

MuniWireless Online

Who we are

Founded in 2003, MuniWireless is the most trusted and relied-upon source of news, information, analysis, commentary, interaction and advocacy for everything that has to do with citywide wireless broadband networks worldwide.

It is the go-to source for everyone involved the wide-area wireless broadband ecosystem: municipal and regional officials, service providers, IT managers, integrators, consultants, legislators, community activists, analysts and journalists.

In all, MuniWireless touches tens of thousands of individuals through online, print and face-to-face media. Esme Vos, the founder of MuniWireless, continues to be its guiding force, and develops new ways to expand its audience and its influence in national and municipal governments around the world.

What's new with MuniWireless?

We have redesigned the MuniWireless website to make it easier to navigate and to highlight important changes in our industry.

We have added a **WiMAX section**. Why? Because the explosive growth in demand for wireless access to data services and applications cannot be met in the short term by existing 3G and WiFi networks. WiMAX will play a critical role in fulfilling this demand.

Paul Kapustka, founder of *SideCut Reports*, has joined MuniWireless as editor of the WiMAX section. Paul has been a journalist and analyst in the tech industry for many years. He has served as managing editor and staff writer for the GigaOM and NewTeeVee blogs and prior to that, he was vice president for online content at Pulvermedia, where he produced the VONosphere news site. Paul will continue to run Sidecut Reports, which offers long-form analysis and research.

Statistics

- 30,000 unique visitors per month
- over 1300 RSS subscribers
- 3200 subscribers to the weekly newsletter
- over 16,500 individuals in the Muniwireless database
 - State, local and municipal officials
 - CIOs, IT managers and IT staff for municipal governments
 - Systems integrators and consultants
 - Equipment and software vendors
 - Legislators, regulators, community leaders, journalists and other influencers

Advertising and Lead Generation Opportunities

(1) Banner Ads

Banner ads rotate on the home page.

Top banner: \$2200 per month

- 728 x 90 pixels, top bar next to the MuniWireless logo

Vertical tab: \$2000 per month

- 336 x 280 pixels, right hand side

Skyscraper ad: \$1000 per month

- 160 x 600 pixels, right hand side underneath the vertical tab

Small square ad: \$500 per month

- 125 x 125 pixels, right hand side underneath vertical tab and poll

Quick poll sponsorship: \$500 per month

- sponsor can send poll questions

(2) Main section sponsorships (4 available): \$1500 per month

Main section sponsors will receive TOP BANNER AD on all section pages (sole advertiser in this location). There are 4 main sections:

- Applications
- WiMAX
- City and County Wi-Fi Networks
- Regional News (Europe, Asia, Middle East and Africa, Latin America)

(3) Exclusive sponsorship of Google map with WiMAX networks or Google map with muni WiFi networks: \$2500 per month

We have put together two Google maps: one showing cities with available WiMAX service and another showing citywide WiFi networks and hotzones. Users who go to the WiMAX map can find out details about the service providers and subscription fees. **We expect these pages to be the most heavily visited after the home page.**

Your ad would appear beneath the "View larger map" link in the graphic below:



The image shows a screenshot of a Google Maps interface. The main map area displays a world map with several location pins. The pins are concentrated in North America, Europe, and Asia. The map includes navigation controls (up, down, left, right arrows, zoom in/out buttons) and a 'Map Sat Ter' switch. Below the map is a 'View Larger Map' link. To the right of the map is a sidebar with a 'Learn More' link, a 'Recent Comments' section with two entries, and a 'Resources' section with three links.

Recent Comments

WiBro (Wireless Broadband) is t
mobile WiMAX (IEEE 802.16e-20
2.3 GHz spectrum with 8.75 MHz
Jeff Orr on [Map of mobile WiMAX
now available](#)

Currently, the WiMAX network c
nomadically, i.e. you can move yo
one point to another within the
WiMAXian on [Map of mobile Wi
world now available](#)

Is the service fixed or nomadic,
just go to one of the 30 towns v
connect to the service? ...
Esme Vos on [Map of mobile Wi
world now available](#)

Resources

[Mobile Internet: What is
WiMAX's role?](#)

[New WiMAX Report: Why
the New Clearwire gives
WiMAX its best chance at
success in the US
marketplace](#)

[Now live: Sidecut Net
Neutrality Report](#)

(4) Publicity for webinars

We will be doing much more publicity for webinars because they have proven to be very effective for lead generation. We are flexible and can post your webinar announcements on **short notice**.

- \$500 per blast (a blast is an article posted on the MuniWireless website, in the main articles and events sections, which shows up on the Home page)
- \$500 for inclusion in the webinar TV Guide (one time fee)
- \$800 for 4 weeks in the weekly newsletter (or \$400 for two weeks right before your webinar)

(5) Custom postings of white papers and case studies

- \$300 per posting (no charge if you sign up for the Company Profile page)

(6) Company profile page: \$5000 per year

If you're not in, you're out! Make sure you are listed in our Companies database, which includes equipment manufacturers, integrators, distributors, service providers – everyone in the ecosystem. Buyers search the database to find out who is selling products and delivering services in their city or country. You will get your own profile page.

- 250 words: company description + logo + product description
- links to latest 3 press releases (you send us press releases regularly and we post them)
- ability to post white papers and case studies in our Resources section *for no additional cost*

(7) Weekly newsletter: \$800 for 4 weeks

You can run text ads in the weekly newsletter. We limit the number of advertisers to four per newsletter.

(8) Online video production

We help our clients produce video for marketing purposes. Please contact us and we will give you a quote.

(9) Consulting services

Putting together your 2009/2010 marketing campaign

We can help you put together your 2009/2010 marketing campaign. We are experts in the municipal / wide-area wireless broadband market and can advise you on how to craft your campaign for a variety of audiences and **how to take advantage of the increased spending by the Obama administration on broadband infrastructure in the United States**.

Social media consulting: using Facebook, Linked In and social networking sites to generate leads and improve brand recognition

We have used Facebook, Linked In, Twitter and other social networking tools for generating leads, maintaining contact with users and enhancing our brands. We can help you do the same. Contact us for our social media consulting services.

(10) Custom research and analyst reports

We publish our own research reports on the state of the market and buying trends. From time to time, we do custom research and analysis for clients. If you are interested in this service, please contact us.

Contact Details:

Esme Vos

Founder, MuniWireless.com

esme@muniwireless.com

+1 415 341 2150

Skype: muniwireless