



# BANDWIDTH



## Ad Specifications

NTCA *Bandwidth* is a complimentary email newsletter delivered to the inboxes of NTCA members every Friday, bringing the latest updates on regulatory and advocacy news, social buzz, and stories about members and industry movers and shakers.

► **Circulation:** 3,860+

► **Frequency:** weekly, every Friday

► **Average open rate:** 35%

## SPECS + ACCEPTABLE FORMATS

### LEAD BANNER AD

**\$1,500/issue**

#### Top Banner

550 x 150 pixels (no animation and 50 KB max) and one hyperlink\*

**\$1,500/issue**

#### Bottom Banner

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

**\$2,000/issue**

#### Banner Takeover

Choice of one banner repeated in top and bottom positions or two separate banners (no animation and 50 KB max) and hyperlink(s)\*

**\$3,000/issue**

#### Newsletter Takeover

Sponsored content with 150 x 150 pixels image, eight-word headline and 100-word message, plus top banner (468 x 60 pixels), bottom banner (450 x 150 pixels) and hyperlink(s)\*. Banners should be 50 KB max and static (no animation).

### CUSTOM, VALUE-PRICED AD DESIGN VIA NTCA

Do you need assistance with advertising design? NTCA offers design services for *Bandwidth* advertisers. You can get a custom lead banner ad (468 x 60 pixels) that includes:

- Your company logo
- A custom message (120 characters max)
- One hyperlink\*
- Four ad variants to choose from: red, green, purple or blue

Contact Michele Coleman, [mcoleman@ntca.org](mailto:mcoleman@ntca.org), for more details.

**\$1,000/banner**

#### Custom Lead Banner

**Logo:** JPG and PNG file formats accepted (1 MB max)

**Message:** 120 characters max

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



LOGO

Add your logo, a custom  
message and call-to-action (120 characters max).

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## EXCLUSIVE SPONSORED CONTENT

Your exclusive sponsored content in this issue includes a headline, message and one image.

**\$2,000/issue**

**Image:** 150 x 150 pixels (no animation and 50 KB max)

**Headline:** eight words max

**Message:** 100 words max

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## ACCEPTED FORMATS

- ▶ JPG, static GIF and PNG formats.
- ▶ Recommended resolution of 72 dpi.
- ▶ Maximum file size of 50 KB.

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## COLOR

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

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## DEADLINES

- ▶ **Ad Reservations:** Due two weeks before publication date. Contact Michele Coleman, [mcoleman@ntca.org](mailto:mcoleman@ntca.org), to reserve your ad spot.
- ▶ **Ad Materials:** Due three business days before publication date. Submit your ad to Rich Skibinski, [rskibinski@csgcreative.com](mailto:rskibinski@csgcreative.com).

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## AD RESERVATIONS

Interested in advertising or sponsoring *Bandwidth*? Contact Michele Coleman, [mcoleman@ntca.org](mailto:mcoleman@ntca.org), for more details.

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## AD SUBMISSION

Submit materials clearly marked with company name, contact name, choice of click-through URL, *Bandwidth* issue date, ad placement (if submitting a lead banner ad) 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](mailto:rskibinski@csgcreative.com).



World Wide **WHAAAAT?!**

If you still use BlackBerry, it will **stop working** this week.

TikTok is now **fueling book sales** via the #BookTok hashtag.

Hundreds of thousands of audio recordings **made before 1923** are being made available thanks to digitization efforts.

ADVERTISEMENT

**BOTTOM BANNER**  
**450 x 150**

**SPONSORED CONTENT**

**IMAGE:**  
**150 x 150**

**Your Headline**

Your exclusive sponsored content in this issue includes a headline, message and one image.

**YOUR LINK**



## FOR MORE INFORMATION

Contact Michele Coleman at [mcoleman@ntca.org](mailto:mcoleman@ntca.org)

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[www.ntca.org/bandwidth](http://www.ntca.org/bandwidth)