



MuniWireless.com

reports on municipal wireless and broadband projects

Sponsorship information: MuniWireless.com

MuniWireless.com is celebrating its first anniversary. After one year of building up content and a loyal readership, MuniWireless is now ready to offer vendors and service providers valuable branding and lead generation opportunities, including:

- Website and newsletter sponsorships
- Anniversary report and buyer survey sponsorship
- A comprehensive lead generation package

Why sponsor MuniWireless?

Because buyers of wireless equipment read MuniWireless. The main decision-makers in the buying process – consultants and service providers – use MuniWireless as their primary source of information about deployments and vendors of wireless equipment. You can reach this target audience by sponsoring MuniWireless. There is no other publication that gives you this opportunity.

Reach the industry's most valuable audience

MuniWireless.com currently serves more than 2500 unique visitors each month and the number of visitors is increasing rapidly. The site has the number one result on Google for the search term *municipal wireless*. MuniWireless.com has a loyal, targeted audience, many of whom are looking to purchase wireless products and services.

Our audience includes:

- ISPs, consultants, service providers and systems integrators;
- government officials (city, county, regional and national), policymakers and advisors;
- senior executives at telecoms companies (fixed line and mobile), cable operators, equipment vendors;
- analysts at research firms that follow wireless broadband and mobile technologies;
- researchers at academic institutions and non-profit organizations;
- partners and analysts at venture capital firms and financial institutions;
- leaders of community wireless groups; and
- journalists who cover wireless and mobile technologies.

MuniWireless Publications

Website

MuniWireless.com was launched at the end of June 2003 to help city governments and their consultants find information about cities around the world that are deploying wireless broadband networks. In less than a year, it has become the world's leading source of information about municipal wireless broadband projects, wide-area wireless networking technologies and next-generation applications.

Newsletter

MuniWireless sends out a weekly newsletter summarizing the week's top stories to more than 400 individuals, most of whom are located in the United States and Europe. A significant percentage of them are consultants, city officials and senior executives.

Anniversary report

To celebrate our first anniversary, MuniWireless is publishing a report in early July on the most compelling municipal wireless projects from the past year and a proprietary analysis of trends in the next twelve to eighteen months.

The report is a must-read for anyone who wants to know:

- where city- or county-wide wireless broadband deployments are taking place;
- the type, size and scope of these projects;
- business models behind the deployments;
- which vendors (and technological solutions) are winning customers;
- how cities and counties fund projects;
- which applications they use on the networks; and
- where wide-area wireless broadband technologies (notably WiMAX) are going.

The report will be priced at \$2500, but will be available free to any registered MuniWireless reader who agrees to complete a detailed reader survey focused on installed solutions and purchase intentions.

The report and survey offer will be marketed through MuniWireless' website and newsletter, as well as through a number of industry partners, including the Wireless Internet Institute (www.w2i.org), a global organization that promotes community-wide wireless broadband access, which has agreed to market the report to its members (10,000+ persons on the mailing list and 15,000 unique visitors per month).

Conferences

MuniWireless is in the early planning stage for two executive-level conferences which will take place in 2005, one in the US and one in Europe. MuniWireless has partnered with the Guidewire Group (www.guidewiregroup.com), which is run by Mike Sigal and Chris Shipley (Executive Producer of the DEMO Conferences). Please contact me if you are interested in participating in these events.

MuniWireless sponsorship options

Banner ad sponsor

A terrific opportunity to promote your brand to MuniWireless' high-value audience. You get:

- a rotating banner ad in the center of the front page; and
- a logo tag at the bottom of the front page and each category page.

Price: \$1000 per month (limited to four sponsors)

Newsletter sponsor

This is a cost effective way to reach MuniWireless readers with your time-sensitive message. You get:

- designation in the newsletter as a "sponsor"; and

- a paragraph that describes your company, products, most recent win and a link to your website.

Price: \$300 per week (limited to four sponsors)

Here is an example of a recent newsletter sponsor paragraph:

[RoamAD](#) supplies systems and services for the design and operation of metropolitan Wi-Fi networks. RoamAD networks provide multi-storey, blanket, near ubiquitous, Wi-Fi coverage and connectivity both indoors and outdoors in inner city and dense residential/commercial environments. In April 2004, Reach Wireless, New Zealand's leading Wi-Fi service provider, unwired the Auckland CBD using RoamAD technology. The new Reach Wireless Auckland inner city network more than doubles the effective size of its previous Wi-Fi footprint in New Zealand. Visit the RoamAD [website](#).

Banner and newsletter combination

The ultimate value for promoting your brand and generating new leads. You get one month banner ad and newsletter sponsorship.

Price: \$1760 (a 20% discount off the regular price of \$2200 – limited to four sponsors)

Anniversary report sponsor

Sponsorship of our anniversary report is a unparalleled opportunity to promote your brand and develop a crystal clear picture of the solutions that your potential customers are looking for. As an Anniversary Report Sponsor, you get:

- a full page (A4) in the anniversary report to describe your business, products and services, ongoing and completed projects, contact details and any other relevant information;
- a opportunity to collaborate on the development of the reader survey thereby insuring we collect the information you need;
- exclusive access to detailed survey results;
- logo/branding to appear on the survey and report marketing materials;
- identification as a survey sponsor in the press release announcing the overall results of the survey; and
- the opportunity to distribute copies of the survey to your customers and prospects.

The deadline for signing up as an anniversary report sponsor is June 22, 2004.

Price: \$5000

Lead generation package

The ultimate in generating qualified leads for your Broadband Wireless business:

Wireless ISPs, city officials and their consultants frequently ask me to recommend vendors for their upcoming projects. They tell me that searching for vendor information is time-consuming and frustrating. I spend a significant amount of time responding to their email and phone inquiries.

If you get this package, I will funnel qualified leads to you by putting you in touch with buyers that request your type of products.

Price: \$1500 per month

Annual Lead Generation Offer! If you contract for a year of MuniWireless' lead generation package, you also get:

- a \$3000 discount;
- Two complimentary months of our banner and newsletter combination; and
- a complimentary anniversary report sponsorship.

That is a \$26,520 value for only \$15,000.

Contact information

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