



## Ohio Telecom Association

We are the industry.

For more information, visit:  
[www.ohiotelecom.com](http://www.ohiotelecom.com)



### REACH 100% OF THE ILECs IN OHIO.

The **Ohio Telecom Association (OTA)** represents the second largest telecommunications market in the Midwest. As the first established telecom association in the United States, the **OTA has proudly represented the Ohio telecom industry for more than 100 years.**

With the second highest number of urban areas in the country with populations over 100,000, Ohio embodies a strong and solid telecommunications market.

### OTA MEMBER COMPANIES' INVESTED EXPENDITURES EXCEED \$7 BILLION.

Members of the OTA invest hundreds of millions of dollars to maintain, expand and upgrade their networks annually.

**Don't miss this opportunity to get your message in front of these key decision makers** - contact your Naylor representative today.

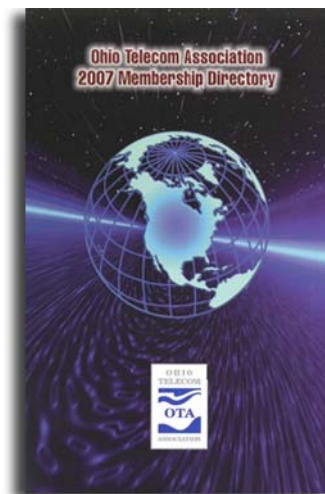
### TARGET KEY DECISION MAKERS.

Advertising in the **2008 Membership Directory** reaches the key decision makers within the Ohio telecom industry. The publication is mailed directly to presidents, vice-presidents, general managers, CO supervisors, OSP personnel, and engineering and purchasing supervisors of every OTA ILEC, who make purchasing decisions throughout the year.

### OUR OFFICIAL PUBLICATION IS A MARKETING TOOL FOR YOUR BUSINESS.

Advertising within the pages of the **2008 Membership Directory** solidifies your support for the Ohio Telecom Association. Members use the **Membership Directory** as a reference tool year-round for information regarding the products and services provided by members of the OTA.

**Show your support for the Ohio Telecom Association and give back to your industry.**



*2007 Membership Directory*

### Advertising in the 2008 Membership Directory...

**MAXIMIZES EXPOSURE:** Special placement within the publication ensures high visibility and relevancy for your advertisement. Your message can be strategically placed for maximum impact. Call your Naylor account executive for a list of available positions.

**ENHANCES VISIBILITY:** All advertisers receive a free custom listing in our **Index to Advertisers**. Your business will be listed under the category of your choice along with the page number of your ad.

**INCREASES TRAFFIC:** All advertisers receive an Advertiser.com listing. Our cross-reference to your Web site increases online traffic and exposure to your business.

**CONTACT:**

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[www.naylor.com](http://www.naylor.com)





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Dear Advertiser:

We invite you to participate in the advertising program of the 2008 OTA Membership Directory, an official publication of the Ohio Telecom Association. Our members will frequently use this publication as a networking, information and purchasing tool throughout the year.

The directory will be circulated to our membership, including company presidents and employees throughout our industry, as well as Ohio's public policy makers. Your advertisement will have the opportunity to target those purchasers and decision makers in the industry.

We are working with Naylor, LLC as publisher of the 2008 OTA Membership Directory, recognizing their 38 years of experience with trade association publications. We are confident that the professionals at Naylor will provide us with a top-quality publication that will enhance the growing reputation of our organization as "The Association of Choice" within the industry. When a representative from Naylor contacts you, please consider allocating part of your advertising dollars to our publication.

On behalf of the Ohio Telecom Association, I thank you in advance for your advertising support.

Sincerely,

Charles R. Moses  
President



## Net Advertising Rates

### DIRECT MAIL OPPORTUNITIES AVAILABLE:

Please ask your representative for details

**Revisions and Proofs:** \$50.00

**Position Guarantee:** 15% Premium

### Full Color Rates

Size	1x
Double Page Spread	\$2,664.50
Outside Back Cover	\$2,345.50
Inside Front or Inside Back Cover	\$2,214.50
Full Page	\$1,884.50
2/3 Page	\$1,724.50
1/2 Page	\$1,494.50
1/3 Page	\$1,314.50
1/4 Page	\$1,214.50
1/6 Page	\$1,124.50
1/8 Page	\$1,064.50

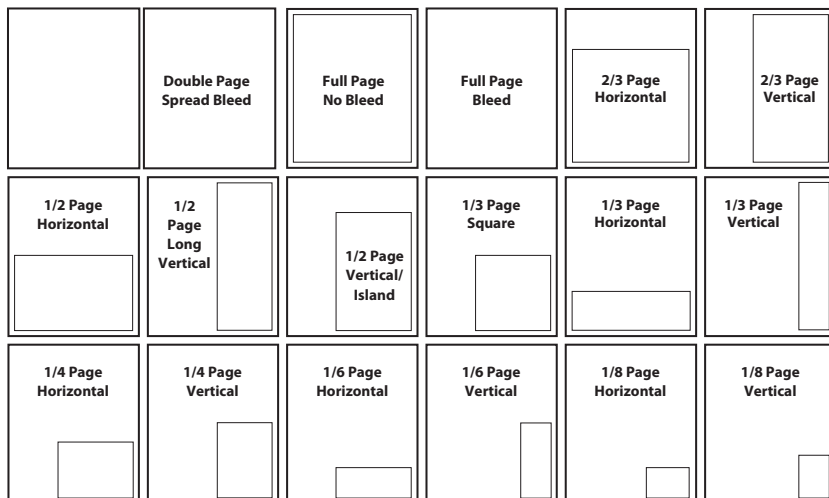
### Premium Advertising Options – Ask your representative for specifications

**Belly Band:** \$2,539.50 **Pull-Out Map:** \$2,000

### Black and White Rates

Size	1x
Full Page	\$1,059.50
2/3 Page	\$899.50
1/2 Page	\$669.50
1/3 Page	\$489.50
1/4 Page	\$389.50
1/6 Page	\$299.50
1/8 Page	\$239.50

### Ad Size Depictions



Advertiser indemnifies Naylor and the Association against losses or liabilities arising from this advertising. Naylor assumes no liability whatsoever, except to the extent of a one time paid advertisement of the same specification, in the next or similar publication, if any proven or admitted errors or omissions have occurred. Payment is due upon receipt of the invoice. Interest shall be charged at 2% per month compounded to yield 26.82% per year on overdue accounts. Revisions to previously submitted ad copy are subject to additional charges. A charge of \$30.00 will be levied for returned checks. In the event of a contract cancellation, the advertiser or agency agrees to repay Naylor any discounts granted for multiple insertions less any discount applicable for the number of insertions completed in the contract. All cancellations must be received in writing prior to the advertising sales deadline. All premium positions are non-cancelable. Prices are net of agency commission. Ads may also appear in an online version of the publication(s).  
OTI-R0007 (L.R. OTI-R0006 7/16/07)

