



Rural Cellular Association

Capture your share of the \$20 billion rural wireless industry.

The RCA Advantage

- RCA-affiliated companies represent an average annual **purchasing power of \$15 billion.**
- RCA **members serve approximately 4 out of 5 of the licensed service areas** in the United States.
- RCA is **the nation's leading association** for wireless providers serving rural and regional areas in the **\$20 billion rural wireless industry.**
- RCA members average **80 cell sites each** with an average total capital investment equaling **\$550,000 per site**, or nearly **\$800 per customer.**

Who We Are

The RCA is the premier association representing rural wireless telecommunications providers across the United States. We currently represent the interests of our member companies, who serve more than 25 million customers in the \$20 billion rural wireless industry. RCA has grown to become the nation's leading association for competitive wireless providers serving all areas of the United States. RCA speaks with a strong, united voice on issues and uses advocacy, leadership, education, and networking opportunities to help rural and regional carriers thrive in the wireless industry.

Member Profile

RCA's *Online Buyers' Guide* reaches the decision-makers, who purchase \$15 billion in products and services, including:

- CEOs
- Presidents
- Carrier members managers
- Associate members managers
- Affiliate members managers

Contact your Naylor account representative today to take advantage of the brand-building opportunities offered by the Rural Cellular Association.

For more information, please contact:

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Connecting you with RCA members throughout the year.



Online Buyers' Guide
rca.officialbuyersguide.net

Our *Online Buyers' Guide* is a user-friendly website that allows buyers to access product and service information with just a few clicks. Advertising in our *Online Buyers' Guide* gives you direct access to purchasers who serve 4 out of 5 of the licensed service areas.

Top categories by page views:

- Application/Software Developer
- Billing & Collection Services
- Broadband Transmission Services
- Cell Phone Data Transfer
- Consulting Services
- End User Software
- Engineering/Network Design/Construction
- Financial/Accounting Services
- Hosted Mobile Services
- Marketing/Business Support Services
- Network & Infrastructure Services/Equipment
- Promotional Products
- Tower/Test Equipment
- Wireless Hardware/Handsets/ Accessories

To learn more about RCA, visit:
www.rca-usa.org



Rural Cellular Association Online Buyers' Guide

About the *Online Buyers' Guide* - <http://rca.officialbuyersguide.net>

The RCA *Online Buyers' Guide* is a user-friendly forum designed to bring suppliers and end-users together. Available 24 hours a day, 365 days a year, the interactive RCA *Online Buyers' Guide* makes it easy to locate products and professional services geared to the cellular industry. With hyperlinks, multiple search capabilities and richer search results, our RCA *Online Buyers' Guide* is designed to drive the purchasing process and bring customers to your site with a few clicks.

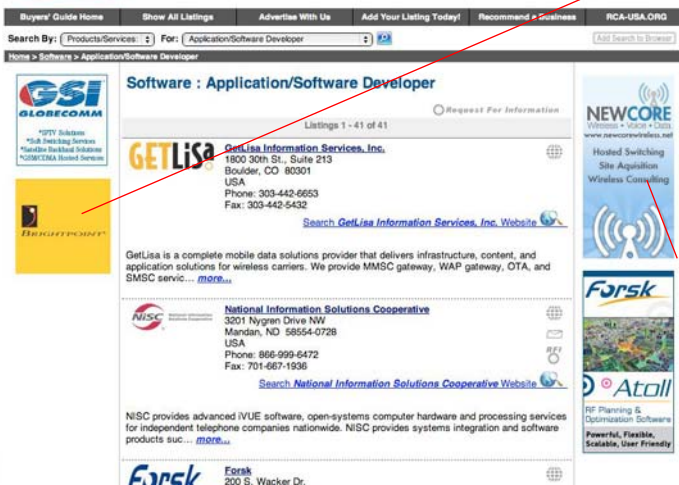


RCA *Online Buyers' Guide* is a reference at your fingertips:

- Optimized to drive traffic from search engines and the RCA home page.
- Categorical layout allows efficient browsing with fewer clicks.
- The Add Search to Browser function allows users to set the *Online Buyers' Guide* as their default browser, bringing them directly to your listing when they search the Web.
- Directs visitors to the landing page of your choice to learn more about your business.
- Vertical search capability with Google™ integration returns richer results.
- Consumers come to you when they are ready to buy.

About RCA:

- RCA members average **80 cell sites each** with an average total capital investment equaling **\$550,000 per site**.
- RCA-affiliated companies spend an average of **\$7 million each year on products and services**.



Spotlight Tile Ad | \$1,925.00

No matter what page of the *Online Buyers' Guide* visitors click on, your message will be prominently displayed in the same place, every time! Two Spotlight Tile positions (no ad rotation) appear in the left column of every page on the site.

Home Page Vertical Banner | \$1,650.00

The Home Page Vertical Banners are placed and sized to catch attention and are located in the right column of the home page. There are three exclusive tiles (no rotations).

The purchase of any Online Buyers' Guide display ad comes with a **COMPLIMENTARY Premier Listing** – a \$300 value!

Continued on next page...





Rural Cellular Association Online Buyers' Guide



Super-Category Page Vertical Banner (run of categories) | \$880.00

Super-Category Vertical Banners appear in the right column of the category(ies) of your choice and on all related sub-category pages, ensuring your message impacts those in the market for your specific products and services. Four advertisers maximum rotate per position.

The purchase of any Online Buyers' Guide display ad comes with a **COMPLIMENTARY Premier Listing – a \$300 value!**



Premier Listing Package | \$325.00

Premier Listings are designed to offer heightened visibility within the *Online Buyers' Guide*. Premier Listings appear on a first-come, first-listed basis on top of all basic listings, ensuring they are seen first.

Premier Listings contain all basic listing information, including company name, address, phone and fax.

Includes five (5) product/service category listings of your choice. Additional category listings are \$50 each.

Premier Listing additional features:

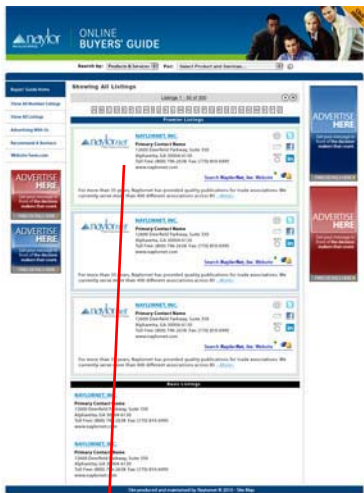
- **Full-color company logo.**
- **Active Web link, e-mail address and up to five detailed contacts.**
- **Extended company profile and products and services listing.**
- **Full-color product image and description** — can be hyperlinked to any webpage of your choice.
- **Google™ Map It! feature** — displays a Google™ map of your business location.
- **Google™ site search feature** — allows users to search your company website directly from your Premier Listing.
- **Request for information feature** — generates a form through which users can contact a designated representative from your business directly.



Rural Cellular Association Online Buyers' Guide



Maximize the impact of your Premier Listing with these upgrades:



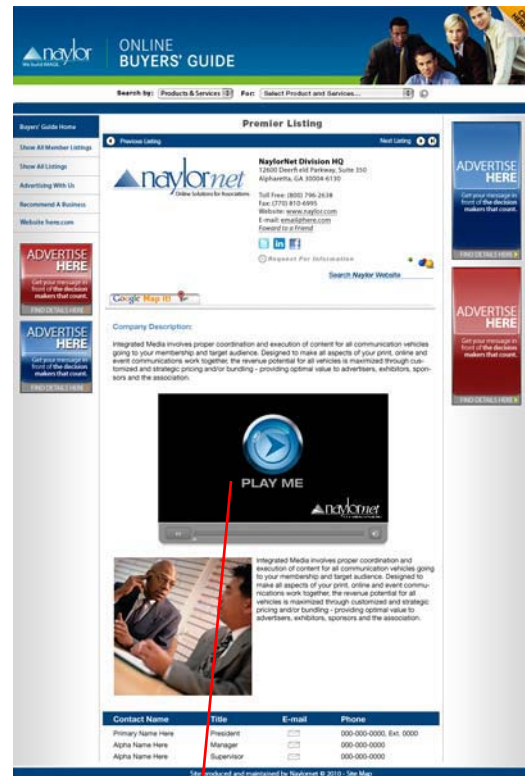
Guaranteed Position

For companies that want to ensure top visibility within their category, we offer guaranteed placement above your competitors. No scrolling required - when visitors click on a product/service category on the home page of the *Online Buyers' Guide*, your company is the first they see. *Includes Premier Listing.*

Category Sponsor #1 | \$550

Category Sponsor #2 | \$495

Category Sponsor #3 | \$440



Video Upgrade

Bring your Premier Listing to life! Add a video with sound that shows your product or company in real life. Videos can run up to 5 minutes.

Upgrade | \$495



Premier Listing Checklist

Below is a checklist of all elements required in order to process your Premier Listing.

Full-Color Company Logo

The size of your logo should be **240 pixels wide x 120 pixels high** and no larger than 100kb. We accept JPG or GIF format. *Your logo will link to your website, so please provide the URL to which you would like your logo to link.*

Company Contacts - Up To Five

Please include **job title, phone number and e-mail address**. *All e-mail addresses will be hyperlinked and active.*

Company Description

This is strictly **textual information about your company**. You can include your company's mission statement or a description of the products and services you offer. No graphics are allowed in this section. The initial viewable text is 3,000 characters that can be extended upon click by an additional 3,000 characters for 6,000 characters maximum. *All text should be provided to us in a Word document that allows us to cut and paste your description to your order.*

Keep in mind that each word in your company description is searchable via the "keyword" search function. Be thorough and include all elements of the products/services you provide. We allow you to change your listing on a monthly basis. If changing your listing or adding more information, please e-mail this to your Naylor account executive.

Website Activation

Please provide us with the **website, Facebook, Twitter and LinkedIn URLs to which your listing should link**. *Your website will be listed along with your contact information and will be included each time anyone searches for your company by the various searching capabilities available.*

Product/Service Categories

All extra information will show up under all of the categories you select. **Five category listings are included** in the initial price of the Premier Listing. *Additional category listings can be purchased for \$50 each.*

Full-Color Product Image and Description

The size of your product photo should be **240 pixels wide x 240 pixels high** and no larger than 100kb. We accept JPG, GIF or SWF/Flash format (animation must be no longer than 25 seconds). *Please provide the URL to which you would like your product image to link.* You can also include a brief product description (500 characters maximum) that will appear next to the product image.

Video (OPTIONAL)

Your video should run no longer than five minutes. We accept the following video formats: .avi (Audio Video Interleave), .mov (Apple QuickTime Movie), .mp4 (MPEG-4 Video File), .mpg (MPEG Video File), .qt (Apple QuickTime Movie), .rm (Real Media File), .swf (Macromedia Flash Movie) and .wmv (Windows Media Video File). Video dimensions should be **400 pixels x 300 pixels**.

Once we receive all elements of your Premier Listing, we will post it to the site on a first-come, first-listed basis. Your one-year time frame begins the day we post your listing. Feel free to contact your Naylor account executive should you have any questions or concerns. We look forward to getting you posted on the site. Thank you.

For more information, please contact:





Premier Listing Categories

Our *Online Buyers' Guide* allows visitors to locate your business quickly and easily. Your Premier Listing will appear under the categories of your choice, ensuring that your company is seen by those in the market for your products and services.

Five free categories are included with your Premier Listing, and additional categories are only \$50 each. *Bold terms are for grouping purposes only and are not available for selection.*

Hardware

- Bird Control
- Cell Phone Data Transfer
- Tower/Test Equipment
- Wireless Hardware/Handsets/Accessories

Other

- Hosted Mobile Services
- Other
- Prepaid
- Promotional Products
- Security Systems
- Training
- Video Systems
- Wholesale Long Distance

Professional Services

- Billing & Collection Services
- Consulting Services
- Financial/Accounting Services
- Marketing/Business Support Services

Software

- Application/Software Developer
- End User Software
- Messaging Solutions

Technical Services

- Broadband Transmission Services
- Data Processing
- Engineering/Network Design/Construction
- Internet Services
- Network & Infrastructure Services/Equipment
- WiFi Services

Five (5) free categories with any Premier Listing. Additional listings are \$50.00 each. No limit.

_____ **Additional Categories X \$50.00 = \$** _____

Initial: _____ **Date:** _____





Online Specifications

For more information, visit: www.naylor.com/clientSupport-onlineGuidelines.asp

Digital Edition

eSponsor

- 550 x 480 pixels
- JPG, GIF, Flash/SWF*, AVI, MPG, MOV, FLV or Real Player accepted

eToolbar

- 250 x 50 pixels; 50 character limit (initial eToolbar button)
- JPG only (no animation)

eSkyscraper

- 200 x 783 pixels
- JPG only (no animation)

Digital Edition Guideline: Font size should be a minimum of 18pts and a sans serif font to ensure clarity

Online Buyers' Guide

Page Peel

- 75 x 75 pixels for small peel corner
- 500 x 500 pixels for full peel
- JPG only (no animation)

Spotlight Tile

- 125 x 125 pixels
- JPG, GIF or Flash/SWF* accepted

Vertical Banner

- 120 x 240 pixels
- JPG, GIF or Flash/SWF* accepted

Horizontal Banner

- 468 x 60 pixels
- JPG, GIF or Flash/SWF* accepted

Please note: File size for ad submissions must not exceed 100 kb.

*Flash Guidelines

- Publish or export your .SWF file for Flash Player 9 and ActionScript 3.0.
- All fonts, images and support animation files should be embedded within the animation.
- Files should be compressed best as possible.
- Set the frames per second (FPS) to 24.
- Bitmaps should have "smoothing enabled" for best pixel quality.
- Do not add buttons, button actions, weblinks or URL actions.
- Avoid any ActionScript that can affect the Nxtbook engine, such as the `_parent` layer of the animation, `_level0` and `_root` references, or global functions like `setTimeinterval`.

Creating a proper button using ActionScript 3.0:

1. Open your .fla file.
2. In the 'Timeline' create a new layer on top, and select the first frame.
3. Draw a large rectangle or shape that will cover the whole banner.
4. Then convert your shape to a 'Symbol' and track it as a button.
5. From properties set the 'Color Effect' as 'Alpha' and set it to 0%.
6. With the newly created button selected, go to the 'Actions' Panel and add the following code:

```
on (press) {  
    getURL(url, "_blank");  
}
```

NOTE: DO NOT TYPE THE COMPANY URL but the word "URL". The purpose of setting up your Flash creative like this is so that we can control the URL. Please contact your Naylor account executive to supply your intended URL.

