



Make a connection with key leaders and purchasing agents in the \$30 billion competitive wireless industry.

Online Buyers' Guide

cca.officialbuyersguide.net

FOR MORE INFORMATION, PLEASE CONTACT:

www.competitivecarriers.org

Scott McKenzie
Media Director | Naylor Association Solutions
Direct: (352) 333-3419
Fax: (352) 331-3525
Email: smckenzie@naylor.com

NAYLOR 
ASSOCIATION SOLUTIONS

Competitive Carriers Association

The CCA Advantage

- CCA members **spend \$15 billion per year** on products and services related to the wireless industry.
- We are North America's leading association for competitive wireless providers serving **urban, rural, regional and national** areas.
- CCA represents **more than 85%** of all the wireless services providers in the United States.
- The licensed service area of our members **covers 95 percent of the nation, serving more than 110 million customers.**

**Information provided by CCA*



Online Buyers' Guide
cca.officialbuyersguide.net

Who We Are

CCA is **the nation's leading association** for competitive wireless providers serving rural, regional and urban areas. Our print and digital resources reach the decision-makers in the **\$30 billion competitive wireless industry**, including:

- CEOs
- Presidents
- Carrier member managers
- Associate member managers
- Affiliate member managers *...and more!*

Put your company's message in front of key decision-makers by including your ad in CCA's Online Buyers' Guide. Reserve your space today!

Online Buyers' Guide statistics*:

- The buyers' guide is referenced by more than 200 visitors each month.
- On an average visit, a user views 2.84 pages and stays on the site about two minutes.

**Traffic numbers from Jan. 2016 - Dec. 2016*

Top categories by page views:

- Tower/Test Equipment
- Wireless Hardware/Handsets/Accessories
- Network & Infrastructure Services/Equipment
- Engineering/Network Design/Construction

CCA Online Buyers' Guide

About the CCA Online Buyer's Guide – cca.officialbuyersguide.net

The CCA Online Buyers' Guide is a user-friendly forum designed to bring suppliers and purchasers together. Available whenever you need it, CCA Online Buyers' Guide makes it easy to locate products and professional services geared to the cellular industry.

A Reference at Your Fingertips:

- Cross-promoted in other CCA communication pieces
- Optimized to drive traffic from search engines and the CCA homepage
- Efficient browsing with fewer clicks
- Users can set the Online Buyers' Guide as their default browser, bringing them to your listing
- Directs visitors to a landing page to learn more about your business
- Google™ integration returns richer results
- Consumers come to you when they are ready to buy
- Customized listing and enhanced content

CCA Online Buyers' Guide statistics*:

- The buyers' guide is referenced by more than 200 visitors each month.
- On an average visit, a user views 2.84 pages and stays on the site about two minutes.
- The buyers' guide receives an average of more than 580 page views per month.

*Traffic numbers from Jan. 2016 - Dec. 2016

The purchase of any Online Buyers' Guide display ad comes with a COMPLIMENTARY Premier Listing – a \$340 value!



Page Peel – EXCLUSIVE POSITION | \$2,575

Display your business uniquely on all pages of the CCA Online Buyers' Guide. With the move of a mouse, your company's message sweeps down over the site like the page out of a book, drawing attention and visitors to your website.

Featured Companies | \$975

Get your name out there! Have your company featured at the top of every page by including your logo and company description within the CCA Online Buyers' Guide. There are only eight run-of-site spaces available.

Header and Footer Package | \$2,275

No matter what page of the CCA Online Buyers' Guide visitors click on, your message will be prominently displayed in the same place, every time! There are two run-of-site banners, with a maximum of three advertisers rotating per position.

Rectangle Ad 1 | \$1,775 2 | \$1,650 3 | \$1,450

The rectangle ads are placed and sized to catch attention and are located in the right column of every page on the CCA Online Buyers' Guide. There are three rectangles, with a maximum of five advertisers rotating per position.

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

Continued on next page...

CCA Online Buyers' Guide

Premier Listing Package | \$340

Premier Listings are designed to offer heightened visibility within the *Online Buyers' Guide*. Premier Listings appear on a first-reserved, first-listed basis on top of all basic listings, ensuring they are seen first. Premier Listings contain all basic information, plus extended features below. *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 website, social media links, email address and up to five contacts
- Extended company profile and products and services listing
- Full-color product image and description linked to your website
- Google map of your business location
- **Google site search:** to search your website from your Premier Listing
- **Request for information:** a contact form to reach a representative from your business



The purchase of any *Online Buyers' Guide* display ad comes with a **COMPLIMENTARY Premier Listing** – a \$340 value!

Maximize the impact of your Premier Listing with these upgrades



Guaranteed Position

For companies that want to ensure top visibility in their category, we offer guaranteed placement above your competitors. When visitors click on a product/service category on the home page of the *CCA Online Buyer's Guide*, your company is the first that they see. *Includes Premier Listing upgrade.*

Category Sponsor #1 | \$50 per category

Category Sponsor #2 | \$35 per category

Category Sponsor #3 | \$25 per category



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 | \$200

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

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

CCA Online Buyers' Guide

Premier Listing Categories

The CCA 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.*

Facilities & Environmental

- Construction
- Engineering & Design
- HVAC Equipment
- Tower Erection and Maintenance

Hardware

- Antennas
- Bird Control
- Business Intelligence & Policy Control
- Cables & Accessories
- Cell Phone Data Transfer
- Equipment Installation
- Equipment Shelter Maintenance & Repair
- Equipment Shelters
- Microwave Systems & Components
- Monopoles
- Obstruction Lighting
- OEM Accessories
- PIM Test Equipment
- Security Systems
- Tower/Test Equipment
- Video Systems
- Wireless Data Devices
- Wireless Hardware/Handsets/Accessories
- XttA (Fiber/Power to the Antenna)

Hosted & Technical Services

- 3G/4G Network Solutions
- Activation Services
- Broadband Access Networks
- Broadband Transmission Services

- Data Processing
- Engineering/Network Design/Construction
- Hosted Mobile Services
- Installation Services
- Internet Services
- IP Infrastructure
- LTE (Long Term Evolution)
- LTE Solutions
- Network & Infrastructure Services/Equipment
- Next-Generation Networks
- OTA Handset Management
- Point of Sale (POS)
- Policy & Charging Control
- PrePaid
- Rich Communications
- SMS and MMS Hosted Services
- Tower Site Development
- Wholesale Long Distance
- WiFi Services
- Wireless IP
- Wireless LAN

Professional Services

- Asset Recovery
- Billing & Collection Services
- Build to Suit
- CALEA
- Colocation
- Consulting Services
- Engineering Services
- Environmental Compliance
- Environmental Consulting
- Financial/Accounting Services

- Insurance Handset Protection Programs
- Legal/Law Firms
- Marketing/Business Support Services
- Owner and Operator
- Promotional Products
- Recycling
- Retail Design
- Tower Acquisition
- Tower Management
- Tower Space Leasing
- Training

Software

- Application/Software Developer
- Billing Software
- CDMA Applications
- Commercial Mobile Alert Systems (CMAS)
- Distribution and Fulfillment
- E911
- End User Software
- Enterprise Software Development
- GSM Applications
- Invoice Services/Electronic Services (EBPP)
- IVR Solutions
- Messaging Solutions
- OSS - Operation Support Software
- Revenue Assurance
- Text To 911
- Usage Analytics
- Video Systems
- Voicemail

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

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

Initial: _____ **Date:** _____