



iBurst Association (iBA) (1845-07-PPG)
Secretariat Office
Unit 1-5-34, Krystal Point Corporate Park,
Lebuh Bukit Kecil 6, off Jalan Tun Dr. Awang,
11900 Bayan Lepas, Penang Malaysia.
Tel: +064-646 3381 Fax: +604-646 3382

www.iburst.org

30 July 2008

Dear Sir/Madam,

Advertisement Invitation at iBA Website and eNewsletter

Greetings from iBurst Association (iBA)!

It is with great pleasure to introduce you the **iBurst Association**. As you concern, iBA is a non-profit consortium with its objective to promote and develop iBurst as the preferred solution for mobile broadband wireless access (MBWA), and importantly to position iBurst as a global standard for mobile broadband access technology, which on 12th June 2008, IEEE's Standard Association Standard Board (SASB) had endorsed iBurst HC-SDMA as the standard IEEE 802.20!

iBA is the community include global stakeholders of HC-ADMA such as iBurst service providers. equipment suppliers, manufacturer and other interested parties. Its members represented interest of 19 countries, and iburst had been commercially deployed in USA, Japan, Canada, South Africa, Kenya, Ghana, Tanzania, Australia, Lebanon, Republic of Azerbaijan, The Netherlands, Denmark and Malaysia. The iBA is now fully functioned under the leadership of President Mr Kevin Leong, he is assisted by another 8 members of executive committee whom are very committed and pleased to serve the iBurst community.

Today, the total iBurst community has ***exceeded 160,000 subscribers worldwide***. We are certainly anticipating continuous growth in emerging markets.

For your information, iBA is committed to serve the iBurst community, with the aim of educating, exchanging views and sharing the iBurst development milestone and its growth with the iBurst ecosystems. All iBA related announcements, updates, news and information sharing shall be propagated through its association website www.iburst.org and quarterly eNewsletter distributed in Jan, Apr, Jul and Oct. This will easily reach to more than 160,000 readers from all over the world.

We would like to present our proposed advertisement package to your esteem organization for effective and interactive promotion. 15 % discount will be given to organization who sign up both advertisements in the iBA website and eNewsletter by **15 October 2008**. Meanwhile, iBA member is entitled for 25 % discount if sign up before **15 Oct 2008**. Please act now to enjoy the beneficial as early bird!

We attach herewith the proposal for your kind consideration and feel free to contact the undersigned or Ms Cherie at email: cheriechew@iburst.org should you require further information.

We look forward to your favorable reply soon and thank you very much for your valuable support.

Yours sincerely,

Eddy Lee Khiam Jin
Secretary-General
iBurst Association (iBA)
www.iburst.org



iBA Web Banner Advertisement Application Form

www.iburst.org

Company details

Company : _____

Address : _____

Country : _____

Tel: _____ Fax: _____

Website: _____

Contact details

Name : _____

Job Title : _____

Tel: _____ Fax: _____

Mobile : _____

Email : _____

Application Details

Please tick any one option

Option 1 – Advertisement Subscription Only:

Please advertise my web banner in www.iburst.org Website,

Effective from: ____ DD ____ MM ____ YY

for 12-month commitment at total amount of **US\$5,000**.

Note: Banner artwork to be emailed to iBA secretariat at secretariat@iburst.org

Option 2 – Banner Design & Advertisement Subscription:

Please design my web banner as specified below and to advertise my web banner in www.iburst.org Website,

Effective from: ____ DD ____ MM ____ YY

for 12-month commitment at total amount of **US\$5,500 (US\$5000 + US\$500)**

Note: The advertiser to provide the followings:

- Basic banner advertisement concept and banner text.
- One or two suggested browser safe colors.
- Logos, images and other materials to be used in the banner advertisement.

Banner Specifications

Standard Animated Banner Advertisement with Custom Animation:

- 751 x 206 pixels Full Horizontal Banners
- Custom design, maximum 10 seconds animation.
- No user interaction and runs continuously from start to finish.
- Custom fonts and styles

Authorization

I hereby declare and certify that all information given by us in this application is correct and also agree to provide any other information that may be required to process this application. I acknowledge that iBA reserve the right to reject our application without assigning any reason therefore.

Signature of Authorized Personnel

Company Chop

Date: _____

Name: _____

Designation: _____

Payment Mode *(Please tick any one option)*

I enclosed my cheque/Draft payable to “**iBurst Association**”

I am paying by Telegraphic Transfer (TT)
You can TT the fund to us as follow and fax the bank confirmation slip to iBurst Association at +604-646 3382.

Payable to : iBurst Association
Bank : Standard Chartered Bank (M) Berhad
Bank Address: No. 2, Lebu Pantai,
10300 Penang, Malaysia
Switchcode : SCBLMYKX
Bank Account : 407156818726

Administration Details

Fax, email or mail this application form to the attention of **iBA Secretariat** at:

iBurst Association (iBA) (1845-07-PPG)
c/o: Ms Cherie Chew
Unit No. 1-5-34, Krystal Point Corporate Park,
Lebu Bukit Kecil 6, off Jalan Tun Dr. Awang,
11900 Bayan Lepas, Penang, Malaysia
Tel: (+6012) 4733686 Fax: (+604) 646 3382
Email : secretariat@iburst.org
www.iburst.org

Fax this page to (604) 646 3382

OR Email to

secretariat@iburst.org

See banner illustration on next page...

Illustration of Web Banner

Banner Location



Web banner animation will run continuously here for 10 seconds max then comes next banner and next... continuously.

Max. 10 banners only

Banner Specifications

Designer will provide Standard Animated Banner Advertisement with Custom Animation:

- 751*206 pixels Full Horizontal Banners
- Custom design, maximum 10 seconds animation.
- No user interaction and runs continuously from start to finish.
- Custom fonts and styles

Advertiser to provide the followings:

- Basic banner ad concept and banner advertisement text
- One or two suggested browser safe colors
- Logos, images and other materials to be used in the banner advertisement.



**iBurst Association (iBA)
iBA Banner Advertisement Rates**

Effective Date: 01 Aug 2008

Placements	Type of Advertisement	Size in Pixel (Width x Heights)	Subscription	Original Investment (USD\$)	Discounted Price (Non-Members 15%)	Discounted Price (IBA Members 25%)
IBA Website (www.iburst.org)						
Homepage	Full Banner (Top)	751 x 206	Yearly	5,000	4,250	3,750
	Rectangular Banner 1	255 x 172	Yearly	2,000	1,700	1,500
	Rectangular Banner 2	250 x 72	Yearly	1,000	850	750
Inside Pages	Full Banner (Top)	751 x 206	Yearly	3,000	2,550	2,250
IBA eNewsletter (Quarterly 4 Issues Jan, Apr, Jul, and Oct)						
4 Issues eNewsletter	Full Banner (Top)	729 x 179	Yearly	2,500	2,125	1,875
	Rectangular Banner 1	220 x 143	Yearly	1,000	850	750
	Rectangular Banner 2	158 x 101	Yearly	600	510	450
Special Promotion						
15% discount for any prices stated above. IBA members will be entitled to a 25% discount, offers valid until 15th Oct 2008.						

Please follow the below requirement when sending your web design for us

- All texts must be delivered to us in HTML, ASCII, Word (doc), Word Perfect or Rich Text Format (rft).
- Tables must be in HTML, Word or Excel format.
- Photographs and graphics must be in JPEG (jpd or jpeg), GIF, Adobe Illustrator (ai or eps), TIFF (tif) or any format that can be opened with Adobe Photoshop
- We accept FLASH, GIF or JPEG creative.
- If you are providing FLASH (swf) creative, please embed click thru code.

For further information and details please contact Eddy KJ Lee at kjlee@iburst.org.

Web/Graphic Designer
Looking for designer for your banner advertisement?
Please contact Mr Louis Tan, at louis_tan@worldlab.com.my