

Date: March 8, 2005

Muniwireless media kit

Muniwireless is the portal for news and information about citywide wireless broadband projects worldwide. Municipalities come to the site to find out which cities are deploying wireless networks. They use Muniwireless to draft their RFPs and to research which vendors, service providers and systems integrators to consider. Financial institutions and analysts come to Muniwireless to find out who are the players in the wide-area wireless broadband market. Venture capital firms and investors visit the site to look for promising wireless start-ups. Journalists use Muniwireless to do research on stories about wireless broadband. No other publication covers municipal wireless broadband like Muniwireless.com.

Reasons you should advertise on Muniwireless:

- Municipalities come to the website to do research. I get emails from municipalities and their consultants every week telling me that they use my site to write their RFPs, to research other city projects and to find information on vendors and systems integrators. They also ask me to post their RFPs on Muniwireless to get better responses. Muniwireless has become the leading resource for cities that are planning citywide wireless broadband networks. By advertising, you are always "in front" of your potential customers.
- Federal, state and local government officials come to Muniwireless to follow regulatory developments (e.g. anti-municipal broadband bills) and citywide wireless broadband deployments.
- Systems integrators who are hired by cities to upgrade their IT infrastructure use Muniwireless to find vendors and service providers. Having a presence on the site allows them to find you quickly and allows you to profile your latest projects and products.
- Journalists use Muniwireless to write stories about citywide wireless broadband networks. The Wall Street Journal referred to Muniwireless.com in two articles (in November and December 2004). The New York Times, Businessweek and CNET have interviewed me on the subject of city wireless broadband networks. Many more online and print publications have cited to Muniwireless and continue to use the site as a resource. The site has been Slash-dotted twice in the past year.

Advertising packages

1. Company Profile page

Price: 2500 EUR for one year

The Company Profile Page is your main Muniwireless presence. Visit the Company Profile pages at: <http://www.muniwireless.com/reports/companyprofiles.html>.

View a sample Company Profile page at <http://www.muniwireless.com/reports/tropos.html>. You can update your page to highlight new developments, projects, products and alliances. This package entitles you to have your logo on the Muniwireless home page.

Sign up for the Company Profile Page NOW and get a free listing in all Muniwireless Reports (see the June 2004 and March 2005 Reports).

2. Weekly newsletter sponsorship

Price of a four-week subscription: 2500 EUR (20% discount if you sign up for 8 weeks or more)

You get a sponsor paragraph in the weekly newsletter plus your logo on the Muniwireless home page.

Why get the Company Profile Page and weekly newsletter sponsorship package? If you want to announce a new project (for example, Firetide's recent Culver City project) or a new product (see the Nomadix/BelAir Networks kit), the weekly newsletter sponsorship is an excellent way to get subscribers, municipalities and resellers to focus on you. You can combine this with a flashing banner ad on the site at no extra charge for the duration of your sponsorship. After the sponsorship period has expired, you will continue to have a Muniwireless presence because people can find you on the Company Profile pages. Anyone with a profile page gets a free listing in all Muniwireless Reports.

Subscriber profiles and statistics

The weekly newsletter has **1707 subscribers as of March 8, 2004**. This is up from 466 at the end of June 2004, an **increase of 266%** in just eight months. A significant number comes from municipalities, but also from vendors of hardware and software, telecoms companies, systems integrators and consulting firms. Most subscribers come from the US followed by the UK and other European countries. I am updating the table that breaks down the subscribers according to affiliation.

Website statistics

The website gets an average of 250 hits per day. This is up from 100 hits per day in June 2004. The number of hits can rise to over 600 in one day if the site is mentioned in a popular forum such as Slashdot or on a popular website that gets a lot of traffic (for example, Businessweek Online or the Wall Street Journal).

Future Muniwireless products

I am continuing to release new publications. I have already published an e-book of RFPs for municipalities. The book called "RFP Heaven" came out at the end of November 2004. I am also coming out with the Muniwireless Annual Report (June 2005). If you sign up for the Company Profile Pages, you will get a **free listing** in the Muniwireless Annual Report.

In addition, I have also launched a series of "cookbooks", the first of which - Wireless Broadband: The Foundation for Digital Cities - can be downloaded from the website. The second cookbook is due out any day.

If you have questions, please email me at esme@muniwireless.com. You can also talk to me via Skype (my Skype user name is muniwireless) or iChat (isolde100@mac.com).