

INNUA Member Communications

INNtouch

INNtouch is the official printed publication for the INNUA membership. Published quarterly, INNtouch provides an extraordinary opportunity for advertisers to reach Nortel customers as a part of the key publication they turn to for industry news, research and product updates.

According to a recent INNUA survey, INNtouch has higher readership by our members than any other industry publication. The survey also showed that INNtouch was the most read industry publication among our members.

Readership of INNtouch includes 4,000 decision makers globally distributed among a diverse range of industries from public utilities to health care facilities. No other industry publication can match our highly targeted audience of Nortel customers. Take advantage of this chance to reach thousands of your potential customers using Nortel solutions by advertising in INNtouch!

INNtouch Sponsorship

INNUA is offering one vendor partner per issue the opportunity to sponsor INNtouch. If you take advantage of this sponsorship, you will receive:

- Your *company logo* at the bottom of the front cover. This will be accompanied by a "This issue brought to you by..." line that highlights your support of INNUA.
- The *appearance of a bylined advertorial from your company*. This can focus on innovations in your product line; trends your company can help address; or predictions for how the industry will change in the future.
- One *full-page advertisement*.
- Up to *500 copies* of the issue for distribution any way you want.
- *Note: Also, as a Nortel-focused association, we do not allow the names, logos and photos of competing manufacturers and their equipment in our publications — otherwise, the content is up to you.*

INNtouch Sponsorship Pricing

US\$12,000 per issue

INNtouch Display Advertising

If you don't wish to sponsor an issue of INNtouch, you can still get presence in the publication with a display ad.

INNtouch Advertising Rates and Specifications

All rates are shown in USD.

AD SIZE	DIMENSIONS	1X	2X	4X
Full Page	7-½" x 10"	\$2,300	\$2,185	\$2,075
Half Page (H)	7-½" x 4-½"	\$1,450	\$1,375	\$1,340
Half Page (V)	3-¾" x 9-¾"	\$1,450	\$1,375	\$1,340
Third Page (H)	7-½" x 3"	\$1,010	\$960	\$930
Third Page (V)	2-⅝" x 9-¾"	\$1,010	\$960	\$930

Preferred Positions: \$300

4-Color Process: \$800

**All rates quoted are per issue. All payments must be made in U.S. Dollars.*

To sponsor or advertise in INNtouch, please complete and return the insertion order that is posted at <http://www.innua.org/vendor/>.

7 out of 10 INNUA members think more positively of vendors who advertise in INNtouch.

