

# **Tele-Medios**

## **Media Kit 2007**

**The bridge between your business  
and doing business in Latin America.**



# About Tele-medios

**Tele-Medios Corp. is a highly specialized multimedia company serving the telecommunications industry in Latin America.**

Tele-Medios provides strategic insight for telecom professionals through a variety of media, including electronic publications, web portals, video on-demand, strategic content creation, educational webinars and the first and only radio show on Latin American telecommunications aired live over the Internet.

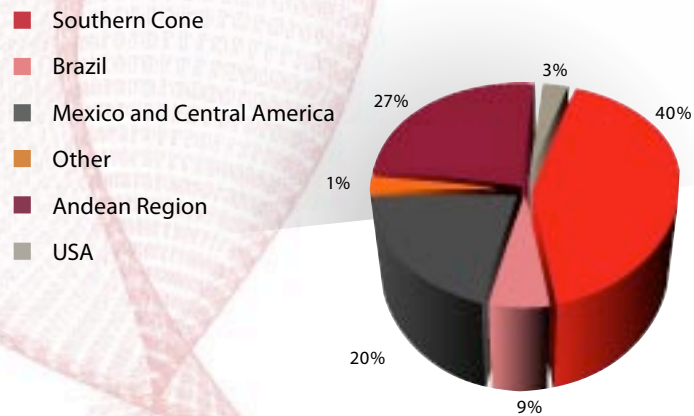
Firmly established as the premier source of information for telecom professionals in Latin America, Tele-semana is renowned for the quality of its content and for its educational value. Tele-Medio's content is geared to educate, explain and help our readers make intelligent buying decisions.

If you need a partner to help you tackle your business goals in Latin America, Tele-Medios is positioned to help you achieve those goals. Latin America is a whole new world. Reach a new world of opportunities with Tele-Medios.

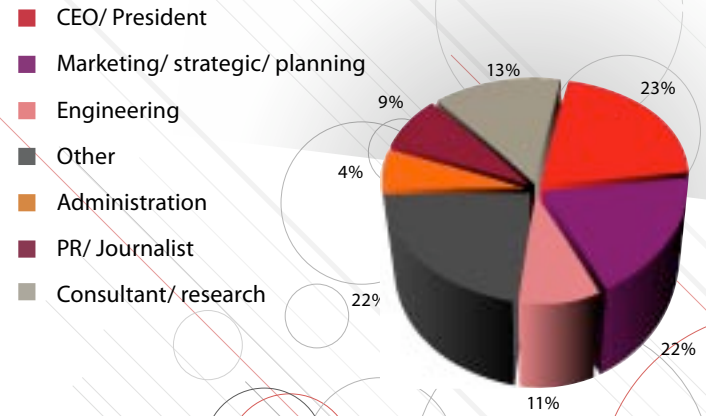
# Tele-semana multimedia at glance:

- Publication of choice by wireless, wireline, satellite, cable service providers, regulators, OEMs and analysts.
- Trendsetting editorial content: 3G networks, standards, broadband wireless technologies, devices, network management, new telecom technology developments, market trends, etc.
- Four years in the market.
- Premier media sponsor of major trade shows worldwide.
- Over 10,000 subscribers.
- Over 16,000 unique visitors a month.
- Read in 21 countries in Latin America and in the US and Spain.

**Suscribers by region (%)**



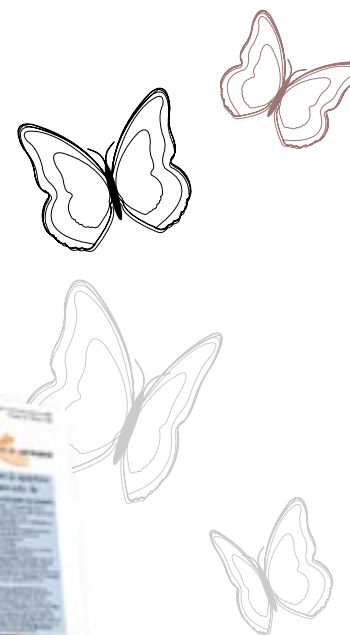
**Suscribers by position (%)**



# Tele-semana Editorial Content and the butterfly effect:

A butterfly moves its wings in Asia and Latin America experiences an earthquake, that is how we see the industry and that is how we approach our editorial content.

- 3G wireless technologies and devices.
- Wireline and wireless broadband and devices.
- IP Multimedia Subsystem (IMS), Triple play and Fixed Mobile Convergence.
- Next Generation Networks.
- Review of latest studies and forecasts.
- Analysis and case studies of new services.
- Analysis of latest international trends.
- Regulation and industry policies.



# Editorial Calendar

	TELE-MEDIOS EDUCATIONAL		TELE-MEDIOS MULTIMEDIA OFFERING (includes tele-semana daily news & weekly newsletter + latinwimax)		
	TELE-SEMANA WEBINARS	TELE-SEMANA PLUS	RADIO TELE-SEMANA	TELE-SEMANA TV	MEDIA SPONSOR
<b>January</b>	Customer Exclusive Webinar Slot. Webinar Series: CDMA450.				IPTV World Forum Latin America
<b>February</b>	Customer Exclusive Webinar Slot. Customer Exclusive Webinar Slot.	Mobile and fixed WiMAX.	LIVE from Barcelona.	Video Uplodas from 3GSM. Weekly Video Upload. Space for one sponsored video upload.	3GSM Barcelona ExpoComm Mexico
<b>March</b>	Webinar Series: IMS. Customer Exclusive Webinar Slot.		LIVE from Sao Paulo. LIVE from Orlando.	Video upload from Telexpo. Video uploads from CTIA. Weekly video upload. Space for one sponsored video upload.	WiMAX Vision Telexpo CTIA Wireless WiMAX Latin America IPTV World Forum
<b>April</b>	Customer Exclusive Webinar Slot. Webinar Series: HSDPA/HSUPA.	Mobile TV.		Weekly video upload. Space for one sponsored video upload.	Revenue Assurance and Fraud Management Caribbean & Central America
<b>May</b>	Customer Exclusive Webinar Slot. Customer Exclusive Webinar Slot.			Weekly video upload. Space for one sponsored video upload.	VoIP Latin America
<b>June</b>	Webinar Series: LBS. Customer Exclusive Webinar Slot.	IP Multimedia Subsystem (IMS).	LIVE from Chicago.	Video upload from NXTComm. Weekly video upload. Space for one sponsored video upload.	NXTComm Mobile Messaging & VAS
<b>July</b>	Customer Exclusive Webinar Slot. Webinar Series: WiMAX.			Weekly video upload. Space for one sponsored video upload.	Regulatory forum LATAM
<b>August</b>	Customer Exclusive Webinar Slot. Customer Exclusive Webinar Slot.	HSDPA/HSUPA.		Weekly video upload. Space for one sponsored video upload.	IPTV & 4Play
<b>September</b>	Webinar Series: EV-DO Rev. A and beyond.		LIVE from Florianopolis.	Video upload from Futurecom. Weekly video upload. Space for one sponsored video upload.	Futurecom Revenue Assurance and Fraud Management LATAM IMS LATAM Mobile TV LATAM
<b>October</b>	Customer Exclusive Webinar Slot. Customer Exclusive Webinar Slot.	IPTV.	LIVE from Boston.	Video Uploads.	WiMAX World Andicom
<b>November</b>	Webinar Series: Mobile TV. Customer Exclusive Webinar Slot.		LIVE from Caricam.	Video upload from Caricam. Weekly Video Upload. Space for one sponsored video upload.	Caricam Mobile GSM Americas
<b>December</b>	Customer Exclusive Webinar Slot. Webinar Series: IPTV. Customer Exclusive Webinar Slot.	Location Based Services (LBS).			Broadband Access Strategies



# Marketing and media to achieve your goals in Latin America.

## 1- Multimedia Marketing

### **Tele-semana.com**

Tele-semana.com daily news provides in a very simple-to-use interface the latest news and trends in the telecommunications industry. With short to-the-point stories, Tele-semana Daily News allow telecom professionals in Latin America to understand where the industry is going so they can take action faster upon those opportunities that best work with their line of business. Our motto: if it can be said in two words do not use three.

### **Tele-semana Newsletter (PDF)**

Tele-semana Newsletter has been in the market for four years and it is considered a must-read by industry professionals around Latin America. Published on time every week, Tele-semana provides in a single PDF document all the information professionals need to know about the telecommunications industry in Latin America.

### **RadioTele-semana.com**

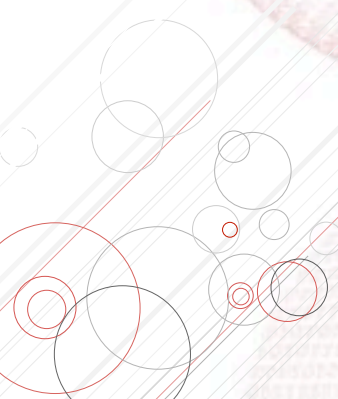
Radio Tele-Semana is the region's first telecoms radio talk show to be aired live over the Internet. Radio Tele-Semana's weekly one-hour shows include up-to-the-moment technology news, interviews with industry experts, appearances by wireless and wireline operators and lots more. Every Friday from 10 a.m. to 11 a.m. U.S. Eastern Standard Time, Tele-Medios' Editorial Director Rafael A. Junquera dissects the week's events in the telecommunications industry with the help of top personalities. Radio tele-semana has become the premier broadcast media from major shows in the industry. The mobile studio has broadcasted live from shows such as 3GSM World Congress 2006, ITU Americas 2005, GlobalComm 2006, Telexpo 2006 and many more.

### **Tele-semanaTV.com NEW IN 2007!**

TelesemanaTV offers each week new high quality video programming for its more than 11.000 subscriber. Internet video streaming provides a unique opportunity to educate about the latest telecom developments. Tele-Medios has invested to make TelesemanaTV the highest-quality broadband video service available for the Latin American telecom community. Most importantly, TelesemanaTV uses the same well-respected editorial style and content.

### **LatinWiMAX.com**

The leading provider of WiMAX information for the WiMAX industry in Latin America. LatinWiMAX enables Telecom professionals to learn about the latest WiMAX trends around the globe. With an analytical view, the daily short stories at LatinWiMAX allow telecom professionals to learn about the latest developments in the WiMAX space from product launches, WiMAX implementations to research data and more. LatinWiMAX has become a must read publication for those operators that either have launched WiMAX or are planning to do so. LatinWiMAX is the first and only publication covering this fascinating technology at a professional level for the Latin American Professionals.



## 2- Educational Media, Lead Generation & Research.

### Tele-semana Plus

Tele-semana Plus is a series of six telecommunications technology reports. Tele-semana Plus provides valuable insight on the status of new technologies related to the industry and of key relevance for service providers. With technology description, data, research and case studies, Tele-semana Plus is the ultimate source of information about new technologies for telecommunications networks. Tele-semana Plus is published six times a year (every two months).

### Tele-semana Webinars.com

Tele-Semana Webinars are sponsored seminars that are accessed over the World Wide Web. Its main purpose is to educate the audience with interactive online live presentations. Tele-Semana Webinars are ideal to reach prospects in your business segment through interesting, informative and easy-to-access multimedia presentations. Attendees can access the online seminars live or on-demand as many times as needed. From product-launch events to educational sessions, Tele-Semana Webinars help your business communicate, coordinate, and collaborate with existing and future clients.

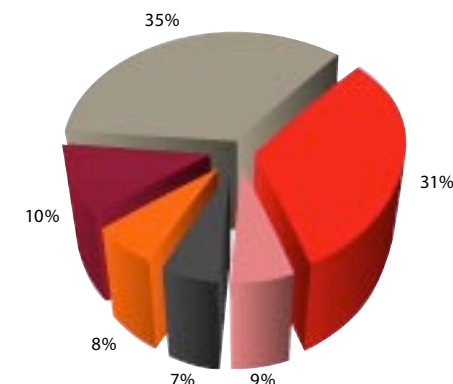
#### Some figures:

- In average Tele-semana Webinars have around 200 registrants prior to the LIVE presentation;
- Between 30% and 40% of those registrants attend the LIVE presentation;
- A week after the webinar on-demand viewers come up to 80/100 people;
- People keep registering throughout the twelve months that the webinar remains available in our archive.

#### Advantages:

- Generate real sales leads (from people that will have shown interest in your paper and webinar);
- Collect market intelligence;
- Filter prospects;
- Educate potential and existing customers;
- Get instant feedback from the audience.

Profile of registrants (%)



- PR / Journalists
- Analysts / Consultants
- Operators
- OEMs/Vendors
- Government Officials
- Others

# Multimedia Marketing Package rate cards

	PLATINUM	GOLD	SILVER
<b>Radio Tele-semana.com</b>	468 x 60 Banner Ad 60-second Audio Ad Audio Ad production Advertising Skin (only one site) Event LIVE Broadcast Sponsorship	468 x 60 Banner Ad 30-second Audio Ad Audio Ad Production	468 x 60 Banner Ad
<b>Tele-semana.com</b>	160 x 600 Banner Ad (section of your choice) Paper Listing Advertising Skin (only one site)	468 x 60 Banner Ad Paper Listing	468 x 60 Banner Ad
<b>Tele-semana Weekly Newsletter (PDF)</b>	1/2 Page Ad 468 x 60 Newsletter E-mail Delivery Ad Advertorial * Special E-mail Delivery **	1/4 Page Ad Special E-mail Delivery **	1/4 Page Ad
<b>Tele-semanaTV.com</b>	160 x 600 Banner Ad Video Opening 10-Second Clip Corporate Video Listing & Promotion	468 x 60 Banner Ad Video Opening 10-Second Clip	468 x 60 Banner Ad
<b>1-Month 3-Month 12-Month</b>	<b>\$ 2,490/month \$ 1,992/month \$ 1,618/month</b>	<b>\$ 1,990/month \$ 1,592/month \$ 1,294/month</b>	<b>\$ 1,490/month \$ 1,192/month \$ 968/month</b>
<b>LatinWiMAX.com Upgrade</b>	Advertising Skin 160 x 600 Banner Ad	468 x 60 Banner Ad	468 x Banner Ad
<b>Upgrade Cost</b>	Free Upgrade for Platinum Sponsors	Free Upgrade for Gold Sponsors	\$ 490/Month

# Educational Media Package rate card

TELE-SEMANA PLUS	TELE-SEMANA WEBINARS	
<p>Bi-Monthly Research Report Leading Sponsorship (3). Logo insertion on cover of Reserch Report. Right to suggest possible questions to be included on poll. Results of poll among people downloading Research Report. Promotional E-mail blast with your logo as leading sponsor. Full Page Advertorial on Research Report. Tele-semana Plus listing in www.tele-semana.com. Free licensing for unlimited printing and distribution.</p> <p><b>x 1 = \$ 4,490 x 2 = \$ 3,592/each x 6 = \$ 2,918/each</b></p>	<p><b>EXCLUSIVE WEBINARS</b></p> <p>60-Minute Speaking Time Slot. Full database of Webinar Attendees (LIVE &amp; on-demand). Right to choose topic to be addressed at the webinar. Logo insertion in all promotional pieces. Your company announced as Exclusive Sponsor. Your are entitled to promote your condition of exclusive sponsor. Webinar Listing in TSW.com archive. Webinar hosting for 12 months. Webinar Promotion through TS Multimedia Package. Two E-mail blasts promoting the webinar. Q&amp;A session led by qualified moderator.</p> <p><b>x 1 = \$ 7,490 x 2 = \$ 5,992/each x 4 = \$ 4,868/each</b></p>	<p><b>WEBINAR SERIES</b></p> <p>20-Minute Speaking Time Slot. Full database of Webinar Attendees (LIVE &amp; on-demand). Logo insertion in all promotional pieces. Your company to be announced as leading sponsor (2). Your are entitled to promote your condition of leading sponsor (2). Webinar Listing in TSW.com archive. Webinar hosting for 12 months. Webinar Promotion through TS Multimedia Package. Two E-mail blast promoting the webinar. Q&amp;A session led by qualified moderator. Opportunity to present next to executives from leading organizations.</p> <p><b>x 1 = \$ 4,000 x 2 = \$ 3,200/each x 4 = \$ 2,600/each</b></p>





## 3- Custom Publishing

### Tele-Content

Tele-Content's mission is to develop specialized content for companies looking to present an educational or commercial message about their products and services to the Latin American telecommunications industry. The objective is to position telecommunications companies as leaders in their respective fields of competency.

When you choose Tele-Content for your content-creation needs, you are hiring an experienced team of thinkers, writers and graphic designers to produce unique articles, white papers and corporate newsletters.

Leverage Tele-Semana's network of subscribers and its reputation for providing intelligent, lively and innovative content to the Latin American telecommunications industry.



### Contact information:

For more information about how Tele-Medios can help you reach your marketing objectives:

**Juan Gimenez**  
Marketing Director

Phone: +1-305-735-3235

Fax: +1-305-396-6049

E-mail: [juan.gimenez@tele-medios.com](mailto:juan.gimenez@tele-medios.com)

