60**

**Email big box
336X280**

**Email skyscraper
160 X 600**

Text ads up to 100 words with URL link

Banner ad: \$A1,000 for 5 day campaign in all newsletters

Big Box: \$A1,000 for 5 day campaign in all newsletters

Skyscraper: \$A1,000 for 3 day campaign in all newsletters

Text ad: A\$500 for 3 day campaign (up to 100 words)
(GST extra)

Contact us for more information about longer packages

⁷ Webo email measurement, Jan-Feb 2005

⁸ Not to scale

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Custom marketing, events and supplements

CommsDay can also tailor a wide range of specialized products to suit your particular needs. These include:

- Custom-published e-newsletters featuring tailored CommsDay content for your clients (A\$5,000 per newsletter)
- Custom half-day seminars with both your and third-party speakers (A\$5,000-10,000 sponsorship per event)
- Custom audio and video zines, interviews and virtual conferences in association with TelecomTV
- Sponsored subscriptions of CommsDay newsletters for corporate gifts
- Web directory listings

Specifications, terms and deadlines

- Text ads are prefixed with ADVERTISEMENT
- Decisive is not responsible for any changes, errors or omissions in material made after submission
- Advertiser and agency assumes liability for all content and claims made against Decisive in published material
- All efforts will be made to ensure premium position and request fulfillment, but we bear no liability for failure to satisfy all requests
- Reserve right to reject advertising requests
- Advertisements must bear company name, trademark or contact information
- All material must be submitted by 3pm AEST some two (2) days before publication
- Cancellations will not be accepted past submission of material
- Digital format is required for all submissions. Preferably high-res PDF (e-book or press standard), HTML, high-res JPEG or TIFF. All fonts should be embedded. URL link must be provided separately. Any other format will attract handling fees.
- All advertisements will be invoiced upon booking

Who to contact

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