

Research & Media

Sponsorship Portfolio & Media Kit 2017-2018





Sponsorship Portfolio & Media Kit Overview

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Why Invest in TM Forum Research & Media

DIGITAL BUSINESS:
HOW TO LEAP AHEAD

TM Forum's Research & Media division delivers market intelligence and analysis for TM Forum's 950+ corporate members

- By leveraging our relationships with members, we provide unique, actionable insights into the key challenges and opportunities for the global telecoms sector
- We are fully independent, providing impartial analysis and advice to communications service providers (CSPs) and their suppliers
- Our experts have held senior leadership positions in CSPs, vendors and international research and consulting firms
- Our research focuses on the transition from communications to digital service providers, and the key strategies, technologies and business models that this demands. It draws on the expertise that TM Forum has amassed through engagement with and the collaborative efforts of CSPs and technology firms
- Promote your industry- leading expertise through precision-led sponsorship programs that:

▪ Boost your profile as a thought leader

▪ Raise awareness of your brand, products and services

▪ Generate leads for your sales pipeline

TM Forum's unique selling proposition includes our membership profile, which consists of more than 950 member companies including over 230 of the world's leading communications and digital service providers.

TM Forum's sponsored programs are regularly promoted to:

Database

- An opt-in research & webinar subscriber database of over 70,000 unique users
- Monthly newsletters (3 titles per month) with an opted-in subscriber base of more than 120,000

Companies

Subscribers by company type/sector:

- 34% Service Provider
- 20% Software Supplier
- 20% System Integrator
- 12% Network Equipment Supplier
- 1% Media/Entertainment
- 2% Academic/University
- 11% Other

Subscribers

Strategy selection and combination

- Over 35,000 subscribers are involved in purchasing
- Over 5,000 subscribers are C-level executives

Campaign Metrics

- Average campaign rates:
16% – 20% Open rate
13% – 20% Click-thru rate

Social Media

Followers:

- Twitter 8,501 followers
- LinkedIn corporate 6,481 followers
- LinkedIn group 10,052 members
- Facebook 6,481 likes

Marketing Your Sponsored Programs

TM Forum's marketing team will work with you to promote your sponsored programs across an integrated marketing campaign including PR (where relevant), social media, email, website promotion, newsletters and promotion on [Inform](#), TM Forum's insights and news portal

PR

Social
Media

Email

Newsletters

Website

Sponsor
Joint
Promotion

Issue a press release or media alert, where relevant, for our *Digital Transformation Tracker* and *Trend Analysis* reports

Conduct relevant one-to-one press outreach to highlight the reports with key media contacts

Promote each campaign via social media channels including Twitter, LinkedIn and Facebook

Reports – 3 post-launch emails to TM Forum's members and subscriber database

Webinars – 3 pre-webinar emails in the lead-up to the webinar and 2 on-demand webinars to generate further leads

To help your sponsored program gain critical mass with our members and external audiences, all reports and webinars are featured in:

- TM Forum's Members' Monthly Newsletter
- One of the monthly Inform newsletters –
 - *Inside Agile Business & IT*
 - *Inside Digital Business & IoT*
 - *Inside Customer Centricity*

All reports and webinars are posted on TM Forum's corporate website www.tmforum.org and [Inform](#), TM Forum's content channel

All sponsored features are promoted independently on [Inform](#)

The most successful campaigns are those where sponsors conduct their own marketing in tandem with TM Forum's, delivering greater momentum and results

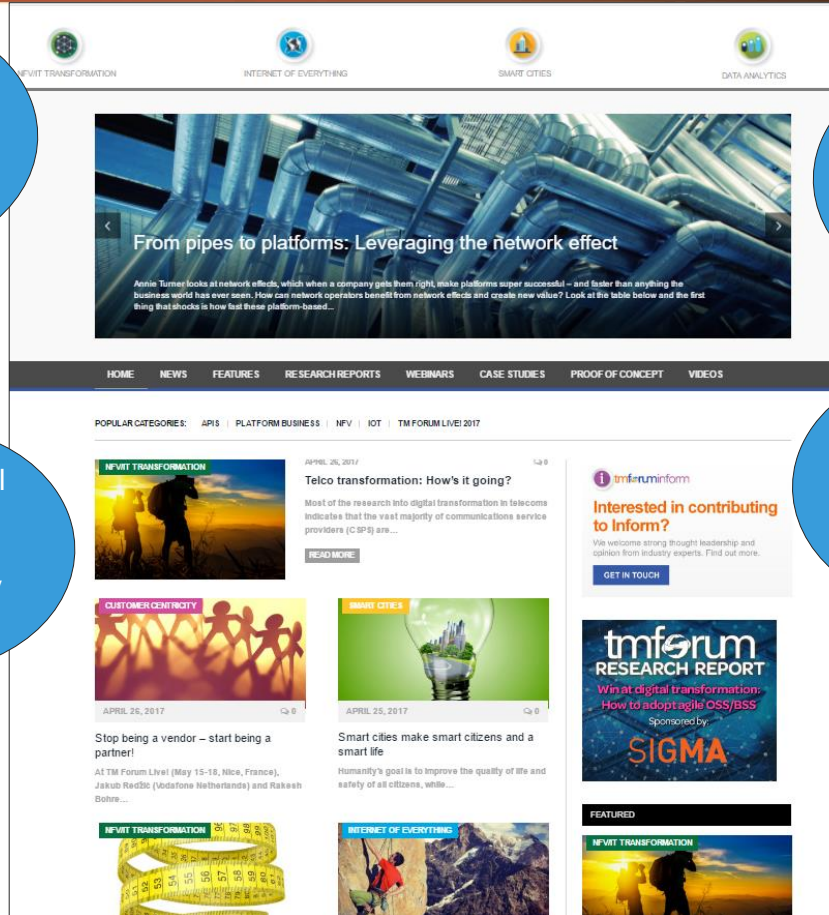
TM Forum's marketing team works with you to leverage joint efforts

Sponsored reports – total downloads increased by 9.2% in 2016

Sponsored webinars – average registrants increased by 26% in 2016

Reports' total unique downloads increased by 18% in 2016

Webinars – scored 9.2 out of 10 in customer satisfaction survey



The screenshot shows the tmforum.com website interface. At the top, there are navigation icons for 'NFV/T TRANSFORMATION', 'INTERNET OF EVERYTHING', 'SMART CITIES', and 'DATA ANALYTICS'. Below this is a main banner for 'From pipes to platforms: Leveraging the network effect' with a sub-headline about network effects and a link to a report. A navigation bar includes 'HOME', 'NEWS', 'FEATURES', 'RESEARCH REPORTS', 'WEBINARS', 'CASE STUDIES', 'PROOF OF CONCEPT', and 'VIDEOS'. Below the navigation bar, there are 'POPULAR CATEGORIES' and a grid of featured content. The featured content includes articles like 'Telco transformation: How's it going?', 'Interested in contributing to Inform?', 'Customer Centricity', 'Smart cities make smart citizens and a smart life', and a 'tmforum RESEARCH REPORT' titled 'Win at digital transformation: How to adopt agile OSS/BSS' sponsored by SIGMA. There is also a 'FEATURED' section at the bottom right.

Inform reached over 1,000,000 page views

Inform's monthly page views surpassed in 10 out of last 11 months

Inform's YoY increase in unique users up 31% in same period

Reports' average downloads increased by 24% in 2016

Reach an opted-in audience of over 100,000 subscribers

Sponsorship Opportunities & Price Points

Product	Sponsorship Profile	Description	Unit Price
Custom Research	Exclusive Sponsorship		Price on request
Digital Transformation Tracker	Multi-Sponsorship	Four-page Sponsorship	\$19,500*
		Three-page Sponsorship	\$15,950*
		Two-page Sponsorship	\$11,950*
Trends Analysis Reports	Multi-Sponsorship	Four-page Sponsorship	\$19,500*
		Three-page Sponsorship	\$15,950*
		Two-page Sponsorship	\$11,950*
Quick Insights Reports	Exclusive Sponsorship	10-12 Pages, 2,500 Words	\$17,950*
	Exclusive Sponsorship	20-24 Pages, 5,000 Words	\$25,950*
Webinars	Exclusive Sponsorship		\$16,950*
Inform Digital Packages	Exclusive Sponsorship	Q&A Interview	\$8,000*
	Exclusive Sponsorship	Inform + Newsletter Sponsorship	\$11,900*
	Exclusive Sponsorship	Web Ads	\$4,950*
Show Dailies	Exclusive Sponsorship	Option 1 – Marketing Asset & Upper Banner	\$19,995*
	Exclusive Sponsorship	Option 2 – Marketing Asset & Lower Banner	\$16,995*
	Exclusive Sponsorship	Option 3 – CxO Interview Package	\$28,995*

*discounts available for multi-products and where ghost-writing service is NOT required

Many organizations have specific research requirements to address a challenge or opportunity. As a membership organization with a long track record of engagement and collaboration, we are always keen to discuss those specific requirements with our members and the broader industry and create a tailor-made solution. We can offer unparalleled access to a global market through our database, our global events and our market-leading [Inform](#) research and content hub.

Our solutions include:

Building awareness of your products, solutions and capabilities through the creation of white papers and webinars

Market entry, product placement strategy and planning, both technical and geographical

Strategy sessions, workshops and presentations

Understanding customers' needs, issues and purchasing priorities

Business plan validation

Whatever your challenges, we can help you get to the heart of the matter through our custom research services

This new DTT is a semi-annual industry survey that will track the sentiment around and real-life progress of the telecoms industry's digital transformation. Over time, the DTT will build a picture of how quickly and successfully CSPs are transforming, and the implications for the sector. The survey will be complemented by one-on-one interviews with CSP executives. The first findings will be published in September 2017 and will feed back into the Forum to help us refine our strategy and define next moves.

Two Digital Transformation Tracker reports currently scheduled
September 7, 2017 and February 22, 2018

Sponsorship is available for a single report or combined packages

- Leverage our marketing program for this campaign
- Provides thought leadership, branding and lead generation benefits

Sponsorship entitles you to four, three or two full-color pages of dedicated sponsor content in one of the reports, which are ideal for showcasing your thought leadership and solutions.

- **Four-page Sponsorship – \$19,500**
- **Three-page Sponsorship – \$15,950**
- **Optional Two-page Sponsorship – \$11,950**



Reports –
average
downloads
increased
by 24% in
2016

Please note that this includes a ghost-writing service to produce the sponsor's content from a briefing with an executive from the sponsor company and a highly experienced writer.

Thought Leadership Sponsor Benefits

- Sponsorship of TM Forum's Digital Transformation Tracker Report
- [2, 3 or 4] Sponsored pages of dedicated sponsor content included within the report
- One 30-minute telephone briefing call with the analyst/author to align sponsor's content with the direction of the report
- Professional ghost-writing service, if required.

Marketing Sponsor Benefits

- Exclusive hosting of report for 3 months from launch date on [Inform](#), TM Forum's content and research channel
- During the exclusive period of hosting by TM Forum, a PDF of the report is available upon request for sponsors to use solely for their own PR campaign
- PDF of the report available to sponsors to host on their own website after the exclusive 3-month hosting period ends
- Report will be promoted for up to three months from launch date by TM Forum
- Integrated marketing campaign to promote your sponsored programs including PR (where relevant), social media, email, website promotion, newsletters and promotion on [Inform](#)
- 3 x post-launch promotional emails to TM Forum's Members' and Subscribers' database
 - Full report promoted to TM Forum member database
 - Executive Summary promoted to non-member database
- 100-word sponsor's profile on the "About our sponsors" pages of the report
- Sponsor's logo included on the report cover
- Sponsor's logo included on report web page
- Sponsor's logo included in dedicated email distribution to members and non-members
- Sponsor's logo included in the associated webinar with acknowledgement of sponsor's involvement
- Complimentary layout/design of sponsored content pages by TM Forum's design team
- Sponsor's content or video links to be included in relevant Inform website pages

Lead Generation Sponsor Benefits

- Provision of contact details relating to report downloads (exempting opt-outs) for a 3-month period following publication launch date, subject to General Data Protection Regulations

A number of mega-trends, technology developments and new business models are set to transform today's telecoms sector. Our new Trend Analysis Reports will provide a deep dive into topics such as 5G and artificial intelligence. Each report will be based on an in-depth survey of CSPs supplemented by interviews, but will also include our analysis of how we expect the relevant trend, technology or business model to impact service providers' businesses. There are two Trend Analysis reports currently scheduled

- **June 29, 2017 – 5G: Is platform the killer use case?**
- **December 7, 2017 – Artificial Intelligence (final title tbc)**

Sponsorship is available for a single report or combined packages

- Leverage our marketing program for this campaign
- Provides thought leadership, branding and lead generation benefits

Sponsorship entitles you to four, three or two full-color pages of dedicated sponsor content in the report, which are ideal for showcasing your thought leadership and solutions.

- Four-page Sponsorship - **\$19,500**
- Three-page Sponsorship - **\$15,950**
- Two-page Sponsorship – **\$11,950**

Please note that this includes a ghost-writing service to produce the sponsor's content based on a briefing with an executive from the sponsor company and a highly experienced writer.

Thought Leadership Sponsor Benefits

- Sponsorship of TM Forum's Trend Analysis Report
- [2, 3 or 4] Sponsored pages of dedicated sponsor content included within the report
- One 30-minute telephone briefing call with the analyst/author to align sponsor's content with the direction of the report
- Option, at additional cost, for a TM Forum Editor to ghost-write sponsor content based on a telephone interview or Q&A with a sponsor executive. Price available on request.

Marketing Sponsor Benefits

- Exclusive hosting of report for 3 months from launch date on [Inform](#), TM Forum's content portal
- During the exclusive TM Forum hosting period, a PDF of the [report](#) is available upon request for sponsors to use solely for their own PR campaign
- PDF of the report available to sponsors to host on their own website after the exclusive 3-month hosting period ends
- Report will be promoted for up to three months from launch date by TM Forum
- Integrated marketing campaign to promote your sponsored programs including PR (where relevant), social media, email, website promotion, newsletters and promotion on [Inform](#)
- 3 x post-launch promotional emails to TM Forum's Members' and Subscribers' database
 - Full report promoted to TM Forum member database
 - Executive Summary promoted to non-member database
- 100-word sponsor's profile on the "About our sponsors" pages of the report
- Sponsor's logo included on the report cover
- Sponsor's logo included on report web page
- Sponsor's logo included in dedicated email distribution to members and non-members
- Sponsor's logo included in the associated webinar and acknowledgement of sponsor's involvement
- Complimentary layout/design of sponsored content pages by TM Forum's design team
- Sponsor's content or video links to be included in relevant Inform website pages

Lead Generation Sponsor Benefits

- Provision of contact details relating to report downloads (exempting opt-outs) for a 3-month period following publication launch date, subject to General Data Protection Regulations

Quick Insights are short, easy-to-digest research reports that explore emerging topics or new angles on established subjects. Recent QIs have covered cloud operational and business support systems, digital transformation, robotic process automation, data analytics and virtualized network functions

The *Quick Insights* reports are available in two formats:

- Short version that includes a summary only and outlines the issues – 10-12 pages - **\$17,950**
- Extra version that provides more detailed analysis – 20-24 pages - **\$25,950**
- Please note that this includes a ghost-writing service to produce the sponsor's based on a briefing with an executive from the sponsor company and a highly experienced writer.

Sponsorship entitles you to three full-color pages of dedicated sponsor content in either version of the report. This is ideal for showcasing your thought leadership and solutions. Your sponsorship brings several key benefits including thought leadership, marketing and lead generation:



Reports' average downloads increased by 24% in 2016

Thought Leadership Sponsor Benefits

- Exclusive sponsorship of a TM Forum's Quick Insights research report
- 3 pages of dedicated sponsor content (1,500 words + illustration) included within the report
- One 30-minute telephone briefing call with the report analyst/author to align the sponsor's content with the direction of the report
- Option, at additional cost, for a TM Forum Editor to ghost-write sponsor content based on a telephone interview or Q&A with a sponsor executive. Price available on request.

Marketing Sponsor Benefits

- Report will be promoted for up to 3 months from launch date by TM Forum
- During the exclusive TM Forum hosting period, a PDF of the report is available upon request for sponsors to use solely for their own PR campaign
- PDF of the report available to sponsors to host on their own website after the exclusive 3-month hosting period ends
- Integrated marketing campaign to promote your sponsored program including social media, email, website promotion, newsletters and promotion on [Inform](#), TM Forum's insights and news portal
- 3 x post launch promotion emails to TM Forum's Members' and Subscribers' database
- Sponsor's article hosted on [Inform](#)
- Sponsor's logo included on the report cover
- Sponsor's logo included on report web page
- Sponsor's logo included in dedicated e-mail distribution to members and non-members
- Provision for sponsor's video links to be included in relevant Inform website pages
- Complimentary layout

Lead Generation Sponsor Benefits

- Provision of contact details relating to report downloads (exempting opt-outs) for a 3-month period following publication launch date, subject to General Data Protection Regulations

TM Forum's webinars enable sponsors to present a case study, customer story or thought-leadership piece alongside a renowned subject matter expert from the Forum. They enable companies to reach targeted audiences and generate new leads through our professional webinar platform.

TM Forum webinar sponsorship - \$16,950

- Reach targeted audiences and generate new leads
- Put your thought leadership and messaging at the forefront of listener's minds
- Generate quality leads

Sponsorship offers several key benefits including thought leadership, marketing and lead generation



Sponsored webinars – average registrants increased by 26% in 2016

Thought Leadership Sponsor Benefits

- 1 hour live event hosted by a TM Forum industry expert
- 10- to 15-minute presentation by TM Forum industry expert
- 25- to 35-minute presentation by Sponsor
- 15-minute Q&A session with the audience, facilitated by TM Forum industry expert

Marketing Sponsor Benefits

- Exclusive promotion of the webinar for 3 months
- Exclusive TM Forum event registration page hosted for 6-8 weeks prior to the event, and a further 12 months from the launch date on [Inform](#) (TM Forum's insights and news portal) and the TM Forum website
- 3 x pre-event and 2 x on-demand promotional emails to TM Forum members' and subscribers' database within the 3 month exclusive promotion period
- During the exclusive TM Forum hosting period, a registration page link is available upon request for sponsors' to use solely for their own PR campaign. After the exclusive 12 month hosting period has finished, sponsors can upload and promote the full webinar MP4 recording on their own website if required.
- Sponsor logo included in the webinar with acknowledgement of the sponsor's involvement
- Sponsor logo included in dedicated TM Forum and Inform registration web pages promoting the webinar to our members' and subscribers' database
- Sponsor logo included in dedicated pre and post-event emails promoting the webinar to members and non-members
- Sponsor logo included in a TM Forum branded video clip from the webinar Q&A session to facilitate post-event on-demand registration and viewing
- Automated email reminders to all registrants 2 days and 2 hours before the live event
- Automated on-demand webinar availability emails to all registrants 24 hours after the live event
- Provision for sponsors' video links to be included in relevant [Inform](#) website pages
- Dedicated TM Forum project manager for the event
- Integrated marketing campaign to promote your sponsored program including social media, email, website promotion, newsletters and promotion on [Inform](#) (TM Forum's insights and news portal)

Lead Generation Sponsor Benefits

- Provision of contact details relating to report downloads (exempting opt-outs) for a 3-month period following publication launch date, subject to General Data Protection Regulations

Inform News and Insights Portal

[Inform](#) is a fast-growing content hub for the communications industry. Showcase your thought leadership alongside research reports, webinars, videos, articles and blogs produced by leading industry executives, analysts and journalists.

- Reach an opted-in, targeted audience of over 100,000 subscribers
- Inform's audience has doubled year on year
- Total users increased 48% YoY from 157,913 to 234,496
- Total page views increased 236% YoY from 343,402 to 1,154,469

TM Forum Newsletters

Circulated to over 120,000 opted-in subscribers, TM Forum's monthly newsletters are a powerful way to promote ideas and raise awareness throughout the year.

- **Inside Agile Business & IT** – focuses on how to transform IT and operations to reduce costs, minimize risk, increase business agility and improve business performance, and time-to-market.
- **Inside Digital Business & IoT** – focuses on how to deliver services quickly, easily and securely with partners, and explores new business models and revenue streams.
- **Inside Customer Centricity** – focuses on how to maximize market share, enhance your customers' experience, and boost growth and loyalty using analytics.

C-Level Interviews

The CxO Interview enables your senior executives to start the debate on an important industry topic showcasing their and your organization's thought leadership, perspective and viewpoints.

C-Level Interview Package – Exclusive - \$8,000

Package benefits

- Exclusive sole sponsorship of the prime top banner on [Inform](#), TM Forum's content channel
- 1,000-word analyst-led Q&A article to discuss your chosen subject
- Use the article to embed or link to a piece of collateral to generate downloads/leads
- Article promoted on the [Inform](#) homepage for the duration of one month and then retained on the Inform website
- Article hosted and tagged on your preferred [Inform](#) specialist track/area webpage for the duration of one month and then retained on the Inform website
- Article will be available to sponsors to host on their own website after the exclusive one month's hosting period
- After one month, sponsors may re-publish and promote the article on their own website
- Provision for sponsors' video links to be included in relevant Inform website pages

Marketing Sponsor Benefits

- Promoted in one monthly Inform newsletter
- Promoted in one TM Forum Members' Monthly Newsletter
- 3x Posts by TM Forum on social media channels, Twitter, LinkedIn and Facebook

Inform Newsletter - Exclusive - \$11,900 Digital Package

Exclusive sponsorship of an online newsletter - Only one package per month available - **Inside Agile Business & IT, Inside Digital Business & IoT, Inside Customer Centricity**

Package benefits: Inform and newsletters

- Sponsored article (up to 1000 words) hosted on Inform *
- Professional ghost-writing service available for an additional fee of \$2,000.
- Include a short biography and photo of the article author
- Include your sponsor logo and website link
- Your article will be included in the newsletter to over 120,000 opted-in subscribers
- Your article will be featured in the Inform slider banner for one week post publication
- Your horizontal banner 600 x 90 featured at the top of the newsletter and run on Inform for one month
- Use the article to embed or link to a piece of collateral to generate downloads/leads
- 6 x social media promos (via LinkedIn, Facebook and Twitter) after the publication of the newsletter

Inform News and Insights Portal

[Inform](#) is a fast-growing content hub for the communications industry. Showcase your thought leadership alongside research reports, webinars, videos, articles and blogs produced by leading industry executives, analysts and journalists.

- Reach an opted-in, targeted audience of over 100,000 subscribers
- Inform's audience has doubled year on year
- Total users increased 48% YoY from 157,913 to 234,496
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Get your brand noticed on [Inform](#) – what better way to ensure your brand, announcements and messaging are seen by the thousands of individuals who navigate [Inform](#) daily. Steadily build your brand awareness, promote your presence at events, and create a common thread of thought leadership.

Ad pages average 80,000 impressions per month.

Banner ad packages are available. Multiple banner ads purchased will include promotion on both [Inform](#) and www.tmf.org, TM Forum's corporate website.



Inform -
Reached over
1,000,000
page views

Banner Ad Packages – \$4,950 per month*

- 600 x 90 pixels horizontal header banner advertisement or
- 300 x 250 pixels box banner advertisement.
- Maximum of 5 advertisers per position

*Discount are available for multiple ads purchased, prices available on request

Package Benefits:

- Advertisements rotate throughout Inform pages, including the home page
- Multiple banner ads purchased will include promotion on both [Inform](#) and www.tmf.org, TM Forum's corporate website

Production Deliverables:

- Banner creative to be supplied to swray@tmforum.org as a gif or jpeg 2 weeks prior to the publication date(s).

TM Forum's Research & Media team produces an online show daily newsletter for events including [TM Forum Live! 2017](#) and [TM Forum Live! Asia 2017](#), which is emailed to attendees at the end of each day and includes a roundup of keynotes and the most exciting sessions:

TM Forum Live! 2017, Nice, France (15 – 18 May)

TMF Live Asia 2017, Singapore (6 – 7 December)

Whether you are a CxO focused on strategy and innovation or a developer bringing the solution to life, if you are tasked with driving digital business transformation [TM Forum Live! 2017](#) and [TM Forum Live! Asia 2017](#) will provide you with the critical steps you need to thrive in a ubiquitous connected world

- Connect with over 3,000 worldwide senior executives in a unique environment of collaboration
- 8 Live! tracks focused on the top challenges our members have identified – from monetizing data to delivering new digital services
- 250+ industry-leading speakers, offering you key practical next steps on transforming to a digital business
- 30 proof-of-concept Catalyst projects showcasing truly innovative solutions
- Packed expo demonstrating the latest technology and digital products
- Reach TM Forum's wider database who also receive a copy of the show daily providing even greater exposure to you as a sponsor



Reach an
opted-in
audience of
over
100,000
subscribers

Option 1 – Marketing Asset + Upper Banner Promotion - \$19,995

Package Benefits:

- Exclusive sole sponsorship of the **prime top banner** in the show daily newsletter published daily during a TM Forum Live! event
- White paper or case study promotion option supplied by sponsor
- Blog opportunity featured on Inform and in all editions

Option 2 – Marketing Asset & Lower Banner Promotion - \$16,995

Package Benefits:

- Exclusive sole sponsorship of the **lower banner** in the show daily newsletter published daily during a TM Forum Live! event
- White paper or case study promotion option supplied by sponsor
- Blog opportunity featured on Inform and in all editions

Option 3 – C-Level Interview Package - \$28,995

Package Benefits:

- Exclusive sole sponsorship of the prime top banner in the online show daily newsletter published daily during a TM Forum Live! event
- 1,000-word analyst-led Q&A article to discuss you're chosen subject
- Use the article to embed or link to a piece of collateral to generate downloads/leads
- Article promoted on the [Inform](#) homepage for the duration of the event and then retained on the Inform website
- Article hosted and tagged on your preferred [Inform](#) specialist track/area webpage for the duration of the event and then retained on the Inform website
- After the event, sponsors may re-publish and promote the article on their own website
- **Marketing Sponsor Benefits**
- 3x Posts by TM Forum on social media channels, Twitter, LinkedIn and Facebook
- Provision for sponsors' video links to be included in relevant Inform website pages

Marketing Program Ideas

Program	Sponsorship Type	Budget	Q1		Q2			Q3			Q4		
			May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
Campaign 1		\$74,895											
TMF Live! 2017 Show Daily	Exclusive	\$19,995	TMF Live Show Daily										
Digital Transformation Tracker 1	Multi-Sponsored	\$17,500					Digital Trans. Tracker 1						
Inform Newsletter Sponsorship	Exclusive	\$11,900						Inform Newsletter					
CxO Interview	Exclusive	\$8,000								CxO Interview			
Digital Transformation Tracker 2	Multi-Sponsored	\$17,500										Digital Trans. Tracker 2	
Campaign 2		\$74,200											
Trend Analysis Report – 5G	Multi Sponsored	\$17,500		Trend – 5G									
Inform Newsletter Sponsorship	Exclusive	\$11,900				Inform Newsletter							
Quick Insights	Exclusive	\$15,950					Quick Insights						
Webinar	Exclusive	\$16,950						Webinar					
Inform Newsletter Sponsorship	Exclusive	\$11,900									Inform Newsletter		
Campaign 3		\$76,250											
Trend Analysis Report – AI	Multi Sponsored	\$13,950								Trend AI			
Digital Transformation Tracker 2	Multi-Sponsored	\$17,500										Digital Trans. Tracker 2	
Inform Newsletter Sponsorship	Exclusive	\$11,900			Inform Newsletter								
Quick Insights	Exclusive	\$15,950							Quick Insights				
Webinar	Exclusive	\$16,950								Webinar			

Sponsor Feedback

“TM Forum webinars are an excellent avenue to learn, share and collaborate around industry trends and solutions. Webinars offer an excellent means to collaborate and follow-up with granular discussions that enhance understanding of customers to facilitate improving offerings and propositions. The supporting team provided timely assistance throughout the process to make the experience a seamless and painless one too.”

Emmanuel Amamoo-Otchere
Chief Marketing Officer, Huawei
Carrier Software Service, Huawei

“Just wanted to say that we are very pleased with all aspects of this project [Insights sponsorship]. Good communications, reasonable fee structure, quality editing and production, and good distribution.”

Thomas Russo, Spirent

“TMF Webinar platform is extremely robust with advanced capabilities. The expertise of the TMF project team helped us with an optimum preparation, which in turn was a key success factor for the running of the webinar itself. “

**Marc Bikok, OSS Solution Marketing
Manager, Orange Global Account,
Huawei**

“Insights *Research* reports are high-quality publications, and represent an excellent source of information about trends in the industry, hence our willingness to sponsor them.”

Ben Bannister, Product and Solutions Marketing, Syniverse

Display Advertising	Sponsored Articles	Web Advertising and Newsletters																	
<table border="0"> <thead> <tr> <th></th> <th><i>Height</i></th> <th><i>Width</i></th> </tr> </thead> <tbody> <tr> <td>Full page (trim)</td> <td>275mm</td> <td>210mm</td> </tr> <tr> <td>Full page (bleed)</td> <td>281mm</td> <td>216mm</td> </tr> </tbody> </table> <p>Display adverts must be supplied in one of the following formats:</p> <ol style="list-style-type: none"> Hi-resolution PDF (PDF/x-1a) to Pass4 Press specifications. Mac or PC formatted InDesign CS3 or Quark Xpress files with accompanying fonts and images. Adobe Illustrator files saved as EPS and all text saved as outlines. <p>All advertisements must be supplied with a color proof</p>		<i>Height</i>	<i>Width</i>	Full page (trim)	275mm	210mm	Full page (bleed)	281mm	216mm	<p>Please allow approximately 500 words per page Please take into account any images/diagrams that you also wish to display on the page</p> <p>Logos, diagrams, charts and imagery EPS, TIFF or JPG format at 300 dpi</p>	<table border="0"> <thead> <tr> <th></th> <th><i>Dimensions</i></th> </tr> </thead> <tbody> <tr> <td>ad Leaderboard style px</td> <td>728 x 90 .gif or .jpg</td> </tr> <tr> <td>Newsletter banner style px</td> <td>600 x 90 .gif or .jpg</td> </tr> <tr> <td>cube ad px</td> <td>300 x 250 .gif or .jpg</td> </tr> </tbody> </table>		<i>Dimensions</i>	ad Leaderboard style px	728 x 90 .gif or .jpg	Newsletter banner style px	600 x 90 .gif or .jpg	cube ad px	300 x 250 .gif or .jpg
	<i>Height</i>	<i>Width</i>																	
Full page (trim)	275mm	210mm																	
Full page (bleed)	281mm	216mm																	
	<i>Dimensions</i>																		
ad Leaderboard style px	728 x 90 .gif or .jpg																		
Newsletter banner style px	600 x 90 .gif or .jpg																		
cube ad px	300 x 250 .gif or .jpg																		

Planning Your 2017/18 Marketing Programs? Let us help you create marketing campaigns that will showcase your thought leadership, build brand awareness and generate new leads for your Sales Pipeline

Check out TM Forum's latest publications, research, webinars and more on on [Inform](#), TM Forum's insights and news portal

Carine Vandevelde, Global Account Director

DD: ++44 7940 451 815

Email: cvandevelde@tmforum.org

Skype: cvandevelde_tmforum

Mark Bridges, Research & Media Sales Manager

DD: ++44 7940 451 815

Email: mbridges@tmforum.org

Skype: live:markybridges72