



MEDIA KIT 2010

Combine *online advertising* and *mobility* with a highly valued *public service* to ensure your marketing message makes the most impact

Wi-Fi has become the most common form of wireless broadband connectivity in the consumer and mobile worker marketplace in the U.S. – Yankee Group

93 percent of buyers of devices base their decision upon the availability of WiFi in a device. - Devicescape

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WHAT IS ALBANY FREENET?

Albany FreeNet is a *free, high-speed* wireless (“WiFi”) Internet service available 24 hours a day, seven days a week, to a growing number of residences, businesses and public spaces in the City of Albany.

Any WiFi enabled device, such as laptop computers, smart phones and Personal Digital Assistants (PDAs), can connect to the Internet via the Albany FreeNet WiFi signal at speeds typically much faster than cellular and some wire-based services.

Other companies like Cablevision are offering free WiFi in their service areas; Cablevision’s *Optimum WiFi* is available throughout the metropolitan New York area and utilizes the same radio technology that Tech Valley Communications has deployed. Unlike Cablevision’s offer, which is restricted to their customers, Albany FreeNet is open to the general public.

There is no limit on how long Albany FreeNet can be used, but there is a 200MB *daily data limit*. A user can sign on as many times as they like anytime between 12am and 11:59pm each day until their total data usage (downloads and uploads) for that day reaches 200MB.

Albany FreeNet makes living, learning, working, shopping, and playing in Albany more convenient and effortless than ever.

How It Works

Many small but powerful radios broadcast an 802.11b/g/n WiFi signal. WiFi is the dominant global standard for wireless Ethernet.



One of the biggest benefits of Wi-Fi is the fact that it's already in most devices. Laptops and now most new smart phones, like Apple’s popular iPhone, come with WiFi built in.

Using Albany FreeNet is simple: in a coverage area, select “Albany FreeNet” from the list of available networks, open a browser window and start to surf.

Before the user can access the World Wide Web, they are automatically redirected to the Albany FreeNet “captive portal.” The captive portal acts just like a web page, except all users *must* pass through the portal on their way to the Internet, regardless of the browser or Internet device they use.



ADVERTISING ON ALBANY FREENET

The Albany FreeNet portal features multiple pages of “above the fold” real estate.

Landing Page (Note: all dimensions are in pixels)

The first page on the Captive Portal is the “Landing Page” (pictured above). This is where the initial advertising impressions are made. When the “Free Internet” button is clicked, the user must then view a 15-second advertisement on the “Loading Page” (below).

Loading Page and Welcome Page

The last page in the captive portal is the “Welcome Page” (above). **Sponsored content** with “**Brought to You By**” profiles or “**New Product Spotlights**” are presented here as well. At the Welcome Page, a user is now “authenticated” and free to use the Internet.

All advertisements contain active links which if clicked by the user, will immediately redirect to the advertiser webpage of choice *whether or not the user has fully authenticated*. This is called “white listing.” When the unauthenticated user navigates away from a white listed website, they will be redirected back to the captive portal to complete the authentication process.



Our Wireless Network

- 100 WiFi radios in service
- Service on residential and commercial thoroughfares including Clinton Avenue, Delaware Ave, Henry Johnson Blvd, Lark Street, Pearl St, State St, and Washington Ave
- 25,000+ user sessions per month (6 month average)
- User sessions average 3 hours



*Coverage as of June 2010. Exact coverage areas may vary.

User Demographics

Gender		Education		Home Internet Access	
Male	58%	High School Graduate	49%	No Internet	53%
Female	42%	College Degree	18%	Cable	29%
		Graduate Degree	13%	DSL	9%
				Other	9%
Age		Employment		Use Albany FreeNet at	
18-29	65%	Full time	63%	Home	47%
30-49	27%	Part Time	21%	Work	12%
50-64	7%	Home Maker	13%	Other	34%
65+	1%	Retired	3%		



THE ALBANY FREENET ADVANTAGE

Unlike standard websites, Albany FreeNet is used primarily by consumers who actually live or work near the point of purchase, so companies with local presence are natural beneficiaries.

- **Guaranteed Impressions:** Users must pass through the Albany FreeNet captive portal to access the Internet, ensuring impressions before, during and after the user signs on.
- **Rock Brand:** our highly engaged users *identify free, fast and readily available Internet service with your company* - up to 1.5Mbps download and 1Mbps upload.
- **Be There When It Counts:** Connect to customers right outside your door – literally.
- **Highly Targeted by Geography:** Take the guess work out of web advertising by knowing *where* your audience is.
- **Value-Added Marketing:** Additional opportunities that integrate seamlessly with your ongoing media campaign include:
 - Sponsored content, including educational materials, announcements, etc
 - Point of Purchase incentives like coupons
 - Hosted services, such as a mortgage calculator or a store finder
- **Do Well and Do Good:** Create brand value while investing in the community. ***Your marketing dollars subsidize Internet service for those who cannot afford it.*** The Albany FreeNet portal also features meaningful content like government service links and online workforce training resources.



Ad Rates

Ad Positions	Ad Type*	W x H (pixels)	Max Ads in Rotation	Additional Info	Monthly**
Landing Page	Header	728 x 90	4		\$250
+	Billboard (Upper)	300 x 250	4		\$150
Welcome Page	Billboard (Lower)	300 x 250	4		\$125
Welcome Page	Sponsored Content	50 x 50 logo + text content	2	Text content may be company profile, product profile, news item, or educational	\$150
Loading Page	Interstitial	600 x 400	2	15 sec duration	\$550

***Header and Billboard ads also run on www.albanyfreenet.net (no additional charge)**

****Flat rate for one month. Minimum one impression for every two user sessions; total impressions vary**

Additional Information

- Two (2) month minimum commitment
- One-time setup charges may apply
- Custom web programming available at a rate of \$150/hour

Advertising packages can be tailored to your needs - contact us for more information.



Specifications

Accepted Standard Media

- JPEG
- GIF
- PNG
- Flash

General

- Duration: Animations may not exceed 15 seconds.
- Border: If ads have a white or light colored background they must include an encasing black one pixel rule.
- Rotation: Site-served ads must have no more than 3 creatives per ad size, per package.
- Alternate Text: Cannot exceed 50 characters.
- Sound: The use of audio streams must be initiated by click only. If deemed too distracting, TVC reserves the right to ask that the advertiser remove them. Use of audio in the initial download must include an option for turning off audio. This option must be clearly labeled in the creative.
- Testing: Ads must be delivered 72 hours prior to launch for testing and Q&A. All ads must function uniformly on both Mac and PC platforms, as well as multiple browser versions of Firefox, Safari and Internet Explorer. Any units not conforming to all outlined specifications will not be placed online and may result in delayed start dates.
- No deceptive tactics. These include ads simulating computer system warning dialog boxes that lead the viewer to believe their computer, our server or the system in experiencing technical difficulties or that they need to click on the ad to eliminate the message from their screen.
- Ads must not modify any elements of a user's browser or computer settings

Flash Requirements

- Flash creatives must be delivered as .swf files Flash Player files.
- All Flash ads must auto-detect the Flash plug-in and serve an alternate (backup) GIF if Flash is not present.
- Flash ads must include click Tag tracking.

File Sizes

Ad Type	Size (W x H)*	File Size Limit
Header	728 x 90	80k
Billboard	300 x 250	80k
Interstitial	600 x 400	na*

*based on media type; consult TVC



About Us

Tech Valley Communications, headquartered in Albany NY, is a leading provider of voice, data and high-speed Internet services in upstate New York's 'Tech Valley.' Tech Valley Communications owns and operates hundreds of miles of fiber optic cable connecting commercial office buildings throughout the region to its signature *FirstLight®* fiber-to-the-premise service.

Tech Valley Communications has experienced steady, organic growth since forming in 1999, expanding its local presence through the successful acquisition of GFC Communications in 2000 and its combination with Mid-Hudson Communications in August 2002. Tech Valley Communications has received the NYS Public Service Commission's Commendation for Excellent Service for each of the past six years.

Albany FreeNet was launched in late 2006 through a public-private partnership between the City of Albany and Tech Valley Communications (TVC). A significant expansion of the wireless network in the Arbor Hill, West Hill, South End and Delaware Avenue neighborhoods was completed in May 2010.

TVC, the City, and a coalition of community organizations, are also increasing the scope of this broadband initiative, called "ALLbany Online." Digital literacy classes presented at a network of Community Technology Centers (CTCs) and a resource hub with virtual workforce development programming accessible via the Albany FreeNet portal will be provided at no cost along with heavily subsidized Wi-Fi enabled desktop computer systems.

As a local company, we understand the regional market and we appreciate the value of every advertising dollar you spend.

