

Competitive Carriers Association
MEDIA GUIDE



**REACH KEY DECISION-MAKERS IN THE
\$30 BILLION COMPETITIVE WIRELESS INDUSTRY.**

Online Buyers' Guide
cca.officialbuyersguide.net

FOR MORE INFORMATION, PLEASE CONTACT:

cca

rural. regional. nationwide.



rural. regional. nationwide.



WHY ADVERTISE?

Competitive Carriers Association (CCA) is North America's leading association for competitive wireless providers serving urban, rural, regional and national areas.

- We represent more than 85% of all domestic wireless carriers.
- Our members spend more than \$15 billion per year on products and services related to the wireless industry.
- The licensed service area of our members covers 95% of the nation, serving more than 110 million customers.

**Information provided by CCA*

WHO WE ARE

CCA was founded in 1992 by nine rural wireless carriers as a carrier centric organization known as the Rural Cellular Association (RCA). In 2012, after gaining the attention of the tier 1 carriers, RCA re-branded itself to the "Competitive Carriers Association" to better reflect its membership group and role in the industry. Still governed by carriers, **CCA has grown to become the nation's leading association for wireless providers serving all areas of the United States.**

GAIN TOP VISIBILITY AMONGST LEADERS IN NORTH AMERICA'S COMPETITIVE WIRELESS INDUSTRY. RESERVE YOUR SPACE TODAY!



CCA ONLINE BUYERS' GUIDE

cca.officialbuyersguide.net

KEY STATISTICS:

On an average visit, a user views 3.41 pages and stays on the site for more than three minutes.

The *Online Buyers' Guide* averages more than 500 page views per month.

**Traffic from February 2017-July 2017*

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*:

- On an average visit, a user views 3.41 pages and stays on the site for more than three minutes.
- The buyers' guide receives an average of more than 500 page views per month.

*Traffic numbers from February 2017 - July 2017

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



Curtain Ad– 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.

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.

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.

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.

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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