

2015/2016 Release Timeline

Who are We?

Since 2001, Submarine Telecoms Forum has been the submarine fiber industry's only dedicated platform for discourse on submarine fiber cable and network operations. With the industry's first digital magazine, daily news feed, and free cable directory, SubTel Forum offers an unparalleled level of visibility for our authors and advertisers. All of our publications are supported entirely by advertising revenue and made available, free of charge, to our roughly 65,000 readers, hailing from 110 countries.

SubTel Forum is an independent commercial publication, serving as a freely accessible forum for professionals in industries connected with submarine optical fiber technologies and techniques. We are published by Submarine Telecoms Forum, Inc., an independent industry-specific digital and print publishing company, with the assistance of a boatload of industry experts as a free forum for the expression of technical, financial, and business ideas.

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		Product	Ads Due	Product	Ads Due
2015	July	Magazine # 83 <i>Regional Systems</i>	7/5/2015		
	August	Supplement #4 <i>Upgraders</i>	8/7/2015	Almanac #15 <i>3rd Qtr Edition</i>	7/31/2015
	September	Magazine # 84 <i>Offshore Energy</i>	9/11/2015	Industry Report #4 <i>2015 Edition</i>	9/4/2015
	October	TBA			
	November	Magazine #85 <i>System Upgrades</i>	11/6/2015	Almanac #16 <i>4th Qtr Edition</i>	10/30/2015
	December	Industry Calendar <i>2016 Edition</i>	11/27/2015		
2016	January	Magazine #86 <i>Global Outlook</i>	1/8/2016	Cable Map <i>2016 Edition</i>	12/18/2015
	February	Almanac #17 <i>1st Qtr Edition</i>	2/5/2016		
	March	Magazine #87 <i>Finance & Legal</i>	3/11/2016		
	April	TBA			
	May	Magazine #88 <i>Subsea Capacity</i>	5/13/2016	Almanac #18 <i>2nd Qtr Edition</i>	5/6/2016
	June	TBA			
	July	Magazine # 89 <i>Regional Systems</i>	7/8/2016		
	August	Almanac #19 <i>3rd Qtr Edition</i>	8/12/2016		
	September	Magazine # 90 <i>Offshore Energy</i>	9/9/2016	Industry Report #5 <i>2016 Edition</i>	9/16/2016
	October	TBA			
	November	Magazine #91 <i>System Upgrades</i>	11/11/2016	Almanac #20 <i>4th Qtr Edition</i>	11/4/2016
	December	Industry Calendar <i>2017 Edition</i>	11/25/2016		

2015/2016 Product Pricing

Product	Ad Space	Frequency					
		1x	2x	3x	4x	5x	6x
<u>Web Banner</u> Monthly	Single	\$500	\$485	\$470	\$455	\$440	\$425
<u>Weekly Mailer</u> Weekly	Single by Month	\$500	\$485	\$470	\$455	\$440	\$425
<u>Sponsored Mailer</u> By Request	Single	\$1,500	\$1,350	\$1,215	\$1,094	\$984	\$886
<u>Magazine</u> Bi-Monthly	Full Page	\$5,000	\$4,500	\$4,050	\$3,645	\$3,281	\$2,952
	2/3 Page	\$3,500	\$3,150	\$2,835	\$2,552	\$2,296	\$2,067
	1/3 Page	\$2,500	\$2,250	\$2,025	\$1,823	\$1,640	\$1,476
<u>Almanac</u> Quarterly	Full Page	\$1,750	\$1,575	\$1,418	\$1,276	-	-
<u>Report</u> Annual	Full Page	\$5,000	-	-	-	-	-
<u>Cable Map</u> Annual	Single	\$3,000	-	-	-	-	-
	Double	\$5,500	-	-	-	-	-
<u>Calendar</u> Annual	Full Page	\$7,500	-	-	-	-	-

Why Advertise Here?

With a monthly average of 65,000 unique visitors, SubTel Forum is an excellent resource for promotion in the submarine telecom cable industry.

Originally, SubTel Forum was a bi-monthly magazine addressing topics specific to the industry. Over the years, the magazine has grown into a host of publications ranging from annual reports, to quarterly cable directories, even a news feed updated twice daily.

Doing business in an industry whose footprints stands in every time zone presents a unique challenge to organizations: how can my brand be recognized by key decision makers in the industry?

Our products are being read in every major company in the submarine cable industry.

Let SubTel Forum be the solution for you.

2015/2016 Product Specifications

Web Banner/ Weekly Mailer	Magazine/Almanac/ Industry Report	Submarine Cable Map	Industry Calendar
<p>Ad size: 300 px wide x 300 px tall</p> <p>Please supply 72 dpi JPG</p>	<p>Ad size: 11" wide x 8.5" tall</p> <p>Please supply a high-resolution PDF file</p>	<p>Horizontal ad size: 4" wide x 1.5" tall</p> <p>Vertical ad size: 1.5" wide x 4" tall</p> <p>Please supply a print-resolution PDF file. For a double ad, increase the 4" side to 8"</p>	<p>Ad size without bleed: 11.5" wide x 11.5" tall</p> <p>Ad size with bleed: 12" wide x 12" tall .125" bleeds</p> <p>Please supply a print-resolution PDF file.</p>
			