


ALBANY
F R E E N E T
HIGH SPEED WI-FI INTERNET



ADVERTISING / MEDIA KIT

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

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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 (PDA), can connect to the Internet via the WiFi signal at speeds typically much faster than cellular and some wire-based services.

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

Background

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 is nearing completion, with plans for further growth westward.

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.

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.

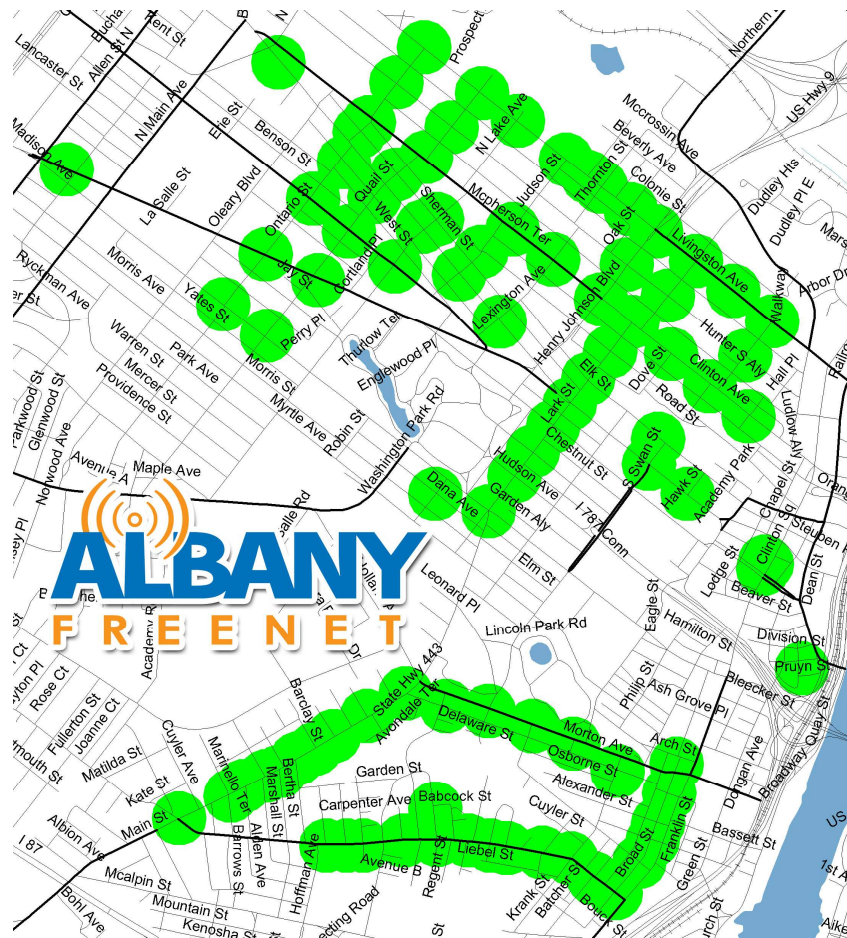
Tech Valley Communications has experienced steady, organic growth since forming in 1999, expanding its local presence through the successful acquisition of GFC Communications in 2000 and its combination with Mid-Hudson Communications in August 2002. Tech Valley Communications has received the NYS Public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

Our veteran marketing professionals appreciate the value of every dollar you spend. As a locally owned and operated company, we understand the regional market.



Our Wireless Network

- **100+** WiFi radios in service May 2010
- Service on residential and commercial thoroughfares including State Street, Pearl Street, Clinton Avenue, Lark Street, Washington Avenue, Henry Johnson Blvd.
- **15,000+** user sessions per month (a/o April 2010)
- User sessions average 2+ hours



*Coverage as of April 12, 2010. Exact coverage areas may vary.



ADVERTISING ON ALBANY FREENET

How It Works

Small but powerful terrestrial radios called *access points* broadcast a WiFi signal. WiFi is the dominant global standard for wireless Ethernet. Researcher In-Stat reports 475 million Wi-Fi chipsets were shipped in 2009 and predicts that shipments of Wi-Fi chipsets for laptops, smart phones like Apple's extremely popular iPhone, and other consumer electronics devices will grow more than 25 percent each of the next four years.

Albany FreeNet takes advantage of WiFi's virtual ubiquity to serve the greatest number of potential users, a population that grows each day.

Using Albany FreeNet is simple: in a coverage area, simply 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.

The Albany FreeNet portal includes multiple pages and significant real estate for impactful advertising and promotional opportunities.

Once the user is through the captive portal, 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) on Albany FreeNet for that day reaches 200MB.



Captive Portal Placements

The first page on the Captive Portal is called the “Landing Page.” This is where the initial advertising impressions are made.

The screenshot shows the Albany FreeNet landing page. At the top, a blue header contains the text "728 x 90 (header)". Below this is the main navigation bar with links for "ABOUT FREENET", "PREMIUM INTERNET", "CUSTOMER SUPPORT", "ADVERTISE ON FREENET", and "CONTACT". The main content area includes a "Free Internet" section with a "Click here to access Albany FreeNet" button, a "Premium Users log in here:" section with fields for "Username:" and "Password:" and a "login" button, and a "QUICK LINKS" section with links for "Wireless Coverage Map", "Order Premium Wireless Service Packages & Pricing", "Frequently Asked Questions", and "Technical Support". A "NEWS" section is also visible. On the right side, there is a large advertisement for "The Altamont Fair" with the text "Order Tickets Online Save Money!", "Unlimited Rides MegaPass savings only available at AltamontFair.com", "GUITAR HERO RIDES CONTEST and much much more!", "August 11 - 16, 2009", and "AltamontFair.com SUMMER. FUN. TRADITION.". A "600 x 600 (feature)" label is placed over this advertisement. A "180 x 150 (billboard)" label is placed over a small rectangular area in the "Free Internet" section.

Landing Page (Note: all dimensions are in pixels)

When the “Free Internet” button is clicked, the user must view a short advertisement called an “Interstitial” on the “Loading Page.” This Interstitial can be static or dynamic (video).

The last page in the captive portal is the “Welcome Page,” where additional advertising appears. **Sponsored content** and “Brought to You By” **sponsor profiles** can be presented here as well. At the Welcome Page, a user is now “authenticated” and free to use the Internet.

The diagram illustrates the user flow from the Interstitial Page to the Welcome Page. On the left, the Interstitial Page is shown with a green background and a white banner for "The Altamont Fair" with the text "SUMMER. FUN. TRADITION." and "AltamontFair.com". The dimensions are labeled as "400 x 600". A blue arrow points to the right, where the Welcome Page is shown. The Welcome Page is a screenshot of the Albany FreeNet landing page, with a blue header labeled "728 x 90" and a "180 x 150" billboard in the "Free Internet" section.

Interstitial Page and Welcome Page



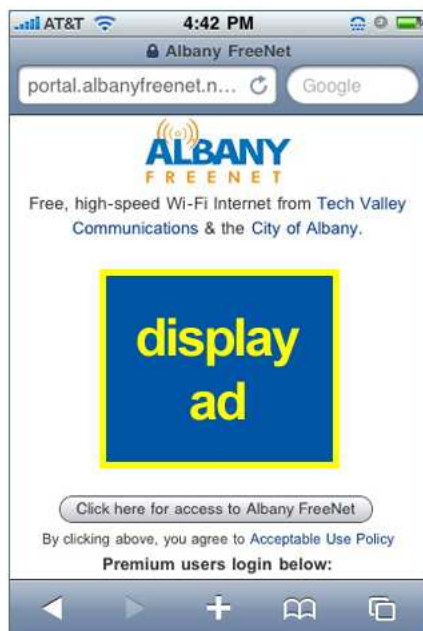
All advertisements contain active links which if clicked by the user, will immediately redirect their browser to the advertiser webpage of choice, regardless of whether or not the user has fully logged into Albany FreeNet. This is called “white listing.” When the user navigates away from a white listed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

Mobile Users

TVC also employs a mobile portal which is optimized for viewing on portable devices with small screens like the iPhone and Blackberry. Mobile users are often younger, more technically savvy and increasingly, can be reached primarily via a mobile device.

The Mobile “Landing Page” automatically loads on these devices. Due to the small screen format, *the mobile banner ads are highly focused to users:*

1. Content on the mobile portal is minimized to avoid clutter.
2. Only a single ad appears.
3. The ad is positioned to display fully when the page(s) load.



Mobile Landing Page on iPhone

Today, about half the smartphones sold have WiFi. By 2014, about 90 percent of smartphones will offer access to WiFi. – ABI Research



THE ALBANY FREENET ADVANTAGE

“We are seeing that when phone numbers and coupons are offered people are much more likely to click on the mobile ad. Well imagine if the inventory information is there so they can actually consummate a transaction locally...local is going to be much, much more powerful.” - Jonathan Rosenberg, Google Product SVP

With a surge in affordable mobile WiFi enabled devices, Albany FreeNet uniquely combines the power of **online advertising**, **mobility** and a **captive environment** to ensure your message is delivered to customers at or near the point of purchase.

In turn, **users identify free, fast and readily available Internet service with your brand** - up to 1.5Mbps download and 1Mbps download.

Advertisers w/ 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.
- **Be There When It Counts:** Gain visibility to tourists and residents alike who are looking for the closest banks, restaurants, retail, transportation, etc.
- **Advanced Targeting by Geography:** Connect to customers right outside your door – literally. Ads can be hyper-targeted to select locations and special events.
- **Improved Metrics:** Build invaluable demographic profiles by combining passive and active data collection while protecting individual privacy.
- **Value-Added Marketing:** Additional opportunities include sponsored content, Point-of-Purchase incentives like coupon codes, and hosted services that integrate seamlessly with your ongoing media campaigns.
- **Do Well while Doing Good:** Create brand value when users associate free high-speed Internet service with you, the advertiser. *Take pride knowing that your marketing dollars subsidize Internet service to those who cannot afford it.*
- **Grow With The Network:** Take advantage of new opportunities as we expand and promote Albany FreeNet.

The Albany FreeNet portal will also offer an online resource hub featuring meaningful local interest content like government service links and online workforce training resources. This encourages users to stay on the portal and additional impressions are made.



Ad Types

Ad Positions		Ad Type*	Size (W x H)**	Additional Info
Albany FreeNet Portal	Landing Page	Feature	600 x 600	
	+ Welcome Page	Header	728 x 90	
		Billboard(s)	180 x 150	
	Loading Page	Interstitial	600 x 400	15 sec duration
Albany FreeNet Mobile Portal	Landing Page	Display		Ad size may vary based on handset screen size/resolution

*Selected ad(s) will also run on complimentary website, www.albanyfreenet.net (no additional charge)

**All dimensions in pixels

Additional Information

- Ads can be hyper-targeted to specific locations
- Results reporting included
- Two (2) month minimum commitment
- One-time setup charges may apply
- Custom web programming will bill at a rate of \$150/hour

Advertising packages can be tailored based on your needs. Please contact us for more information and pricing.



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
Feature	600 x 600	350k
Header	728 x 90	80k
Billboard	180 x 150	80k
Interstitial	600 x 400	na*
Display		60k

*based on media type; consult TVC