

The *ACUTA Journal*
of Information Communications Technology in Higher Education

Media Kit

MISSION STATEMENT

The quarterly *ACUTA Journal* supports the goal of providing the core membership with educational and developmental opportunities. Through original articles and case studies submitted by members and non-traditional sources such as faculty and other researchers, the *Journal* provides information on current and emerging issues of importance to the members as they pursue the mission of their institutions.

Strategic and management issues addressed in the *Journal* are targeted to meet the needs of operational staff and upper management. Technical, operational, and regulatory content is at the core of this publication.

The ACUTA Journal of Information Communications Technology in Higher Education

Published Quarterly by
The ASSOCIATION FOR INFORMATION COMMUNICATIONS
TECHNOLOGY PROFESSIONALS IN HIGHER EDUCATION
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EDITORIAL FOCUS

The ACUTA Journal focuses on the identified interest areas of the core membership, recognizing that the *Journal's* audience spans the range from administration to management to technical staff. Technical and managerial, strategic and tactical approaches to the traditional voice, data, and video applications within the higher education environment are addressed. In addition, content covers emerging and converging technologies that facilitate access to information critical to the classroom as well as the administrative

offices on today's campus. Policy, legal, and regulatory impacts on the applications of these technologies are also of interest to the membership and to the broader academic community.

Each issue is built around a theme, frequently reflecting the topic of a recent ACUTA event. Presenters at conferences and seminars are encouraged to contribute articles when appropriate. A mix of authors has been cultivated, with some articles written by authors who are recruited for their expertise in a particular field and other articles and case studies drawn from submissions by ACUTA members and others.

In addition to feature articles, each issue also includes:

- President's message
- Executive Director's column
- Interviews

FORMAT

The ACUTA Journal is a 40-page quarterly publication. A maximum of thirty percent of the *Journal* is available to advertisers. While we accept both color and black-and-white advertisements for the interior pages, ads placed on all covers *must* be full color.

It is our intent to present useful, timely information for the information communications technology (ICT) professional in a visually appealing publication of high production and content quality. Most issues contain five to seven feature articles including two or three case studies. The *Journal* is designed to serve as a reference for the college ICT department as well as others.

Electronic Edition

Each issue of the *Journal* is made available as a PDF document on the ACUTA website as soon as the next issue is mailed.

ADVERTORIAL

The advertorial, a 4-page insert bound in at the center of the *Journal*, is a significant advertising opportunity. Companies are invited to write educational copy describing an installation or introducing a new technology. On the middle four pages of the *Journal*, we place the story plus their advertisement. On request, we will handle the production to make the copy look like the rest of the editorial content, and clearly mark it "Advertising." *More information on page 7.*

READER PROFILE

ACUTA, the Association for Information Communications Technology Professionals in Higher Education, is an international nonprofit educational association of more than 2,100 information communications technology professionals, representing close to 800 colleges and universities and the technology providers who serve the educational market.

University members are our target audience. They include CIOs; telecommunications and information technology directors, managers, and staff members; and other administrators who plan and implement information communications technology. The majority of ACUTA members are responsible for data and video networks as well as the evolving mechanisms of voice telephony. New and changing technologies, such as wireless, unified communications, and IP communications, present opportunity as well as challenge. As universities increasingly rely on communications technology to meet today's challenges, ACUTA has emerged as a partner in success in an environment of exponential change. The *Journal* represents one of the tools ACUTA uses to provide quality information to our members.

Institutional membership is available to any accredited college or university. Associate membership is also available to individuals who are involved in information communications technology services at other institutions, such as government agencies, primary or secondary schools, hospitals, and similar organizations. ACUTA is also proud of the corporate affiliate program which encourages vendors to develop sound business relationships with the schools they service and provides opportunities for industry and education to work together.



OUR MISSION

ACUTA's core purpose is to support higher education information communications technology professionals in contributing to the achievement of the strategic mission of their institutions.

Here's What Our Members Say

ACUTA Member Needs Assessments indicate that the ACUTA Journal is well read by a majority of members.

- 74% consider themselves regular readers. After they have read an issue, they typically circulate it among others on their campus.
- 11% of respondents say they read the *Journal* cover to cover.
- 69% report that they always read articles of interest to them and skim the rest of the publication.
- 93% of members rate the *Journal* as an effective benefit of membership.
- 50% of respondents report that they "almost always" or "sometimes" read the advertisements in the *Journal*.
- 98% of members find the articles "very interesting" or "somewhat interesting."



A GLOBAL NETWORK OF COMMUNICATIONS PROFESSIONALS

As the global infrastructure becomes a reality, colleges have expanded higher education beyond the walls of the traditional campus. ACUTA positions its members at the forefront of this technological revolution. ACUTA recognizes that, in order to meet the evolving needs of the university, global alliances among educational institutions, business, government, research organizations, and industry are essential. ACUTA members work cooperatively with their university colleagues throughout the world to achieve common goals.

ACUTA Members Include...

- Schools from all 50 states in the United States plus the Virgin Islands and Washington, D.C.
- 47 of the 50 largest institutions of higher education in the United States
- 15 schools in Canada
- 1 school in New Zealand
- 1 school in Slovenia

In addition:

- At 63 percent of ACUTA member schools, the information communications technology budget exceeds \$1,250,000. At 45 percent, the budget exceeds \$2,000,000.
- Seventy-two percent of our members are responsible for institutional telephone services. More than 71 percent have functional responsibilities that cover not just voice but data and video services as well.
- Increasingly, ACUTA members report that information communications technology plays a strategic role in the long-range plan for their campus.

SPRING 2011

Mail Date: March 15

Quality Management

In the era of tight budgets and dwindling resources, information communications technology professionals are focusing more than ever on cohesive teams, exemplary performance, and other issues of quality management. We know John Wooden got it right: “If you don’t have time to do it right, when will you have time to do it over?”

For the spring, we will consider quality management from a variety of angles. Articles will explore the practical applications of project management and quality control, and consider how to establish service and operation benchmarks. Where do we begin? What processes are in place, are they documented, and are they effective? How do we create an environment where staff feel their ideas are recognized and where teamwork and new ideas are considered valuable to the organization?

This issue should help members use tools such as audits, reporting, and measuring to create a culture of quality and achieve best-in-class success. It will explore the various tools and techniques designed for every organization to successfully control, assess, and improve the delivery of IT services. We expect a high return on the investment of readers’ time for this issue, with sound and practical advice on a topic important to every campus.

SUMMER 2011

Mail Date: June 15

Emergency Communications and Notification Systems

We all know that “Readiness and Awareness” is a hot topic on campuses around the country. The ability to respond quickly and effectively to both man-made and natural disasters is a critical aspect of on-campus emergency response. For the summer we will examine the latest technological advances in emergency notification systems and solicit current practices and use cases from our members.

How might campus officials take advantage of social networking tools to raise awareness and increase safety for staff and students? How have vendors integrated IP voice and video into their emergency alert offerings? What steps have campuses taken to coordinate communications with local law enforcement and emergency response agencies, and what technologies are campuses currently most interested in to further enhance emergency notifications and facilitate response management?

This issue will provide an overview of the current state of emergency alert technology and its use on the campus. Readers will learn from this issue what other campuses are doing and what the market has to offer in the way of emergency communications technology.

FALL 2011

Mail Date: September 15

Legislative and Regulatory Issues

Every other year, our lineup of journals includes one edition that focuses on legislative and regulatory issues. This topic is very important to our members, who have learned they can depend on ACUTA to bring them the latest information from the FCC and other government sources. We distribute timely alerts throughout the year, but the journal gives us the opportunity to explore in depth what has just happened or what may happen in the months ahead and the impact on higher education communications technology. This issue is one of the most widely read of all our journals.

For 2011, we expect to take a long, hard look at the recent actions of the FCC on the Comcast court ruling and how the FCC will handle that—Chairman Genachowski’s “Third Way” broadband regulatory approach.

Where will the National Broadband Plan have taken us by the fall of 2011? We will provide a thorough discussion of this program and what its effect has been already and is likely to be in the future for those who provide communications services on campus. Has the stimulus money been an effective approach to overcoming economic woes? This issue will look at some of the programs that have been implemented as a result.

Campuses must also be familiar with new requirements for combating the unauthorized distribution of copyrighted material by users of an institution’s network. This issue will be a must-read for campus ICT professionals.

By their very nature, association publications are the ultimate special interest business medium. They can provide a way for advertisers to reach a very specific audience with very little waste. Generally, in the trade or profession they serve, association publications reach a much larger percentage of a specific category of people than do their for-profit counterparts. And associations have other assets that appeal to advertisers, including trade shows, websites, and direct mail lists.

WINTER 2011

Mail Date: December 15

The Future of Voice Communications

Is the telephone a relic of the past? With the advent of so many new technologies and the demand for untethered, unlimited access to anyone anywhere anytime, the future of voice communications looks very different from its past. What is the next step in communications technology?

Social media has become the preferred method of communications for a whole generation. While many see electronic mail as an impersonal, text-only way of communication, innovations in personal communications are bringing people back together with voice and video. With the continuing development of these virtual “face-to-face” technologies, how will cellular and data services respond to the enormous demands for bandwidth? How can we enhance the legacy telephone systems to accommodate this technology demand? How do we maintain the community of the system and allow the individual freedom to use their method of choice? What new foundational technologies and operations will be needed to meet the demands of the future?

The continuing development of these communications technologies also brings risks to organizations. How will organizations be able to ensure the security of information stored on and communicated from and to their mobile devices? What types of new legislation will be introduced regarding mobile devices and security regulations? How do we incorporate these changes into our own organization?

This issue will step up to the bleeding edge to present what may be coming and help us plan strategically for the future.

ACUTA Offers the ADVERTORIAL

Promote Your Products & Services to Thousands of Technology Professionals!

ACUTA is pleased to offer another opportunity to reach out to the college and university market to let them know you want to help them do their job better, more efficiently, or more cost-effectively. It's the advertorial—an article you write and we insert into the center of the *Journal*.

It's printed in full color on the same paper as the rest of the *Journal*, and in appearance it can look like all the other articles. It's four pages long, and it may include display advertising if you choose. There is only one advertorial per issue of the *Journal*.

The advertorial is different in content because you can promote your product or your company without being restricted by the objectivity standards of the rest of the editorial content. We expect it to be informational and educational (if it isn't, no one will want to read it!), but you could use it to showcase a new product, describe a new technology, or present a case study featuring your products.

To make this feature even more attractive, we will arrange for you to order any quantity of stand-alone copies of your four-page article for you to distribute to your customers. (It prints on one 17" by 11" sheet and is folded once. Pricing will vary based on quantity.)

To reserve your space in an upcoming issue, complete the insertion order on page 11. For more information about the advertorial, contact *ACUTA Journal* editor Pat Scott at pscott@acuta.org or 859/278-3338 x221.



Microsemi has advertised PowerDsine midspan products in the *ACUTA Journal* for several years as an effective way to reach this important educational market.

—Cliff Silver, Corporate Communications Manager

RATE CARD 2011

(Each insertion billed separately)

Black & White	1X	2X	3X	4X
2-Page spread	\$2,000	\$1,960	\$1,925	\$1,890
Full page	\$1,400	\$1,350	\$1,325	\$1,300
2/3 page	\$1,030	\$1,010	\$990	\$970
1/2 page	\$785	\$775	\$765	\$755
1/3 page	\$645	\$630	\$615	\$595
1/4 page	\$470	\$460	\$450	\$440
1/6 page	\$315	\$305	\$290	\$275

Multi-insertion discount subject to adjustment if original insertion order is amended.

Guaranteed Preferred Placement: Add 10%

Spot color: Add \$200 per color per insertion

4-color Process: Add \$500 per insertion to black-and-white rate shown above

Cover Position (Must be 4-color process)

Cover IV \$2,800 \$2,700 \$2,600 \$2,450
(Outside back cover)

Cover II \$2,300 \$2,200 \$2,100 \$1,975
(Inside front cover)

Cover III \$2,300 \$2,200 \$2,100 \$1,975
(Inside back cover)

Advertorial \$2,700 (includes 4-color)

Business Reply Card

- B/W, up to 4 1/4" x 6", stitched at ad page \$900
- Hand placement at ad page of advertiser-provided insert (up to 4 1/4" x 6"), clear polybag outerwrap \$1,500

RATE PROTECTION POLICY

Rates are reviewed annually and subject to change with the January issue. All contracts received prior to December 1 will be honored at the existing rate for the duration of the contract, not to exceed one year.

PAYMENT/ADVERTISING DISCOUNTS

All orders will be invoiced upon placement. Payment is expected within 30 days after publication/receipt of tear sheets. ACUTA allows a 15 percent commission to recognized, independent advertising agencies. Agency commission may be withdrawn on overdue invoices. Advertiser is ultimately responsible for payment in all cases. ACUTA also allows a 15 percent discount to ACUTA corporate affiliates. (*Note: Only one discount may be applied to any order.*)

CONDITIONS & GUIDELINES

1. Subject matter, form, size, wording, illustration and typography of the advertising shall be subject to approval of the publisher. Unless otherwise authorized in advance, no change shall be made without the consent of the advertiser, except for the correction of typographical errors. The advertiser may be billed for such corrections.
2. Publisher reserves the right to determine ad placement, edit copy, and refuse advertisements not in harmony with the mission of the publication or the Association.
3. ACUTA does not accept advertising that is deemed by the publisher not to be in the best interest of ACUTA as an association, including, but not limited to, advertising for non-ACUTA events, programs, and services.
4. Advertising space is determined by the publisher. The publisher shall have the right to omit any advertisement when the space allotted to advertising in the issue for which such advertising is ordered has been sold. Publisher also retains the right to limit the amount of space any advertiser may purchase in one issue.
5. Failure by the publisher to insert an ad in any particular issue or issues invalidates the order for insertion in the missed issue, but shall not constitute a breach of contract. The publisher shall not be liable for failure to insert any advertisement due to fire, unavoidable accidents, acts of God or any cause whatsoever.
6. All cancellations will incur an administration fee equal to 20% of the total ad fee. Cancellation of an advertisement by the advertiser within two weeks prior to the mechanical deadline will be upheld, but the penalty assessed will be increased to 50% of the total ad fee. All other cancellations will be assessed the full ad fee.
7. The publication of any advertisement by ACUTA is not an endorsement of the advertiser or of the products or services advertised.
8. Advertisers with an outstanding balance on any ACUTA invoice at the time of publication may be prohibited from advertising until all payments are current.

All ads submitted to *The ACUTA Journal* are subject to review by the publisher. Only publication of an advertisement shall constitute final acceptance of the advertiser's order. ACUTA reserves the right to reject ads deemed unsuitable for this publication. Appeals should be made in writing to the Executive Director, Jeri A. Semer, CAE.

MECHANICAL REQUIREMENTS

- **Format**
Materials for ads should be submitted on disk or CD or as a high-resolution PDF file, or may be attached to email to pscott@acuta.org. Either PC or Mac format is acceptable, as are most popular programs (i.e. InDesign, Quark Express, Illustrator, FreeHand).
Be sure to indicate which program was used to create the ad. **Include laser proofs or match print, file names, font names, and fonts on disk as well as any graphic files used in the ad.**

Note: Crop marks and registration marks are very important.

- Furnish a match print for color ads to ensure accuracy.
- Trim Size: 8 1/2" by 11"
- Minimum bleed: 1/8"
- Send materials to:
Pat Scott, ACUTA Communications Manager
152 W. Zandale Dr., Ste. 200
Lexington, KY 40503-2486
Phone: 859/278-3338 x221
pscott@acuta.org

BUSINESS REPLY CARDS

Business reply cards may be stitched or inserted by hand at the page on which your ad appears.

- **Stitched:** Submit materials on disk or CD or as high-resolution PDF. Card will be tabbed for insertion and perforated for removal. Maximum size: 6" x 4 1/4".
- **Hand-placed:** Journal will be polybagged to secure hand-placed card. Maximum size: 6" x 4 1/4".

Deadlines for BRCs are the same as deadlines for ads (indicated above right). See rates on page 8.

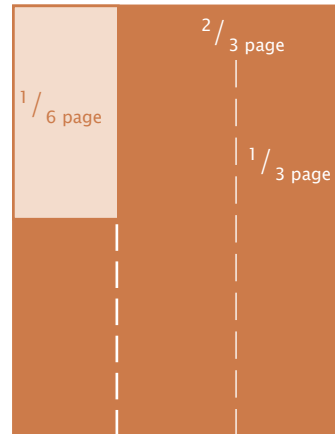
ADVERTISING SALES CONTACT

ACUTA • 152 W. Zandale Dr. • Lexington, KY 40503-2486
Amy Burton, Manager, Membership Marketing & Corporate Relations
Phone: 859/278-3338 ext. 240; Fax 859/278-3268
aburton@acuta.org
<http://www.acuta.org>

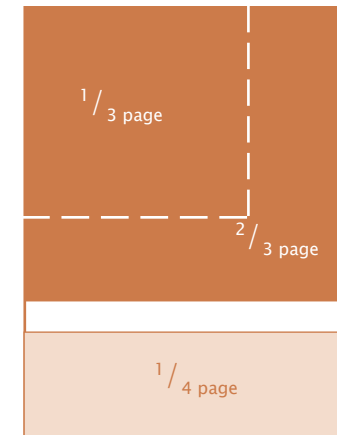
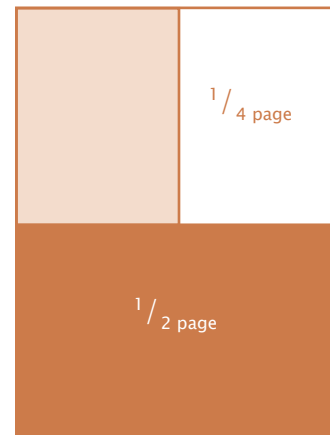
SIGNIFICANT DATES

Issue	Insertion Orders	Mechanicals	Mail Date
Spring:	January 1	January 15	March 15
Summer:	April 1	April 15	June 15
Fall:	July 1	July 15	September 15
Winter:	October 1	October 15	December 15

FRACTIONAL AD SIZES



Full page	8 1/2" x 11"
2/3 page H	8 1/2" x 7"
2/3 page V	5 1/2" x 11"
1/2 page H	8 1/2" x 5 1/2"
1/2 page V	4 1/4" x 11"
1/3 page H	3 1/2" x 8 1/2"
1/3 page V	5 1/4" x 5 1/4"
1/4 page H	8 1/2" x 2 5/8"
1/4 page V	4 1/4" x 5 1/2"
1/6 page V	2 5/8" x 5 1/2"



BENEFITS OF CORPORATE AFFILIATE MEMBERSHIP

As the **only** association specifically serving higher education information communications technology professionals, ACUTA offers excellent opportunities for suppliers to gain access to this enormous market:

- Access to the ACUTA Membership Directory (not available to nonmembers)
- Access to ACUTA's online community and the public conversations of ACUTA members
- Discounts on exhibit fees for all ACUTA events
- Discount on advertisements in ACUTA Journal
- Opportunity to advertise in ACUTA Membership Directory
- Complimentary subscriptions to all ACUTA publications
- Discounts on registration fees for all ACUTA events
- Cumulative membership points resulting in significant advantages in booth and sponsorship selection
- Opportunities to make corporate presentations at ACUTA events
- Opportunities to hold focus groups at ACUTA events
- Opportunities to post press releases on the ACUTA website Online Press Room
- Access to RFIs and RFPs on the online RFI/RFP Website
- Opportunities to submit announcements to the ACUTA Special Deals webpage
- Opportunities to submit listings to the FREE audio/web seminar webpage
- ACUTA corporate member logo available to promote your affiliation
- Significant discount on purchase price of member mailing lists
- Recognition among institutional members as a supporter of the Association
- Visibility on hundreds of campuses in the United States, Canada, Australia and New Zealand

ACUTA offers four levels of Corporate Affiliate Membership, based on the number of company representatives you would like to participate in events at member discounts and receive mailings. There is a level of membership to fit every company size and budget.

For information and an application, visit our website at <http://www.acuta.org>.

LINK TO YOUR WEBSITE

Journal Online Offers
Extra Value for Your
Advertising Dollar

Your advertising dollars go even farther when you advertise in the *ACUTA Journal*. The *Journal* is posted on the ACUTA website for members only, on a one-issue delay schedule. Include your web address in your ad and your company name is there forever, linking potential customers to your most current information.

GOLD
SILVER
BRONZE
COPPER

The ACUTA Journal

of Information Communications Technology in Higher Education

Published by The Association for Information Communications Technology Professionals in Higher Education

ADVERTISING SALES CONTACT

ACUTA
Amy Burton
Manager, Membership Marketing & Corporate Relations
Phone: 859/278-3338 ext. 240; Fax 859/278-3268
aburton@acuta.org

2011 Issue

Spring New Repeat from _____ Summer New Repeat from _____

IMPORTANT!
Indicate if your ad
is new or repeat

Fall New Repeat from _____ Winter New Repeat from _____

New materials must be submitted electronically. Send match print for color ads, laser for b/w.

Cover

Inside front Inside back Outside back

Ad dimensions

Horizontal _____ Vertical _____ Bleed Yes No

Full page 2/3 page 1/2 page 1/3 page 1/4 page 1/6 page

Advertorial

Business reply card Stitched Hand-placed insert with polybag

Advertiser _____

Agency (if applicable) _____ Commissionable

Billing address _____

City _____ State _____ Zip _____

Contact name _____ Title _____

Telephone number _____ Fax _____ E-mail _____

Yes, I have read the conditions on page 8 and agree to the terms specified. _____
Signature

Charge to: AmEx Discover Mastercard Visa # _____

Name on card _____ Exp. Date _____

Authorized signature _____ Verification Code _____

Purchase order # _____ Date _____

Advertiser Index

ACUTA dedicates an entire page in each issue of the journal to an advertiser index, listing contact information for each company advertising in that issue. Please furnish appropriate information for that listing.

Company name _____

Contact _____

Address _____

City, State Zip _____

Phone _____ E-mail _____

Website URL _____

Special Instructions:

PLEASE COMPLETE THIS BOX

*Rate _____ x _____ inserts \$ _____

*Add 10% for preferred placement \$ _____

Spot color

_____ color(s) x _____ inserts x \$200 \$ _____

4-color (Not applicable to covers)

_____ inserts x \$500 \$ _____

BRC (stitched) \$900 x _____ inserts \$ _____

BRC (polybag) \$1500 x _____ inserts \$ _____

TOTAL ORDER \$ _____

*Applicable discounts will be applied by ACUTA

The Association for Information Communications
Technology Professionals in Higher Education

Amy Burton
Manager, Membership Marketing & Corporate Relations
152 West Zandale Dr., Suite 200
Lexington, Kentucky 40503-2486

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<http://www.acuta.org>

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ACUTA Winter Journal

Final Issue of 2010

Insertion Orders Due October 1
Materials Due October 15
Mail Date December 15
<http://www.acuta.org/ex-spon>

acuta

Thanks to Our Advertisers Fall 2009–Summer 2010

4 Issues

1Call, A Division of AMTELCO • Apogee • AVST: Applied Voice & Speech Technologies •
Dux Public Relations • Microsemi/PowerDsine • MiCTA •
Professional Computing Resources, Inc. • Telecom Reseller

3 Issues

Fujitsu Network Communications, Inc. • snom technology Inc.

2 Issues

Cetis, Inc. • Nuance Communications • Oberon • TECHtionary

1 Issue

Aastra • Chloride • Ciena Corporation • Code Blue Corporation • Telinc Corporation • Excelsior College • JTS • Logitech •
MapleNet Wireless Inc. • Qwest • PAETEC • Telecom Technology Resellers LLC • Trapeze Networks • VoicePlus, Inc. • Z-Band, Inc.