ONLINE LEARNING + OPPORTUNITIES

NTCA THE RURAL BROADBAND ASSOCIATION®
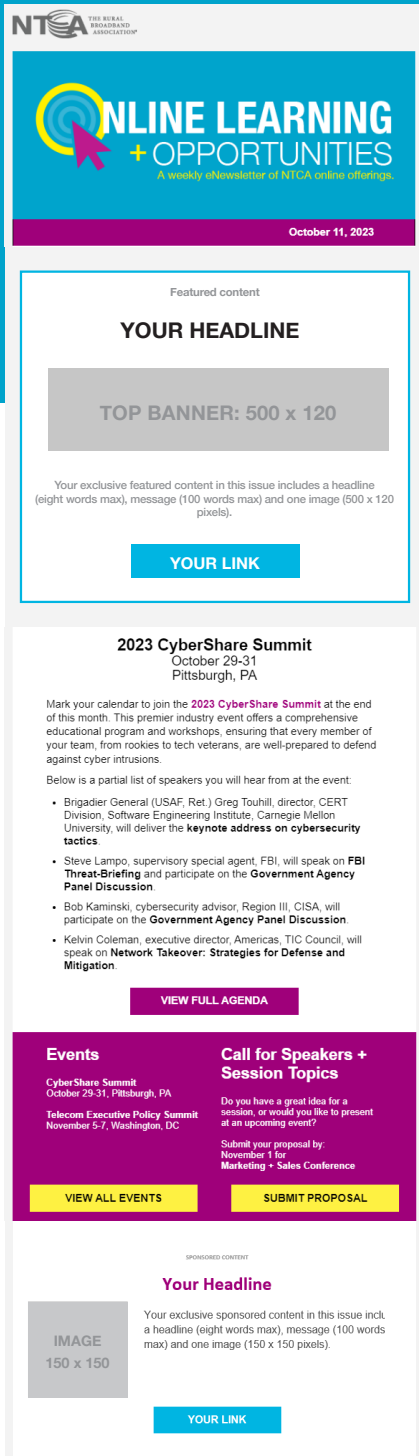
Ad Specifications

NTCA *Online Opportunities* is a complimentary email newsletter delivered to the inboxes of NTCA members every Wednesday with updates on NTCA events, webinars, Live Learning Center sessions, education programs and industry job listings.

▶ **Circulation:** 10,000+

▶ **Frequency:** weekly, every Wednesday

▶ **Average open rate:** 34%

NTCA THE RURAL BROADBAND ASSOCIATION®

ONLINE LEARNING + OPPORTUNITIES
A weekly eNewsletter of NTCA online offerings.

October 11, 2023

Featured content

YOUR HEADLINE

TOP BANNER: 500 x 120

Your exclusive featured content in this issue includes a headline (eight words max), message (100 words max) and one image (500 x 120 pixels).

YOUR LINK

2023 CyberShare Summit
October 29-31
Pittsburgh, PA

Mark your calendar to join the **2023 CyberShare Summit** at the end of this month. This premier industry event offers a comprehensive educational program and workshops, ensuring that every member of your team, from rookies to tech veterans, are well-prepared to defend against cyber intrusions.

Below is a partial list of speakers you will hear from at the event:

- Brigadier General (USAF, Ret.) Greg Touhill, director, CERT Division, Software Engineering Institute, Carnegie Mellon University, will deliver the **keynote address on cybersecurity tactics**.
- Steve Lampo, supervisory special agent, FBI, will speak on **FBI Threat-Briefing** and participate on the **Government Agency Panel Discussion**.
- Bob Kaminski, cybersecurity advisor, Region III, CISA, will participate on the **Government Agency Panel Discussion**.
- Kelvin Coleman, executive director, Americas, TIC Council, will speak on **Network Takeover: Strategies for Defense and Mitigation**.

VIEW FULL AGENDA

Events

CyberShare Summit
October 29-31, Pittsburgh, PA

Telecom Executive Policy Summit
November 5-7, Washington, DC

VIEW ALL EVENTS

Call for Speakers + Session Topics

Do you have a great idea for a session, or would you like to present at an upcoming event?

Submit your proposal by:
November 1 for
Marketing + Sales Conference

SUBMIT PROPOSAL

SPONSORED CONTENT

Your Headline

IMAGE 150 x 150

Your exclusive sponsored content in this issue includes a headline (eight words max), message (100 words max) and one image (150 x 150 pixels).

YOUR LINK

SPECS + ACCEPTABLE FORMATS

BANNER ADS

$1,500/issue
Lead Banner
550 x 150 pixels (no animation and 50 KB max) and one hyperlink*

Bottom Banner
450 x 150 pixels (no animation and 50 KB max) and one hyperlink*

$3,000/issue
Newsletter Takeover
Featured content 500 x 120 pixels image, eight-word headline and 100-word message, plus sponsored content with 150 x 150 pixels image, eight-word headline and 100-word message, and bottom banner (450 x 150 pixels), with hyperlink(s).* Banners should be 50 KB max and static (no animation).

FEATURED CONTENT

Special offer only available for RTIME exhibitors.
Your featured sponsored content in this issue includes a headline (eight words max), message (100 words max), image (500 x 120 pixels) and one hyperlink.*

Sold on a first-come, first-served basis for seven weeks prior to RTIME.

$800/issue
Image: 500 x 120 pixels (no animation and 50 KB max)
Headline: eight words max
Message: 100 words max

SPONSORED CONTENT

Your sponsored content in this issue includes a headline (eight words max), message (100 words max), one image (150 x 150 pixels) and one hyperlink.*

$2,000/issue
Image: 150 x 150 pixels (no animation and 50 KB max)
Headline: eight words max
Message: 100 words max

*Click-through URLs are accepted for hyperlinks, such as UTM codes and Bit.ly links.

ACCEPTED FORMATS

▶ JPG, static GIF and PNG formats.

▶ Recommended resolution of 72 dpi.

▶ Maximum file size of 50 KB.

COLOR

All banner ads need to be RGB. CMYK or grayscale images will not be accepted.

DEADLINES

▶ **Ad Reservations:** Due two weeks before publication date.

▶ **Ad Materials:** Due three business days before publication date.

AD RESERVATIONS

Interested in advertising or sponsoring *Online Opportunities*? Contact Michele Coleman, **mcoleman@ntca.org**, for more details.

AD SUBMISSION

Submit materials clearly marked with company name, contact name, choice of click-through URL, *Online Opportunities* issue date, ad placement and accompanying text (if submitting sponsored content). All images must include the name of the advertiser in the actual file name (e.g., XYZCo-Ad.JPG). Ads can be sent via email to Rich Skibinski at NTCA's agency, CSG Creative, at **rskibinski@csgcreative.com**.

FOR MORE INFORMATION
Contact Michele Coleman at **mcoleman@ntca.org**

www.ntca.org/onlinelearning