



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 resources reach 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:

Jacob Fisher
 Project Leader
 Naylor, LLC.
 Direct: (770) 576-4972
 jfisher@naylor.com



Connecting you with RCA members throughout the year.

Membership Directory

RCA's annual *Membership Directory* is the premier industry networking tool and information resource. Our members use this official association publication throughout the year as a comprehensive and reliable source for listings of industry-related vendors and supplies.



The RCA Voice - Print Edition

Published twice a year, our magazine features coverage of the latest topics, trends and regulatory updates. Telecommunications leaders throughout the country rely on the magazine to stay up to date about the latest products and services to hit the market.



The RCA Voice - Digital Edition

In addition to print, RCA's bi-annual magazine is also available to readers in a fully interactive digital version. Extend your print advertising investment with the unique benefits of digital media.



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

The RCA Voice biannual magazine

RCA 2012-2013 Membership Directory



Net Advertising Rates

One- and two-time rates include an eLink in the digital edition of the magazine.

Revisions and Proofs: \$50.00
Position Guarantee: 15% Premium

Full-Color Rates	Magazine 1x	Magazine 2x	Directory Rates
Double Page Spread	\$ 2,909.50	\$ 2,609.50	\$ 3,504.50
Outside Back Cover	\$ 2,609.50	\$ 2,399.50	\$ 3,054.50
Inside Front or Inside Back Cover	\$ 2,439.50	\$ 2,229.50	\$ 2,834.50
Full-Page Guarantee	\$ 2,356.93	\$ 2,115.43	\$ 2,679.50
Die-Cut Tab	N/A	N/A	\$ 2,504.50
Full Page	\$ 2,049.50	\$ 1,839.50	\$ 2,334.50
1/2 Page Double Page Spread	N/A	N/A	\$ 2,334.50
2/3 Page	\$ 1,599.50	\$ 1,439.50	\$ 2,124.50
1/2 Page	\$ 1,179.50	\$ 1,059.50	\$ 1,794.50
1/3 Page	\$ 869.50	\$ 789.50	\$ 1,564.50
1/4 Page	\$ 659.50	\$ 589.50	\$ 1,394.50
1/6 Page	\$ 499.50	\$ 439.50	\$ 1,264.50
1/8 Page	\$ 389.50	\$ 349.50	\$ 1,174.50

Black-and-White Rates*	Magazine 1x	Magazine 2x	Directory Rates
Double Page Spread	N/A	N/A	\$ 2,679.50
Full Page	\$ 1,149.50	\$ 1,039.50	\$ 1,509.50
1/2 Page Double Page Spread	N/A	N/A	\$ 1,509.50
2/3 Page	\$ 999.50	\$ 889.50	\$ 1,279.50
1/2 Page	\$ 729.50	\$ 659.50	\$ 969.50
1/3 Page	\$ 569.50	\$ 519.50	\$ 739.50
1/4 Page	\$ 429.50	\$ 389.50	\$ 569.50
1/6 Page	\$ 349.50	\$ 309.50	\$ 439.50
1/8 Page	\$ 269.50	\$ 239.50	\$ 349.50

* Members receive a 5% discount off black-and-white rates.

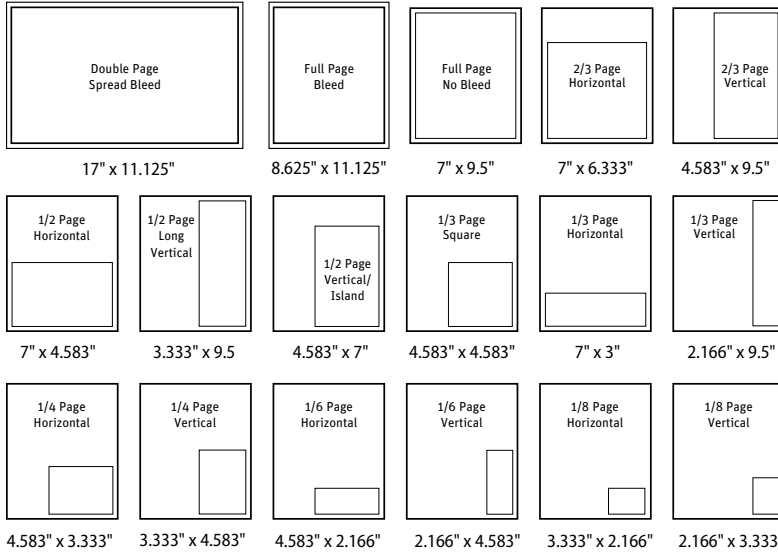
Advertiser indemnifies Naylor and the Association against losses or liabilities arising from this advertising. Naylor assumes no liability whatsoever, except to the extent of a one-time paid advertisement of the same specification, in the next or similar publication, if any proven or admitted errors or omissions have occurred. Payment is due upon receipt of the invoice. Interest shall be charged at 2% per month compounded to yield 26.82% per year on overdue accounts. Revisions to previously submitted ad copy are subject to additional charges. A charge of \$30.00 will be levied for returned checks. In the event of a contract cancellation, the advertiser or agency agrees to repay Naylor any discounts granted for multiple insertions less any discount applicable for the number of insertions completed in the contract. All cancellations must be received in writing prior to the advertising sales deadline. All premium positions are non-cancelable. Prices are net of agency commission. Ads may also appear in an online version of the publication(s).



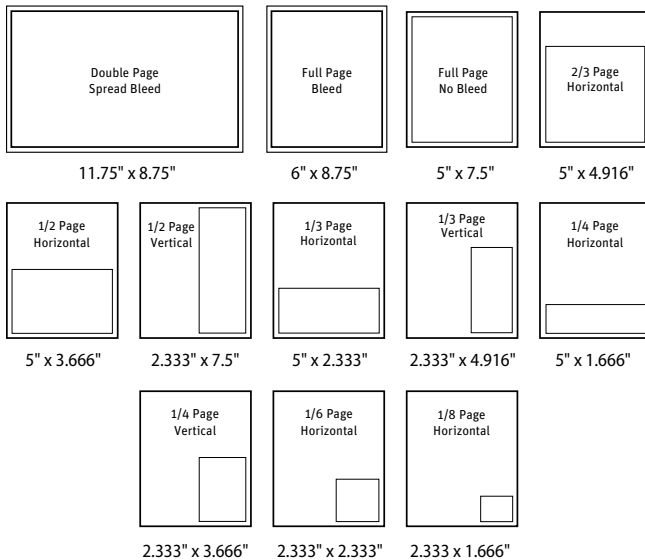


Print Advertising Specifications

Directory/Magazine Trim Size: 8.375" x 10.875"



Roster Trim Size: 5.75" x 8.5"



Note: Text placed outside the live area within any full-page or DPS ads may be cut off. Please keep text within the live area at all times.

DPS Live Area: 15.417" x 9.5"

Full-Page Live Area: 7" x 9.5"

Production Services

Naylor provides professional ad assembly to non-agency clients at no charge.

Artwork Requirements

All digital color and greyscale artwork must be supplied at 300 dpi. Line art must be supplied at 600 dpi.

High-res PDF, EPS, TIFF and JPEG files are accepted.

Images from the Web are not suitable for printing. All color artwork must be in CMYK mode; black-and-white artwork must be in either greyscale or bitmap mode.

RGB mode artwork is not accepted and if supplied will be converted to CMYK mode, which will result in a color shift. All screen and printer fonts as well as linked images must be supplied if not embedded in the file.

Ad Material Upload

Go to the Naylor website at www.naylor.com and under the Client Support section click "Ad Upload." Locate your publication code, advertising order number and advertising code in the box at the top right-hand side of your advertising space contract. Simply fill in your company's contact information along with these three pieces of information, browse for your file and click "Submit." Changes or corrections resulting from problems of supplied material will be billed at cost plus 15%.

Proofs and Revisions

Proofs of ads produced by Naylor are available upon request at a charge of \$50. Revisions are rework for Naylor and are subject to a \$50 surcharge.



The RCA Voice biannual magazine 2012-2013 Membership Directory

Index of Advertisers Categories

Our publication features an Index of Advertisers section in which your company will be listed under the category of your choice with the page number of your ad. When our members are in the market for a specific product or service, they can search the Index of Advertisers and quickly locate advertisers that specialize in that category.

One free category is included with any size ad and additional categories are only \$20 each. *If your product or service is not listed below, a new category can be created for you.*

- 3G (IMT 2000)
- Accessories
- Activation Services
- Advanced Messaging/Paging Narrowband PCS
- Amplifiers
- Antennas
- ASP/WASP
- Associations
- ATM
- Batteries
- Billing Services & Software
- Bluetooth
- Books, References, Manuals
- Cable & Accessories
- Call Boxes, Emergency Equipment
- Call Delivery Systems
- Call Rating Services
- Cases, Briefcases/Carrying, Cellular
- CDMA Applications
- CDPD Applications
- Cell Site Simulation Equipment
- Cellular Directory Assistance Services
- Combiners
- Components
- Connectors, Wireless/Coaxial/Fiber Optic
- Consulting
- Consumer Information
- Content Aggregators/Providers
- Converters
- Credit Card Cellular Phones
- Credit Card Processing Systems
- Credit/Collection Services
- Cross-Connect Systems, Digital
- Data Communication Products for Mobile Computers
- Data Integration Services
- Data Peripherals
- Data Processing Services
- Data Security
- Data Terminals
- Data Transmission Equipment
- Dealer Displays/Point of Purchase
- Delay Lines
- Digital Display Units, LED
- Emergency Equipment (9-1-1)
- Encryption/Scrambling Equipment
- Engineering Services
- Fiber Optics/Related Equipment
- Filters
- Financial?Brokerage Services
- Fixed Base Cell Site Equipment
- Fixed Location Equipment
- Fixed Wireless Services/Broadband
- Fraud Control Systems
- GaAs MMIC
- Gateways
- Generators/Back-Up Power
- Government Application/Products
- Grounding Equipment
- GSM Applications
- Handsets
- Hands-Free Accessories
- Health Care Applications/Products
- Home RF
- HVAC Systems
- Imaging (Wireless/Digital Imaging)
- Information Network Services
- Information Services
- Infrastructure
- Installation Services
- Instant Messaging
- Integrated Circuits
- Interconnection Services/Equipment
- Internet Service Provider (ISP)
- IP Infrastructure
- Lightning Protection, Cell Site
- LMDS - Local Multipoint Distribution Services
- Location/Navigation Equipment, Systems, Services
- M2M - Machine-to-Machine
- Mapping Equipment/Maps
- M-Commerce
- Message Record/Logging Equipment
- Microprocessors
- Microwave Systems & Components
- Mics/Headsets
- Middleware
- Military Applications/Products
- Mobile Computing Devices (Handhelds/PDAs/Laptops)
- Mobile Entertainment (Ringtones, Gaming, Graphics, Gambling)
- Mobile Towers
- Modems
- Monitoring/Security Equipment
- Monopoles
- Multicouplers
- Multimedia Messaging Services (MMS)

Continued...





The RCA Voice biannual magazine
2012-2013 Membership Directory

Index of Advertisers Categories *continued*

- | | | |
|---|---|--|
| <input type="checkbox"/> Multiplexers | <input type="checkbox"/> Site Construction and Management | <input type="checkbox"/> WAP Handsets |
| <input type="checkbox"/> Network Synchronization Systems | <input type="checkbox"/> SMR | <input type="checkbox"/> Web-Enabled Handsets |
| <input type="checkbox"/> Packet Data Equipment | <input type="checkbox"/> Software Applications | <input type="checkbox"/> WiFi/802.11 |
| <input type="checkbox"/> Paging Software | <input type="checkbox"/> Software, Billing | <input type="checkbox"/> WiMax |
| <input type="checkbox"/> PC Cards | <input type="checkbox"/> Software, Engineering | <input type="checkbox"/> Wireless E-mail |
| <input type="checkbox"/> PCS Services | <input type="checkbox"/> Surge Protection | <input type="checkbox"/> Wireless Handsets/PDAs |
| <input type="checkbox"/> Personal Computer Hardware | <input type="checkbox"/> Surveys, Industry Reports | <input type="checkbox"/> Wireless IP |
| <input type="checkbox"/> Personal Computer Software | <input type="checkbox"/> Switches | <input type="checkbox"/> Wireless LAN/Desktop Access |
| <input type="checkbox"/> Point of Sale | <input type="checkbox"/> TDMA Applications | <input type="checkbox"/> Wireless Modems |
| <input type="checkbox"/> Positive Validation/Verification Services | <input type="checkbox"/> Telematics | <input type="checkbox"/> Wireless Network Management |
| <input type="checkbox"/> Power Supplies | <input type="checkbox"/> Telemetry | <input type="checkbox"/> Wireless WAN |
| <input type="checkbox"/> Power Systems | <input type="checkbox"/> Telephony/Cellular Interface Equipment | <input type="checkbox"/> Other: _____ |
| <input type="checkbox"/> Pre-Paid Wireless Platforms | <input type="checkbox"/> Test Equipment & Systems | |
| <input type="checkbox"/> Publications | <input type="checkbox"/> Timing Services | |
| <input type="checkbox"/> Reconditioned Cellular Equipment | <input type="checkbox"/> Tower Lights | |
| <input type="checkbox"/> Refurbished Equipment | <input type="checkbox"/> Tower Services | |
| <input type="checkbox"/> Remote Control Systems | <input type="checkbox"/> Tower Space, Rental | |
| <input type="checkbox"/> Rental/Leasing Test Equipment | <input type="checkbox"/> Training | |
| <input type="checkbox"/> Repair Services | <input type="checkbox"/> Transceivers | |
| <input type="checkbox"/> Repeaters | <input type="checkbox"/> Transcoders (ADPCM) | |
| <input type="checkbox"/> RF Components | <input type="checkbox"/> Transportation Applications/Products | |
| <input type="checkbox"/> RFID | <input type="checkbox"/> Turnkey Systems | |
| <input type="checkbox"/> Roamer Services | <input type="checkbox"/> Unified Messaging | |
| <input type="checkbox"/> Routers | <input type="checkbox"/> Utility Applications/Products | |
| <input type="checkbox"/> Satellite Transmission Equipment & Services | <input type="checkbox"/> Voice Processing/Messaging Systems | |
| <input type="checkbox"/> Security Services | <input type="checkbox"/> Voice Recognition | |
| <input type="checkbox"/> Settlement and Exchange Services | <input type="checkbox"/> Voice Storage/Retrieval Systems | |
| <input type="checkbox"/> Shelters/Communications Buildings | <input type="checkbox"/> VoIP | |
| <input type="checkbox"/> Short Message Services/Products/Applications | <input type="checkbox"/> WAP Gateway | |

One free listing with any size ad. Additional listings are \$20.00 each. No limit. Please list new categories on this sheet.

_____ **Additional Categories X \$20.00 = \$** _____

Initial: _____ **Date:** _____



Digital Edition

In addition to print, *The RCA Voice* is also available to members in a fully interactive digital version. Viewers can virtually flip through the pages, forward articles of interest to colleagues and click on ads to be redirected to the advertisers' website.



Extend your print advertising investment with the unique benefits of digital media:

- Link your ad to the landing page of your choice.
- Increase traffic to your website.
- Interact with viewers to facilitate the buying process.
- Generate an immediate response from customers.

Members and readers receive each issue via email and each new issue is posted on the association's website. A full archive of past issues is available, ensuring longevity for your online presence.

With the digital edition, readers can:

- Bookmark and insert notes.
- Perform a keyword search of the entire magazine.
- Navigate and magnify pages with one click.
- View issues instantly from most smart phones.

- Share articles on third-party news and social networking sites.
- Use tabs to view archives, find a list of articles for one-click access and more.
- Read the issue online or download and print for later.

Ad Positions



eSponsorship* | \$1,159.50

Your message will be prominently displayed directly across from the cover of the magazine.

eLink | Included in Display Ad Rates

eLinks increase traffic from your ad in the digital edition to your company's website or a corporate e-mail address. Most of our advertising options include this feature at no additional charge. Additio

eToolbar | \$629.50

Your company name is displayed on the toolbar, found in the top-right corner of every page of the digital edition next to frequently used navigational icons.

eSkyscraper | \$1,019.50

The eSkyscraper ad displays the entire time the digital edition is open giving your message consistent and lasting exposure.

Ad "Jolt" Upgrade | \$ 309.50

Transform your static print advertisement into an attention-grabbing animated message. The digital edition of the magazine offers dynamic capabilities not available in the print version.



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.



The RCA Voice biannual magazine

RCA 2012-2013 Membership Directory



Past Advertisers

Our communications program is made possible solely through advertiser support. We appreciate the investment that our advertisers make with the Rural Cellular Association and strongly encourage our members to do business with vendors that support our association. Members know that they can confidently select the quality products and services featured within the official resources of RCA.

- | | | |
|--|---------------------------------------|---|
| 4G Unwired, Inc. | Faster Check.com, Inc. - PhoneApp.com | RF Safety Solutions |
| ADC is now TE Connectivity Ltd | Flash Technology | Rincon Technology |
| Adtran | Forsk | ROHN Products, LLC |
| Aequor | Gemalto | Rosenberger Site Solutions |
| Alcatel-Lucent USA, Inc. | Global Tower Partners | RSI |
| Allstate Tower, Inc. | Global Tower Service | Sabre Industries, Inc. |
| Alpha Equipment | Global Warranty Group | Selective Site Consultants, Inc. |
| American Roamer | Globecomm Systems | Spinner Atlanta, Inc. |
| American Tower | HickoryTech | SPX Communication Technology |
| Amphenol Antel, Inc. | Huawei Technologies USA | Stealth Concealment Solutions, Inc. |
| Anchor Guard | Hyde Company | Super Fair Cellular |
| ANPI Zone | ID Comm | Superior Communications |
| Aris, Inc. | Image One Cellular | TCT Mobile Inc - ALCATEL One Touch |
| Brightpoint North AmericaL.P. | Info Directions, Inc. | TeleMessage, Inc. |
| Brightstar | Interop Technologies | Terracon |
| C2 Wireless | Jinny Software | TESSCO |
| Cadex Electronics | Katalyst Dzine & Grafix | Thobe Group, Inc. |
| Central States Tower | Kiesling Associates, LLP | Total Software Solutions |
| CertiCell, LLC. | KiKa Enterprises | Tower Innovations |
| Clear Sky Mobile Media | Lukas, Nace, Gutierrez & Sachs, LLP | TowerCo |
| CoBank | MACH Americas, Inc. | TracPoint Wireless, Inc. |
| CommSoft | Mentum | TWR Family of Companies |
| Communications Wireless Group | Mid America Computer Corp. | Unipower |
| Crown Castle International Corp. | Mind Software, Inc. | USA Digital Communications, Inc. |
| DB Solutions, Inc. | Mitec Telecom | V-Comm, LLC |
| DDB Unlimited, Inc. | Movius Interactive Corporation | Valmont Structures |
| Dialogic | National Information Solutions | VBINE Energy |
| Digicell International, Inc. | Cooperative | Versar Engineering and Construction Group |
| Dynamic Environmental Associates, Inc. | Numerex | Walker and Associates, Inc. |
| Edgecore | OSG Billing Services | WAU Ltd |
| ElectriCom, Inc. | Palmer Distributors, Inc. | Wes-Tec |
| Emerson Network Power | PCS Wireless | WestchesterServices LLC |
| Environmentex | Planet Cellular, Inc. | Wilson Electronics |
| Ericsson, Inc. | PSA, Inc. | Wireless One, Inc. |
| eSecuritel Holdings, LLC | Quality One Wireless | Xentris Wireless |
| Eternity Wireless | Raycap, Inc. | XIUS |
| Eupen Cable USA | Reldan Metals Company | Zip Wireless |
| Excell Communications, Inc. | ReliOn, Inc. | |