

PowerSource Online



Media Kit 2013

www.powersourceonline.com | 813-675-6320 | advertising@powersourceonline.com

▶ PowerSource Online Industry Guide

PowerSource Online Industry Guide Magazine's monthly readership through its Digital format has a targeted distribution focusing on the secondary market IT & Telecom Channel, Corporate End-Users and Industrial buyers of Telecom & IT parts & equipment. The semi-annual PowerSource Online printed Industry Guide is read by Telecom & IT Industry events and trade show attendees.

About PowerSource Online

- **PowerSourceOnline.com** is the largest B2B computer, printer, networking and telecom exchange that connects buyers and sellers of IT parts. The online marketplace for buyers and sellers of telecom systems and parts, networking equipment, computers and laptops and other IT equipment is the largest online network for the secondary telecommunication and IT marketplace. Since its creation in 1997, PowerSource remains committed to providing quality sourcing and disposition solutions of hard-to-find, excess, discontinued, obsolete and end-of-life computer parts and systems. With a global member base of over 2000 members consisting of Dealers, Resellers, Brokers and Service Companies, locating computer parts, systems, telecommunication equipment, peripherals, printers and networking equipment has never been easier! In 2010, Telecom Finders joined the PowerSource Online website and community to add telecom parts and equipment to the already expansive IT and computer parts and equipment database.
- **PowerSource Online** is a division of Mediagrif Interactive Technologies - a leading operator of 14 e-business networks that serve over 50,000 businesses worldwide.
- **PowerSource Online** has helped thousands of IT & Telecom equipment buyers to efficiently source used, refurbished and surplus parts and equipment through its online and print services.

► Distribution

Visibility For Your Company

- Over 125,000 unique subscribed contacts via email monthly.
- Over 10,000 additional page views per month non-subscribed visitors.
- Seen at tradeshows throughout the year.

PowerSource Online Magazine Readers Buy:

- Desktop Computers
- Servers
- Laptops/Notebooks
- Computer Monitors & Displays
- Audio Electronics
- Cameras & Optics
- Memory
- Microprocessors
- POS Terminals
- Routing/Switching Equipment
- Wireless
- POS Bar Code Readers
- Batteries
- Power Supplies Printers
- Racks & Cables
- Storage Central Office Equipment
- PBX/Key
- Wireless/Power
- Datacom
- Outside Plant
- T1/E1
- Fiber Optic
- Routers & Switches
- Wire & Cable
- VoIP
- Networking
- Transmission Storage
- Asset Recovery Services
- Marketing Services
- Test Equipment

► Industry Events & Tradeshows

Spring 2013 Printed Industry Guide will be available at the following industry events and trade shows:

Comptel

March 10-13 – Las Vegas, NV
September 23-26 – Orlando, FL

IWCE

March 11-15, 2013 – Las Vegas, NV
www.iwceexpo.com

OFC/NFOEC

March 17-21, 2013 – Anaheim, CA
www.ofcnfoec.org

Enterprise Connect

March 18-21, 2013 – Orlando, FL
www.enterpriseconnect.com

IQPC – 2nd Annual

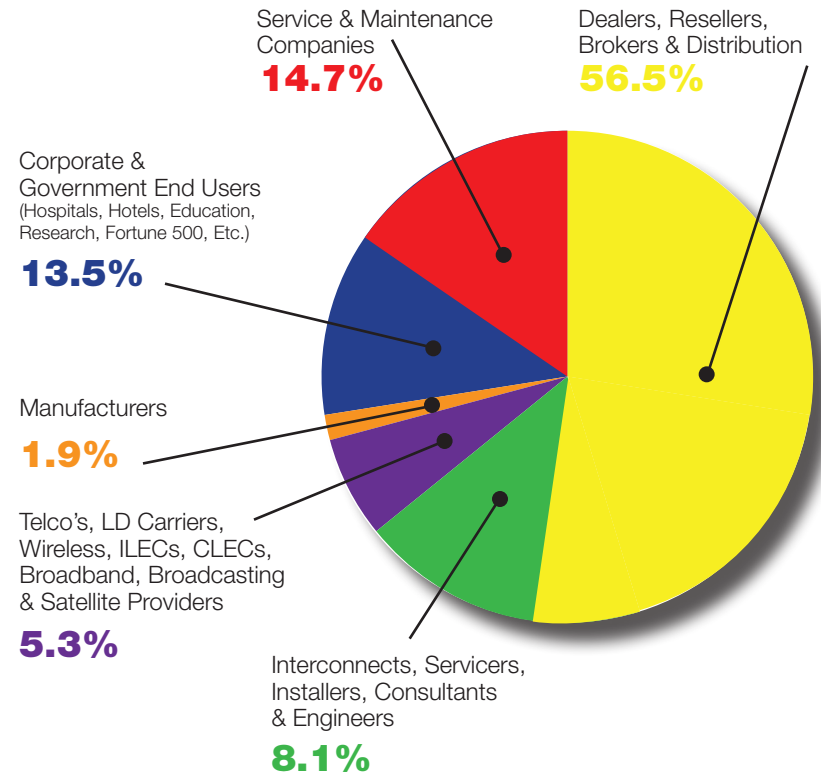
Corporate eWaste Summit
April 8-10, 2013 – Chicago, IL
www.corporateewaste.com

IAITAM 2013 ACE : 2013

April 16-18, 2013 – Houston, TX
www.iaitam.org

ITEX 2013

April 17-18, 2013 – Las Vegas, NV
<http://www.itexshow.com/>

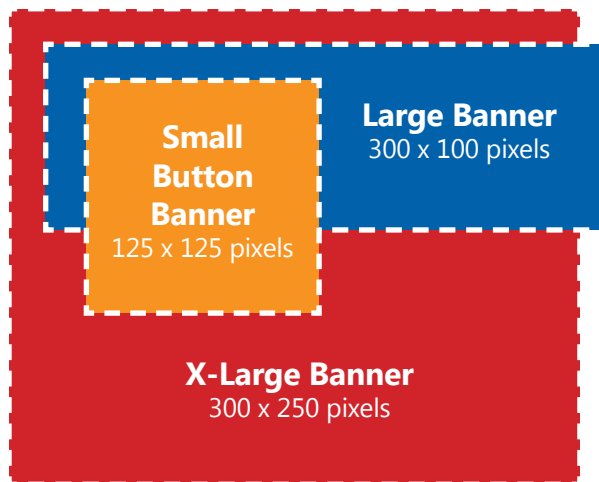


▶ Ad Sizes & Specifications

<p>2 page Spread</p> <ul style="list-style-type: none"> • Ad Size: 16 x 10 • Bleed Size: 17 x 11 <p>You can send 2 full pages to be placed side by side as a spread. Please keep all text, logos, images inside live area.</p>	<p>Half Page (Horizontal)</p> <ul style="list-style-type: none"> • Ad Size: 7.5 x 4.95 	<p>Full Page</p> <ul style="list-style-type: none"> • Ad Size: 7.5 x 10 • Bleed Size: 8.5 x 11
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Online Banner Ad Placement

May be animated gif or static jpg file.



▶ 2013 Advertising Rates

Advertisement	Month	3 Months	6 Months	12 Months
Half Page	\$150	\$400	\$750	\$1350
Full Page	\$250	\$650	\$1200	\$2200
2 Page Spread	\$450	\$1100	\$2000	\$3750

Online Banner Ads	Month	3 Months	6 Months	12 Months
Small Online Banner	\$50	\$125	\$200	\$350
Large Online Banner	\$75	\$200	\$350	\$600
XLarge Online Banner	\$125	\$300	\$550	\$1000

Advertisorial Ads	Month	3 Months	6 Months	12 Months
Company Profile/ Featured Company (up to 250 words)				\$200
Advertisorial Focused on Product Service Line (up to 1,000 words)				\$600
Online Video + advertorial (up to 1,000 words PLUS video embedded in article)				\$950

10 manufacturer index listings are supplied with each paid display ad, additional manufacturer listings may be purchased for \$2.00 each. 3 manufacturer index listings are included with all category ads, no more than 3 are allowed without the purchase of a display ad.

▶ Terms & Conditions

Materials Preferred Digital Format: PDF file, CMYK color, 300 dpi resolution. Line screen: 150 for glossy, 120 for all other pages. Send files in PC format, NOT Mac. Other acceptable file types: .eps .jpg .ai .indd .psd. We can accept files created in Adobe InDesign, Illustrator, Photoshop or Acrobat CS3 or below. When sending files please include all raw image files and embed all fonts. We can also convert a variety of other formats - Call (813) 675-6320 (USA) or (450) 449-6881 (International) for assistance.

Sending in your files You may ship your advertising materials in any of these ways:

- Digital files may be e-mailed to advertising@powersourceonline.com
- FTP uploaded to: **FTP uploaded to:** ftp3.telecomfinders.com **User name:** psodsignclient **Password:** Jit5uufi