



ONLINE LEARNING + OPPORTUNITIES

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%

SPECS + ACCEPTABLE FORMATS

BANNER ADS

\$1,500/issue

Lead Banner

468 x 60 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.

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**.
- Kevin 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

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

VIEW ALL EVENTS **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

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.

ADVERTISEMENT

BOTTOM BANNER
450 x 150

Advertising

Interested in advertising or sponsoring *Online Opportunities*? Contact [Michele Coleman](#) for more details.

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FOR MORE INFORMATION

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www.ntca.org/onlinelearning