

Last Mile Online

The Business of Community Broadband

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Last Mile Contacts

Vicki Losh | Sales Representative
330.467.7588 | vlosh@benjaminmedia.com

Brad Kramer | Editor
330.467.7588 | bkramer@benjaminmedia.com

Alexis Tarbet | Circulation Manager
330.467.7588 | atarbet@benjaminmedia.com

From the Editor's Desk

Starting in February 2009, Last Mile transitioned from a print publication to 100 percent digital. This monumental change positions Last Mile to better report on the fast-moving industry of high-speed Internet services in the metropolitan, suburban and rural markets.

Last Mile Online provides in-depth and unbiased feature articles and case studies of the latest community broadband projects, from public safety initiatives to improvements to education systems and beyond, as well as daily news updates and editorial commentary.

News and feature articles will be presented online and in the publication's e-newsletter, which print subscribers must sign up for to continue receiving the latest updates of Last Mile's exclusive coverage of the community broadband market.

Check out Last Mile's new all-digital look at www.LastMileOnline.com. If you are not a subscriber to the Last Mile E-Newsletter you must sign up to opt in to the e-mailings, which are sent every second and fourth Wednesday of every month. You can subscribe by clicking on the Free E-Newsletter link at Last Mile Online, located at the top right of the homepage.



Editorial Opportunities: Last Mile Online wants your community broadband related white papers, case studies, analysis, opinion columns, product releases and news items. Please submit to:

Brad Kramer | Associate Editor | Last Mile
330.467.7588 | bkramer@benjaminmedia.com

LastMileOnline.com – Website Statistics

THE fully interactive community broadband website serving city/county managers, Mayors, economic development directors, municipalities/utilities acting as service providers, and others involved in community broadband design and deployment.

Lastmileonline.com presents all major broadband technologies to the world through up-to-the-minute content, innovative ideas and crucial information about designing, deploying and maintaining broadband infrastructure in your community.

Lastmileonline.com delivers in-depth and unbiased feature articles and case studies of the latest community broadband projects, late-breaking news, forums, blog posts and product announcements.

Lastmileonline.com connects businesses with an extensive audience of decision-makers who design, build and maintain the last mile – including municipalities, service providers, utilities, developers, engineers, consultants, contractors, installers and educational institutions.

Special Sections



Lastmileonline.com offers educational opportunities through Last Mile University white papers and case studies and Webinars.



Lastmileonline.com connects municipalities searching for broadband design and deployment services and products with the companies that provide them in the Online Sourcebook.

2008 Annual Webstats

- www.lastmileonline.com received 62,476 visits
- 188,870 pages were viewed
- Unique Visitors increased by 10%

Top 5 Most Visited Pages

1. Feature Articles
2. Homepage
3. Archives
4. News
5. LMU — Last Mile University



A two-day, interactive online event where businesses can network with influential municipal decision makers. This annual event provides municipal decision makers with the information they need to choose and implement the right broadband solutions for their communities. Go to www.digitalcityexpo.com for more information about Digital City EXPO, or contact Lindsie Bowman for a sponsor prospectus:

Online Advertising on www.lastmileonline.com

Banner Ads

Homepage Banner Ads

Size (in pixels)	3x		6x		12x	
	Per Month	Total Insertion	Per Month	Total Insertion	Per Month	Total Insertion
170 x 150	\$250	\$750	\$225	\$1,350	\$190	\$2,280
170 x 310	\$370	\$1,110	\$325	\$1,950	\$280	\$3,360
170 x 470	\$500	\$1,500	\$430	\$2,580	\$370	\$4,440
468 x 60	\$650	\$1,950	\$575	\$3,450	\$475	\$5,700

The 468 X 60 banner will appear below the menu bar on the home page.

Secondary Page Banner Ads

Size (in pixels)	3x		6x		12x	
	Per Month	Total Insertion	Per Month	Total Insertion	Per Month	Total Insertion
170 x 150	\$200	\$600	\$180	\$1,080	\$155	\$1,860
170 x 310	\$250	\$750	\$220	\$1,320	\$190	\$2,280
170 x 470	\$300	\$900	\$265	\$1,590	\$225	\$2,700

• All rates are net.

The ad may be gif, jpg or swf format. Images must be 72 dpi minimum.

Exclusive Sponsor of Last Mile University (LMU)

\$3,500 net

Establish your company as a leader and supporter of education by exclusively sponsoring the LMU page online.

- Large exclusive banner ad on LMU page of lastmileonline.com (345W x 310H pixels).
- Featured White Paper in Last Mile E-newsletter and posted on LMU
- Banner ad promoting LMU in 24 issues of Last Mile E-newsletter

Premier Bundle

\$2,300 net per year

Includes three of our top online advertising mediums at a reduced rate!

- Secondary Page Banner Ad—**170 x 150 pixels** (valued at \$1,860)
- E-newsletter 3x banner ad insertion (valued at \$450)
- Enhanced Listing in the Online Sourcebook (valued at \$500)

Total net value — \$2,810 net

Featured Article Banners

\$650 net

Place your Ad or Logo in-line with a feature article linked to your website for the life of the digital article. **468x60 pixels**

POP-UP Banners

\$1000 net per month

We love to hate 'em, but they work. For a quick advertising campaign, or permanent impact, pop-ups are here to stay. For one month you can have the prime spot on our home page. **500 x 350 pixels**

Last Mile Online

The Business of Community Broadband

Online Advertising on www.lastmileonline.com

Homepage Poll Sponsor

\$350 net per month

Interact with lastmileonline.com visitors with a homepage poll. Your company will be recognized as the poll sponsor with logo included. Great for branding. Response rates provided to sponsor once poll has ended.

Choose monthly poll questions | Receive poll results | Brand recognition on homepage

Online Sourcebook Enhancement

\$500 net per year

Reach municipalities searching for broadband design and deployment services and products! Enhance your listing in the Online Sourcebook and stand out from your competitors!

- Rotating banner ad (180 x 180 pixels) on the Sourcebook website
- Business listing containing your contact information
- Logo (100 x 70 pixels) with listing for branding
- Your email and website links
- 4 images (600 x 600 pixels!)
- Priority listing in search results
- Keyword search capabilities



**Now a 2-day
Online Event!**

Reach your municipal prospects online during this interactive, educational two-day event May 20-21, 2009. Generate Sales Leads without the Travel Costs!

The digital format of the 2009 Digital City EXPO will be every bit as interactive as past conferences and will allow attendees to interact with speakers, colleagues, industry experts and conference sponsors via instant messaging and online networking chat rooms.

For more information on sponsoring DCE 2009 please contact

Lindsie Bowman | Sponsorship Sales

330.467.7588 | lbowman@benjaminmedia.com

Visit us online at www.digitalcityexpo.com

Last Mile Editorial Calendar

Last Mile Online accepts full article submissions typically one month prior to publication. In addition to the following topics, Last Mile Online accepts news releases, product announcements, Point of View commentary columns, Market Watch industry research analysis and articles on other proposed topics based on timeliness and relevancy.

January

Broadband Innovations
Subscriber Retention
Regulatory Concerns
Municipal Consultants

February

Rural Broadband
Applications: Utilities
Network Architecture: Long Term Evolution (LTE)
Case Study: Return on Investment

March

Applications: Optimizing the Network
Economic Development
Construction Methods: Aerial
Network Architecture: Legacy Copper

April

Applications: Education
Design/Engineering
Case Study: Buildout Challenges
Metropolitan Networks

May

Network Architecture: Wireless Mesh
Applications: Public Safety
Digital City EXPO Coverage
Regional Networks

June

Smart Community Award Winners
Applications: Healthcare
Construction Methods: Trenchless Technologies
Applications: Entertainment/Providing Content

July

Network Architecture: WiMAX
Funding/Business Models
Applications: Transportation
Case Study: Security/Dispatch Networks

August

Network Architecture: Hybrid (Fiber/Copper/Wireless)
Applications: Voice/Video
Outside Plant
Economic Development

September

Network Architecture: Fiber (FTTx)
Metro Networks
Construction Methods: Micro Trenching
Network Architecture: Legacy Copper

October

Network Architecture: Network Backhaul
Applications: Utilities
Rural Broadband
Applications: Education

November

Applications: Transportation
Design/Engineering
Applications: Voice/Video
Regional Networks

December

Network Architecture: Fiber (PON)
Construction Methods: Existing Utilities
Applications: e-Government/Operational Efficiency
Municipal Broadband Survey

Last Mile E-Newsletters

Last Mile E-Newsletter reaches 5,821 municipalities, service providers, safety professionals, engineers, consultants, IT staff, developers, contractors and educational institutions.

Distribution: 2nd and 4th Wednesday of every month

E-Newsletter Banner Ads

Capture leads and direct readers to your featured product or service. The ad may be gif, jpg or swf format. Images must be 72 dpi minimum. The following ads are available:

Ad Type	Size (in pixels)	12 Issues One Ad Per Month	24 Issues Two Ads Per Month
Horizontal Banner	522W x 72H	\$1,800 net/year	\$3,240 net/year
Vertical Skyscraper	60W x 468H		

E-Newsletter Company or Product Profile Ad

\$150 net

Publicize your company, products or services with a Profile Ad in the Last Mile E-Newsletter. Includes 50 words and your logo or graphic image.

Specs: Image must be jpg format and 72 dpi minimum.

E-Newsletter Downloadable Desktop Wallpaper Image

\$500 net

Prime placement of your downloadable image at the very top of the Last Mile E-Newsletter commands attention. This allows users to download your image as their desktop background on their computer screen.

Specs: Ad must be .eps format, 150 dpi minimum and 1280W x 1024H pixels. File cannot exceed 30k.

Featured Case Study or White Paper

\$350 net

Establish your company as a leader with your case study or white paper featured in the Last Mile E-Newsletter.

Specs: Whitepaper headline and 50 word description, plus the whitepaper in pdf format.

Specialty E-Newsletter Sponsor

\$1,600 net

Sponsor one of these Specialty Last Mile E-Newsletters and receive maximum exposure in the e-newsletter! Specialty E-Newsletters are:

Public Safety: Video Surveillance | Broadband for Education | Finance/Funding a Municipal Broadband Project

For all online ads, you must submit the website URL you wish to link your ad to.

For more information contact Vicki Losh
at 330.467.7588 or vlosh@benjaminmedia.com

Last Mile

The Business of Community Broadband

Online

Capture Qualified Leads on the Net with a Webinar Program from Last Mile

Last Mile Webinars turn prospects into qualified leads, giving your sales team the information they need to close sales.

Brand your company as an expert and leader with a one-hour seminar broadcast live on the Web. Participants will have real-time interaction with speakers/moderators throughout the event.

- **Strong ROI**
- **Average Enrollment is 152... Those are 152 direct qualified leads the sponsor receives!**

Webinar Sponsor Benefits

Attendees are approved by sponsor prior to the event to ensure an audience of qualified prospects—not competitors.

- E-mail invitations to approximately 10,000 prospects. Invitation page links enrollees to sponsor's Web site.
- Five weeks prior to Webinar, banner advertisement will be placed on *lastmileonline.com*.
- Sponsor has the option to add up to 5 custom questions to enrollment form. The responses provide valuable information about the audience.
- To ensure an audience of qualified prospects, a weekly enrollment report is sent to sponsor for approval of attendees. Only attendees approved by sponsor will be able to view the live Webinar.
- 60 minute Webinar (recommended 45 minutes for presentation and 15 minutes for Q&A). Webinar can include video, real-time polling and/or surveying of audience, software demos and much more. A Last Mile editor will be on hand to moderate if needed.
- Following the event, sponsor will be provided a final report including: list of all registrants that logged on to the Webinar, a list of all registrants that were absent, a list of all questions asked during event, and answers to any polls or surveys given during the event.
- Recorded Webinar will appear on the *lastmileonline.com* site for one year following the live event.

Rate: \$4,500 net

