


A stylized map of Latin America in shades of blue, overlaid with a network of glowing yellow and white dots and lines, suggesting a telecommunications or media network. The map is set against a dark blue background with a subtle grid pattern.

**TS** TeleSemana.com

Media Kit **2014**



**TeleSemana.com** is the leading online multimedia publication covering the telecommunications industry for telecom professionals in Latin America.

TeleSemana.com provides innovative marketing tools to deliver cost-effective targeted solutions to reach telecom professionals in Latin America.

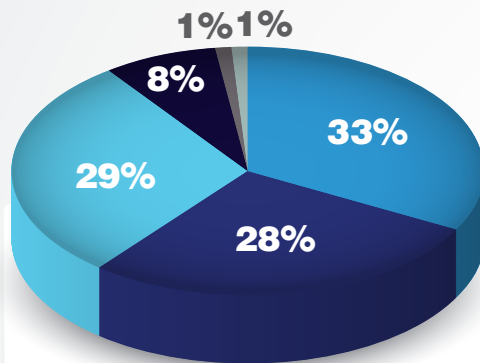
Thousands of leading executives from more than 100 wireless, fixed, satellite and cable providers and more than 60 regulatory and government agencies in the region access TeleSemana.com on a daily basis.

### FAST FACTS

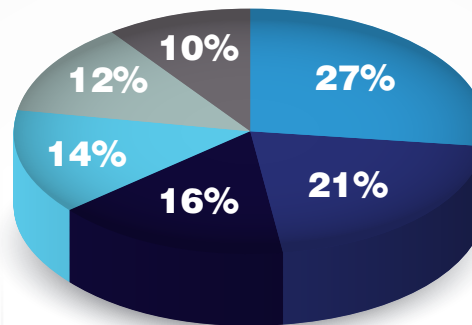
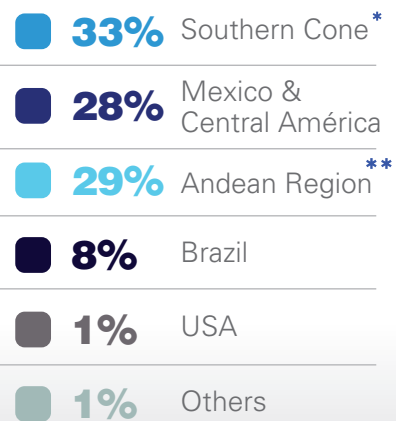
- 16,000+ subscribers
- 10 years covering the telecom industry for Latin America
- Over 200 online seminars with over 5,000 attendees
- Leadership Workshops across Latin America
- Preferred partner from leading industry events
- Cooperation agreements with major industry bodies
- Producer of Futurecom Official Show Daily
- Light Reading official partner in Latin America

# Readership Breakdown

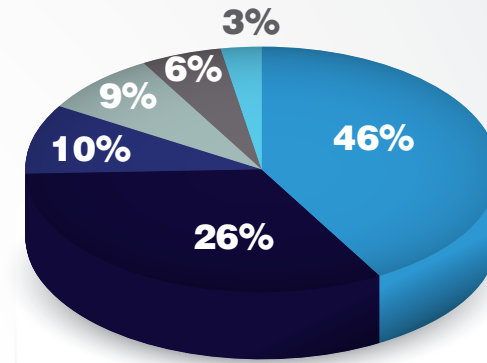
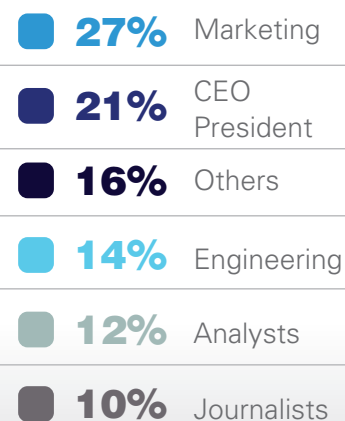
16,000+ active subs



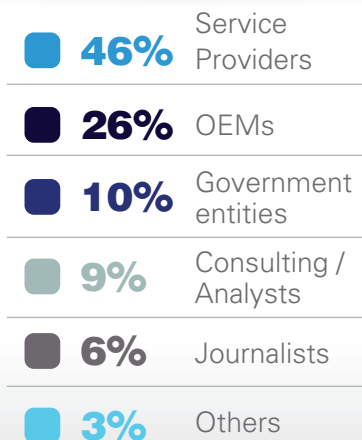
SUBS BY REGION



SUBS BY POSITION



SUBS BY TYPE



\* Argentina, Chile, Paraguay and Uruguay

\*\* Bolivia, Colombia, Ecuador, Peru and Venezuela



# Testimonials

## FROM CLIENTS

### Rosemary Mount

Marketing – Americas, CSG International

"TeleSemana has proven itself as a knowledgeable and influential channel in the Latin American telecom market, hosting events and webinars as well as offering news, analysis and digital media. CSG International has had the pleasure to work with TeleSemana over the years to bring education and valuable information to telecom decision makers."

### Huba Rostonics

Regional & Channel Mkt Manager Latin America, JDSU

"TeleSemana is a key component in our regional web and social-media marketing strategy. We believe that TeleSemana has the right content, the right audience, and all the right vendors of our market in one place. Instead of forcing you into traditional tactics that no longer work, TeleSemana delivers on results with an offering that is of great value for all the stakeholders, and that holds that delicate balance of being both cutting-edge and down-to-earth."

### Karina Martini

Mkt & Communications Manager at Ericsson LATAM

"We know TeleSemana from its very beginning and have seen as it has become a reliable and influential media in the telecom industry in Latin America. At Ericsson we are sure it is a key Latin American channel to show Ericsson's leadership in the telecommunications market."

## FROM READERS

### Alejandro Galvan

IP Core Expert, Head of Health Care Requirements, Telefonica.

"TeleSemana.com Webinars are very important as they keep Latin American mobile operators informed about new trends in technology as well as trends related to what is happening with the different types of traffic and how they impact operators' networks"

### Gabriel Lugo Luis Hernandez

Coordinator of Transmission, AVANTEL Colombia.

"TeleSemana.com has become a main source of information, helping Latin American operators understand international trends and how these apply to our region. TeleSemana brings filtered information from credible sources, such as OEMs. Its news and analysis are enriched by its editors' perspectives which address the real needs of mobile operators with their different market realities"

### Rolando J. R. Angelini,

Planning Consultant Services Platforms, Movilnet Venezuela.

"TeleSemana.com is the ideal platform to keep up with the latest technology developments in the telecommunications industry in Latin America. Thanks to its unique style of journalism it has become a must-read source information for mobile operators in the region who are always looking to innovate and provide a better level of service to their users"

# White Papers

Join forces with TeleSemana.com and make sure your target audience reads your White Papers. TeleSemana.com editorial team produces high quality introductions for your White Papers to provide context and an additional branding boost to increase readers response. Let TeleSemana.com handle the promotion and distribution of a co-branded and richer White Paper. Take a look at the different white paper options TeleSemana.com offers:

## WHITE PAPER SYNDICATION & DISTRIBUTION

- Two (2) introductory pages by TeleSemana Editorial Director
- Promo box (widget) on Homepage
- Promo box (widget) featured TS Weekly Newsletter
- Listing Page
- Landing Page
- SERP (search engine results page)
- Targeted email sent to TS subscribers (push marketing)

**USD 4,490**

### Option 1 - Lead-capture:

People are required to login/register to download the paper. Sponsor gets full list of those downloading the paper including contact information.

### Option 2 - Market research:

People are required to complete a brief survey to download the paper. Sponsor gets full survey results.

### Option 3 - Social Media & Viral:

People are required to share a social network (twitter, linkedin, etc) to download the paper, starting a viral campaign.

# Webinars

Virtual communications are swiftly becoming an important component of many companies' marketing and communications mix. Webinars are powerful and proven sales lead-generation tools allowing you to broadcast a focused, in-depth message, and interact with a highly-qualified audience at a fraction of the cost & time involved in live presentations.

- ✓ Seven years as the only telecom publication delivering webinars in Latin America
- ✓ 5,000+ regular users
- ✓ Presentations by operators, government officials, vendors and analysts
- ✓ Between 80 and 500+ registrants:\*
- 35%** Live
- 37%** On demand
- 46%** Operators

## MULTI-SPONSORED

- Up to three sponsors
- 15-Minute speaking slot each sponsor
- One speaker per sponsor
- Targeted promotion to 16,000+ subs
- Access to list of registrants (including contact information)

**USD 4,000**

## CUSTOM

- Only one sponsor
- 45-Minute speaking slot
- Up to three speakers from sponsor
- Targeted promotion to 16,000+ subs
- Access to list of registrants (including contact information)

**USD 7,490**

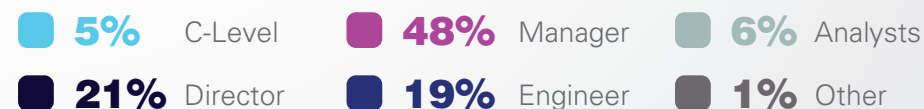
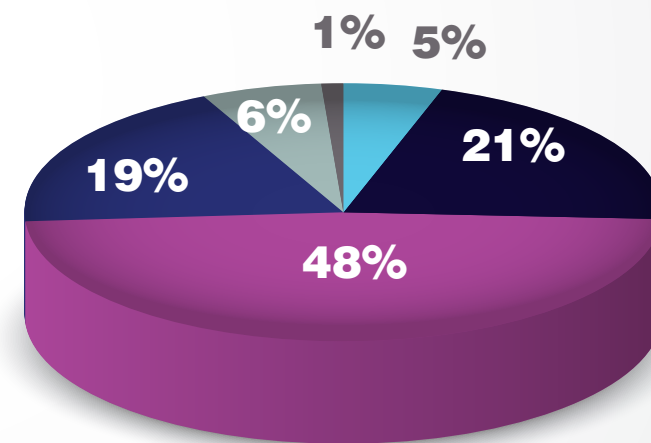
\*based on telesemana's seven-year webinar history

# Workshops

TeleSemana leadership workshops are high level by invitation only events targeting Latin American telecom service providers. A unique networking opportunity for OEMs and industry organizations, allowing face to face interaction with key decision makers at every operator from the host country. Companies are always looking for cost-efficient ways to approach their customers in a vast region like Latin America. While TeleSemana Webinars guarantee a regional reach targeting operators across LatAm, workshops target operators from a single country, offering intimacy with prospects and clients. From single events to road shows visiting several countries, either multi-sponsored or custom workshops, TeleSemana provides a turn-key solution.

## WHY A TELESEMANA.COM LEADERSHIP WORKSHOP?

- Develop new contacts and sales leads
- Meet with operators' executives that influence investment decisions
- Learn first hand about new business opportunities in key Latin American markets
- Strengthen your bonds with future or existing clients
- Stay ahead of the competition





# Website Advertising



## Leaderboard

Impressions: 70k +  
Monthly Rate: \$1990

## SIDEBAR 1

Impressions: 55k +  
Monthly Rate: \$1790

## SIDEBAR 2

Impressions: 55k +  
Monthly Rate: \$1490

## MIDDLE 1

Impressions: 55k +  
Monthly Rate: \$1790

## MIDDLE 2

Impressions: 55k +  
Monthly Rate: \$1490

- Banners must be in Animated GIF, GIF or JPEG
- Additional sizes & spaces may be available.  
Contact our sales representatives for detail



# Newsletter

## Advertising



## LEADERBOARD

**Monthly Rate: \$1990**

**Circulation:** 16,000 +  
**Frequency:** Weekly

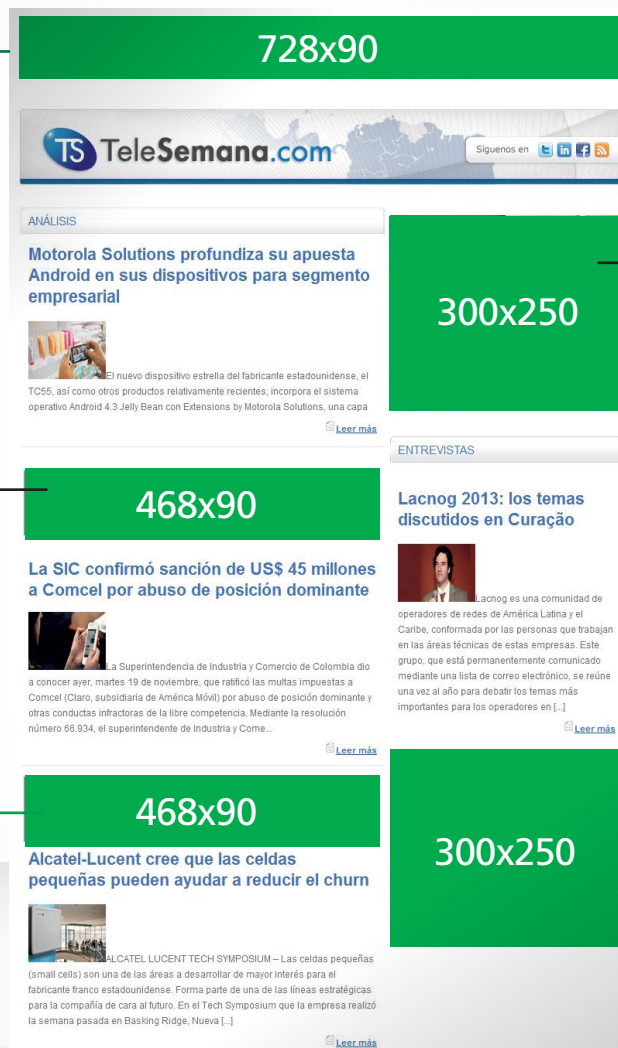
## MIDDLE 1

**Monthly Rate: \$1790**

## MIDDLE 2

**Monthly Rate: \$1490**

- Banners must be in SWF, Animated GIF, GIF or JPEG
- Additional sizes & spaces may be available. Contact our sales representatives for details
- Combined packages available. Contact our sales representatives for details



## SIDEBAR 1

**Monthly Rate: \$1790**

## SIDEBAR 2

**Monthly Rate: \$1490**



## Corporate Office

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