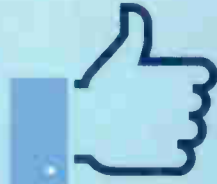


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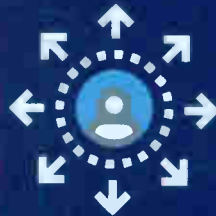
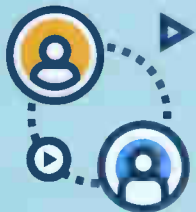
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January 2018 /// Volume 15 /// No. 01



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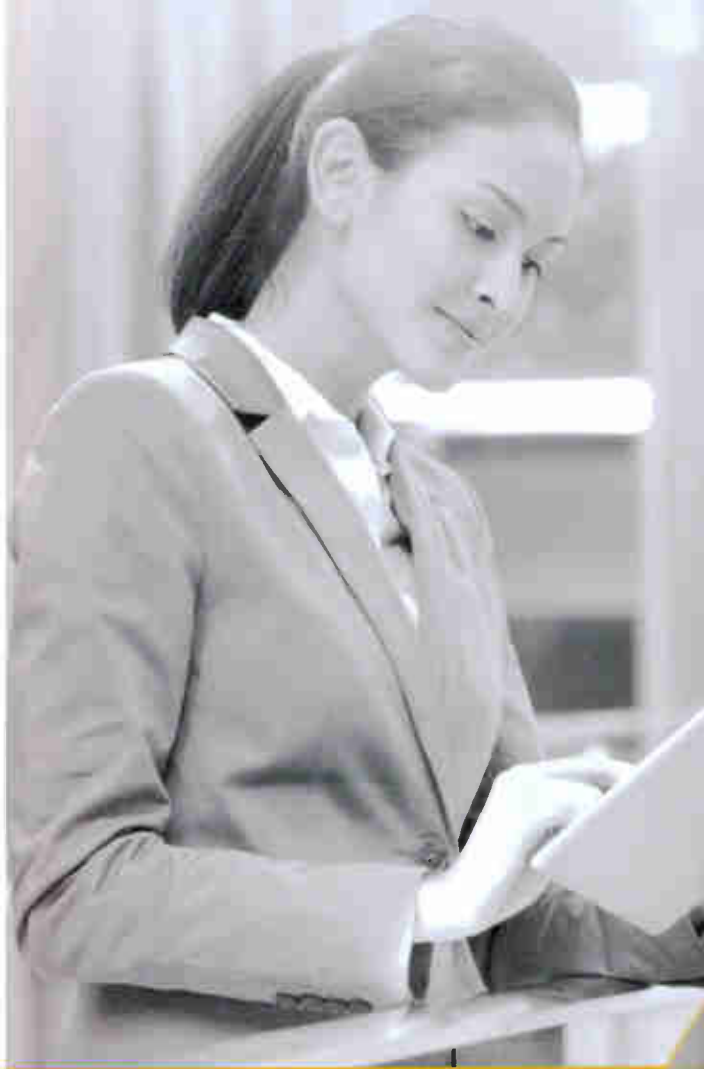
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EVENT DATE & TIME

Thursday, January 25th, 2018
 8:00am - 3:00pm | Education
 3:00pm - 5:00pm | Networking



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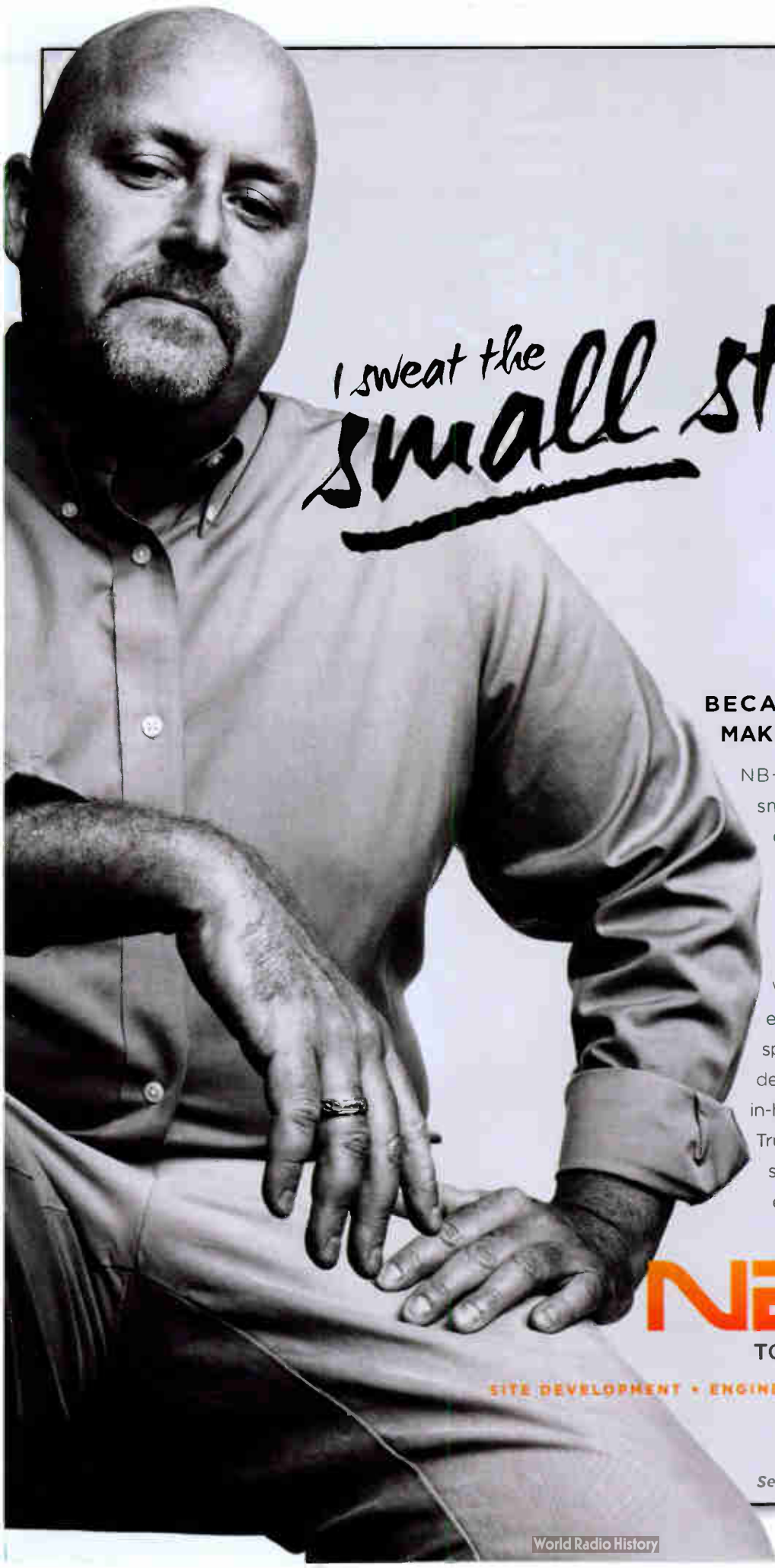
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combausa.com

GPS Networking Inc

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Pueblo West, CO 81007 USA
Eileen O'Halloran
salestech@gpsnetworking.com
(800) 463-3063
gpsnetworking.com

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Paul Niemann
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3ztelecom.com

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advantageengineers.com

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Carlsbad, CA 92010 USA
George Naber
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Alliance Communications

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alliancesales@alliancecomm.com
(888) 821-4797
alliancecomm.com
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101 SE 25th Ave
Mineral Wells, TX 76067 USA
Phil Park
ppark@antennaproducts.com
(940) 325-3301
antennaproducts.com

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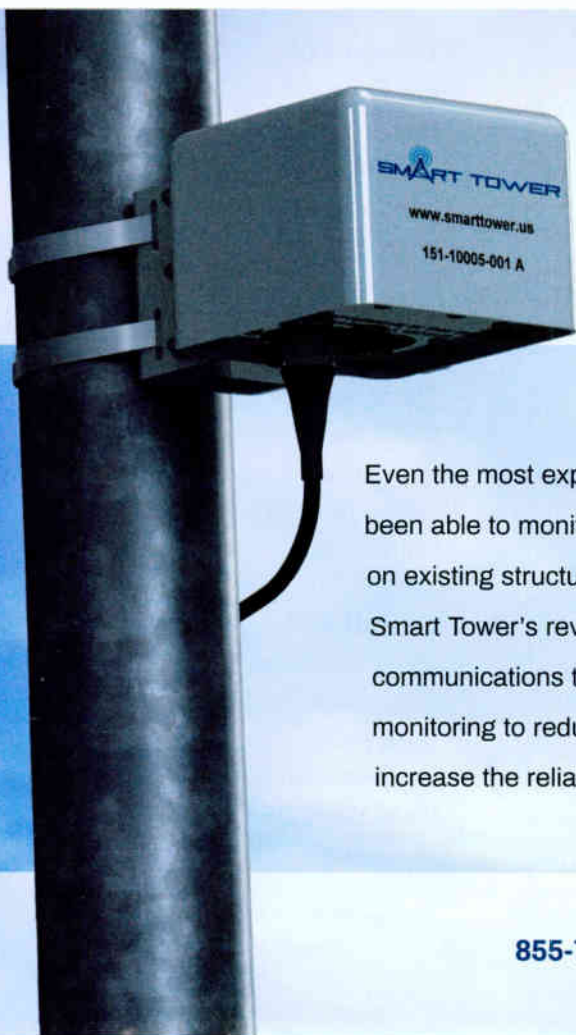
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Larry Conway

larry.conway@hubersuhner.com

(214) 425-9428

hubersuhner.com

See ad on page 32

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Danette Hovland

sales@kathrein.com

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Alex Tumminaro

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mobilemark.com

Multiwave Sensors

110 Parr Blvd, Unit 1

Bolton, ON L7E 4J4 Canada

Bruce Clifford

info@multiwavesensors.com

(905) 857-4481

multiwavesensors.com

Phazar Antennas

101 SE 25th Ave

Mineral Wells, TX 76067 USA

Mo Bhuyan

mo@phazar.com

(940) 445-5988

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Paula Mennone-Preisner

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rdlcom.com

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12976 Sandoval St

Santa Fe Springs, CA 90670 USA

Pat Flynn

sales@talleycom.com

(800) 949-7079

talleycom.com

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(605) 882-5865

natehome.com

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Structured, Tower & Antenna Council (STAC)

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Ottawa, ON K1P 6R2 Canada
Nick Kyonka
info@stacouncil.ca

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stacouncil.ca

STAC is administered by the Canadian Wireless Telecommunications Association.

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Wireless Infrastructure Association (WIA)

500 Montgomery St, Ste 500
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Nancy Touhill
nancy.touhill@wia.org
(703) 535-7411

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DIGITAL ADVERTISING LETS YOU

GET CLOSER TO YOUR CUSTOMERS



Since Netscape, the first mass-market web browser, was released in 1994, digital marketing has evolved at a phenomenal pace. Email outpaced postal marketing and dented telemarketing activity. The evolution of graphics technology took web ads to a whole new level, from simple SEO and keyword terms for early search engines to banner ads, popups, and today's native and interstitial ads loaded with photos and video. So what does the digital advertising landscape look like now? It's more multi-dimensional than ever, trailing consumers wherever they go.

Digital advertising is no longer limited to just a desktop computer. It's all around us, much like traditional advertising was never limited to newspapers but could be found on billboards, storefronts, in your mailbox, and through your telephone line. Digital advertising is found on the websites you visit, the phone you carry in your purse or pocket, the shows you stream online, the music you listen to through digital radio services, embedded in the apps you download, and it still comes to you via email, SEO, and graphic ads.

Some of the latest developments in digital advertising are still unfolding. Whereas, once, you might advertise for a particular ingredient in a cooking magazine and hope the customer returns to that brand, shopping trip after shopping trip, now smart refrigerators can remind you when you're almost out of your favorite canned tomatoes. You can fill a shopping cart online from your smartphone and have your groceries delivered to your door. Delivery apps remember your favorite Chinese order, address, and billing info. National pizza chains let you see where your order is in process in real-time. There are more ways to connect customers and brands than ever before.

Two especially exciting new frontiers in digital advertising are the Internet of Things and Big Data. The Internet of Things includes web-connected devices like smart home hubs that respond to voice commands to control everything from connected light bulbs to the front door lock to your thermostat. Some companies

like Amazon are experimenting with small devices that will reorder household staples like laundry detergent at the push of a button. Pet owners can monitor Fido from the office with a camera that communicates with their smartphones. All of that and more is powered by Big Data.

Big Data collects information from customer interactions — not only what ads they click on and respond to, but what websites they were on when

Some of the most successful forms of advertising are those that listen to the consumer the most and approach the web from their point of view.

they did so, what their interests and buying habits are, and other trends.

Big Data is the reason you start to see wedding industry ads on Facebook as soon as you announce your engagement. It's how Pandora knows that if you like Bob Dylan, you might want to hear a song by Tallest Man On Earth. Big Data helps you know your customers as well or better than they know themselves.

Armed with that information, you can make smarter, more precise choices about what ad formats you use to approach your customers, and at which moments. Instead of hoping your ideal customer will drive past a billboard on a certain corner, for example, you can meet her where she's browsing online, positioning an ad before online videos she's likely to watch, on websites she'll probably peruse, and on apps other women

like her have downloaded. Rather than hoping, say, a 30-year-old urban professional man will tune into a particular television program and won't wander into the kitchen during a commercial break, you can be sure to post ads on the web forums he visits, on the digital radio stations he subscribes to, and in between episodes of the shows he watches online.

To be sure, it's still considered a success if 1-2% or higher of ad views get a response. But with millions of ads appearing before millions of viewers at any given moment, that probability is actually pretty reliable. Some of the most successful forms of advertising are those that listen to the consumer the most and approach the web

from their point of view. Spam emails and popup ads are almost universally hated for a reason — they are intrusive. They are the digital equivalent of trying to talk to someone at a cocktail party only for a third person to physically insert themselves between you and your conversation partner and begin to talk about something irrelevant. There's definitely a better way.

Native and interstitial advertising, along with video advertising, have some of the highest rates of return precisely because they cause the least stress for the viewer. These types of advertising are either seamlessly integrated with the content the consumer got online to view, have a clear relationship to their interests, or easily go viral. At their best, they do all three. That's because these types of ads mimic the kind of content web browsers are naturally attracted to.

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That might sound counterintuitive when advertisers worry so much about making sure their content is seen. You don't want the customer to miss your expensive, carefully-crafted tree for the forest of clickable content. But you also don't want your content to be a

To successfully go viral, though, you'll need something old school. Something that no amount of money can buy. And that's a deep understanding of your customer...

big obvious billboard in the middle of a national forest. In an oversaturated field of vision, customers appreciate ads that pack extra value. How much can you accomplish at once? An ad that's just an ad is obvious and a turn off. An ad that also solves a problem, provides interesting information, or makes the customer laugh — such an ad multi-tasks and that fits right in with the whole of internet culture.

One of the biggest struggles that digital publishers and digital advertisers share come from trying to play by the rules of print. But when you start to think like a digital native — that is, the customers who grew up getting online and are totally at home

in a digital environment, you start to see new avenues towards making a positive impression. For example, simply by sharing relevant information presented in a style similar to journalism, customers might encounter and remember you as a reliable, trusted resource for information.

An infographic that includes a map showing the states with the most breweries per capita, for example, might not specifically pertain to your beverage industry company, but it does establish you as an expert with a sense of fun. A funny video breaking down something complicated and often stuffy like, say, mortgage interest rates, could help younger or first-time home buyers see a bank or financial planning firm as accessible and relatable. And if your viewers like your content enough, they'll share it with their friends. That's the other great thing about digital media— if you play your cards right, your viewers will not only engage with your brand, they'll do some of the heavy lifting for you. Word of mouth has nothing on word of keyboard.

To successfully go viral, though, you'll need something old school. Something that no amount of money can buy. And that's a deep understanding of your customer — who they are, what they want, and how you can help them get it. But that's also where you're the expert. If you know your customer as they know themselves, you can't go wrong — and you can craft killer digital ads that will strengthen your bond. All it takes is a little familiarity, and to think digital. ■

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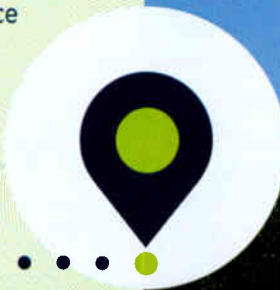
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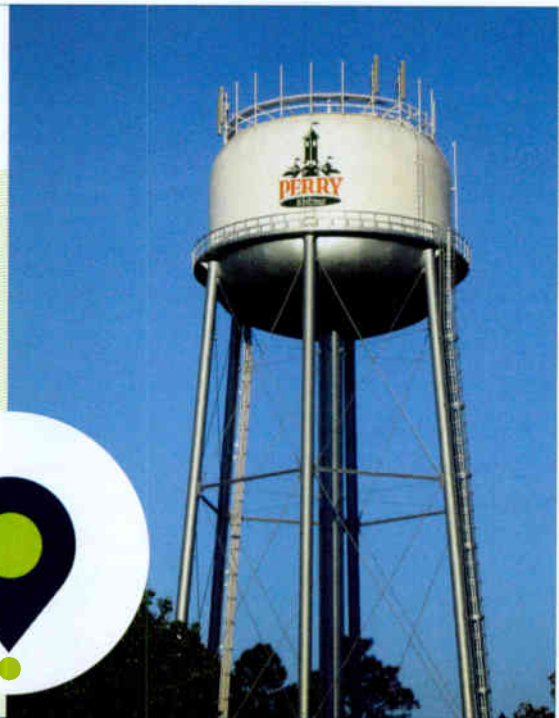
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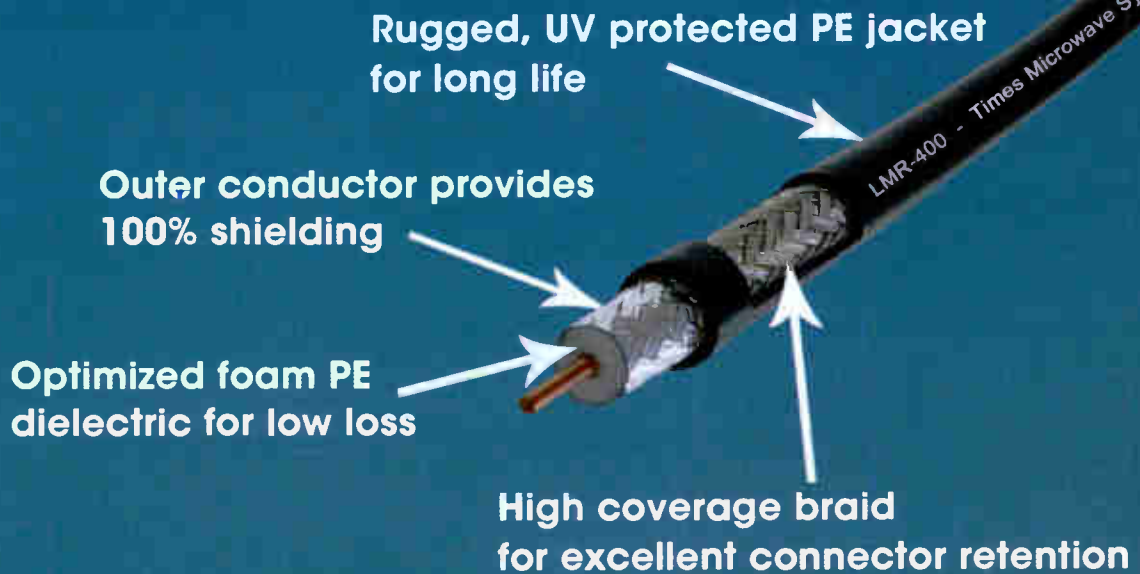


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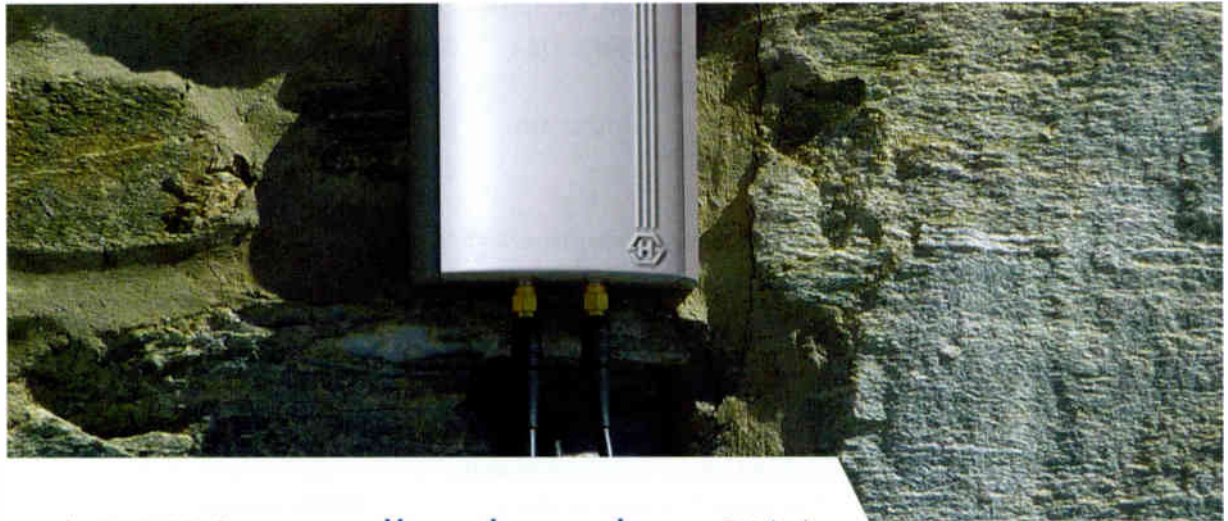
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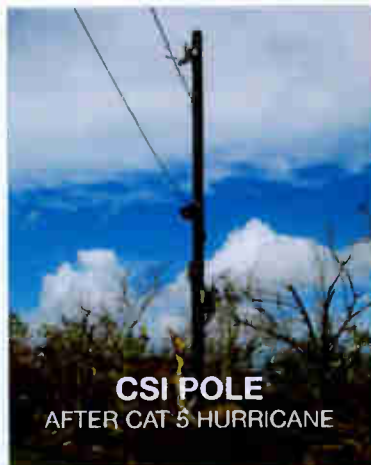
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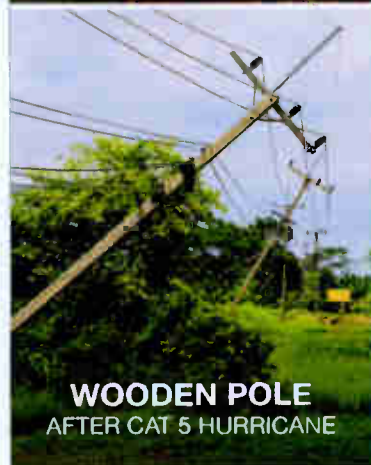
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One of the top complaints consumers have about digital advertising is the way it can be disruptive. It's certainly frustrating to log on to a site to read an

article only to be bombarded by pop-ups, auto-playing videos, and flashing banners that interrupt the reader's concentration on a written article or piece of video content. Interstitial advertising gets more of the viewer's

These invitations to transfer from a web browser to an app are one of the biggest success stories of interstitial advertising

attention because it can fit naturally into transitional moments in the digital consumer's reading experience.

In between articles, app screens, chapters in a video game, or between videos, interstitial ads appear and take up the whole screen. You get more real estate to share your brand message, the viewer is more likely to linger rather than immediately click away to get back to their preferred content, and you create a similar experience to flipping through a magazine or paper. In fact, interstitials create such a seamless experience that some websites, including

Google Docs and Yelp, have started designing their web interfaces to look more like interstitial ads.



That style is distinctive, but so familiar you might take it for granted. A big, splashy image typically makes up the background of an interstitial ad, overlaid with a headline or slogan, some brief informational copy, and an invitation to move to an app or continue on to a mobile or desktop site. On the periphery, a button might appear allowing you to close the ad. Sometimes there's just a link to the next page or the brand's site. Sometimes the interstitial ad is designed to disappear after a certain brief span of time has passed.

These invitations to transfer from a web browser to an app are one of the biggest success stories of interstitial advertising, giving users a quick, easy portal, as well as an immediate sense of the app's value. Even if they choose not to download, the fastest path to the content they're looking for is on your mobile site. While they make that decision, they've spent precious seconds considering your brand. And to exit the ad, they have to make some

form of meaningful interaction.

Consider video streaming services, for example, that include ads between scenes just like on TV. Those ads might take the form of a traditional television commercial, or they might take a page from the interstitial playbook. You might be invited to watch a longer, commercial style ad, or choose to interact with a shorter offering. The advertiser can afford to run a shorter ad knowing the consumer will have to pay greater attention, clicking on the ad or responding to it in some way.

With more competition than ever for digital readers' attention spans and online real estate, interstitial ads offer the unparalleled opportunity to have the whole screen with which

to make an impression and actually catch readers' attention. So if you're considering this type of advertising, keep in mind that you'll want to produce a sleek, graphic interface that is tailored specifically for that format. You'll want to have a strong visual statement and a simple, brief message or call to action.

Don't use so many interstitial ads that the reader gets fatigued. You can get away with using these ads more sparingly than other types because they pack such a punch. And it's not often, since the digital publishing revolution, that you can display a little of the print experience to your mobile audience. ■

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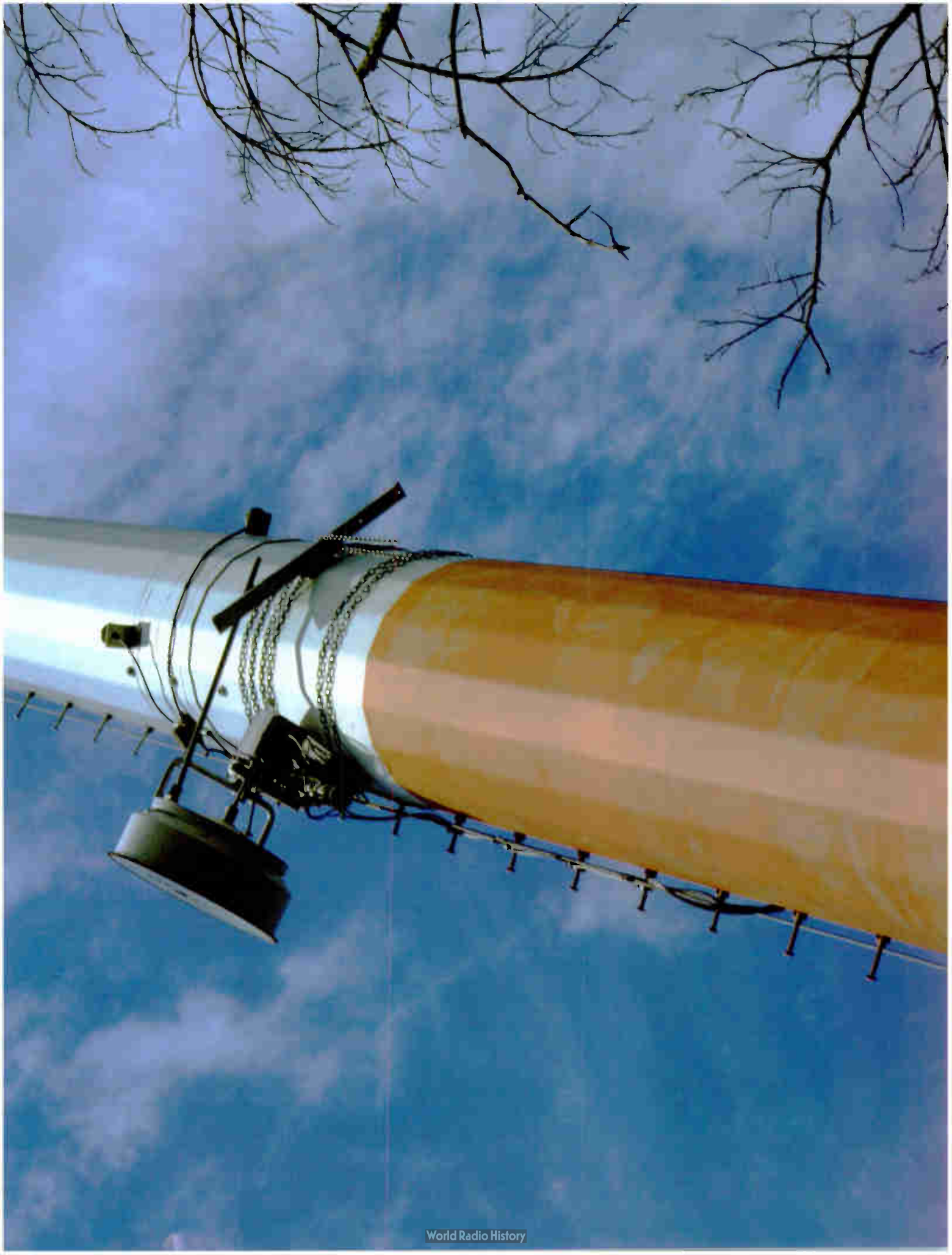
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Height: 195 feet

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Photography courtesy of Reese Tower Services





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Atlantic Risk Management is offering an insurance program endorsed by WIA to meet the unique needs of tower owners. Property, liability, auto, worker's compensation, and bonds are included.

See ad on page 68

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Lori DiTomaso
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orscs.com

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Keller and Heckman LLP

1001 G St NW, Ste 500 West
Washington, DC 20001 USA
Wes Wright
wright@khlaw.com
(202) 434-4100
khlaw.com/telecommunications

Matthew J. Traiser, P.A.

8805 Tamiami Trail North
Naples, FL 34108 USA
Matthew Traiser
matthew.traiser@gmail.com
(612) 414-3322

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Tim Cillessen
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(732) 919-3119
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332 Nichol Mill Ln
Franklin, TN 37067 USA
Wade Collins
flashsales@spx.com
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124 South St
Franklin, KY 42134 USA
Jason Jennett
jjennett@chimneytower.com
(800) 621-4419
chimneytower.com

H&H Industries Inc

110-112 W Main St
Elmwood, IL 61529 USA
Mike Stenwall
mstenwall@lightsbyhh.com
(800) 637-3853
lightsbyhh.com

Hi Tech Composite Structures

1266 SE Lake Rd
Redmond, OR 97756 USA
David Ullrich
sales@hitechcomposites.com

(541) 548-0812
hitechcomposites.com

Hughey & Phillips

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Jeff Jacobs
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(937) 652-3500
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itl-llc.com

Noash Construction Inc

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(270) 835-9100
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Toronto, ON M1S5A3 Canada
Brian Gray
brian@rvalm.com
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Slatercom- WCD is a Dialight FAA lighting Master Distributor, stocking all obstruction lighting products including the D266 High Intensity systems. Complete systems are available from stock. Slatercom Modular lighting controllers allow custom configuration changes.

See ad on page 100



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sales@specialtytowerlighting.com
(713) 722-8123
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Specialty Tower Lighting offers a diverse line of ETL-certified and FAA-approved aviation obstruction lighting products, in stock, and competitively-priced. STL has over 25 years experience in design, manufacturing, and installation of obstruction lighting products.

See ad on page 62

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John Brickley
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(800) 288-7362
xcel.com

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Advanced Lightning Technology Ltd (ALT)

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Josh Leverett
sales@altfab.com
(800) 950-7960
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See ad on page 94

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chimneytower.com

Harger Lightning & Grounding

301 Ziegler Dr

Grayslake, IL 60030 USA
hargersales@harger.com
(800) 842-7437
harger.com

LBA Technology

3400 Tupper Dr
Greenville, NC 27834 USA
Jerry Brown
jerry.brown@lbatechnology.com
(252) 757-0279
lbatechnology.com

Pepero LLC

671 Colbert Ave
Oil City, PA 16301 USA
William Rupert
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— Adweek

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Ken Hamilton
sales@raycap.com
(208) 777-1166

raycap.com

Raycap™'s wireless solutions include custom enclosures for indoor or outdoor applications, cable and accessories, lightning surge protection, and cable connectivity solutions for Remote Radio Head (RRH) network equipment located on towers, rooftops, and shelters.

See ad on page 13

Talley Inc

12976 Sandoval St
Santa Fe Springs, CA 90670 USA

Pat Flynn
sales@talleycom.com
(800) 949-7079

talleycom.com



Times Microwave Systems

358 Hall Ave
Wallingford, CT 06492 USA

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(203) 949-8400

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See ad on page 28



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kroth@pttg.com
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See ad on page 100

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Jayson Nelson
jnelson@anchorguard.com
(605) 331-6426

anchorguard.com

SUPPLIERS

AW Solutions Inc

300 Crown Oak Centre Dr
Longwood, FL 32750 USA

Keith Hayter

keith.hayter@awsolutionsinc.com

(407) 260-0231

awsolutionsinc.com

EMF Telecom Inc

328 Hill Ave

Nashville, TN 37210 USA

Erika Brown

info@emftelecom.com

(615) 291-6279

emftelecom.com

Multiwave Sensors

110 Parr Blvd, Unit 1

Bolton, ON L7E 4J4 Canada

Bruce Clifford

info@multiwavesensors.com

(905) 857-4481

multiwavesensors.com

Needmore Towers Inc

4400 W 31st St

Yankton, SD 57078 USA

Greg Mueller

eric.t@needmoretowers.com

(605) 665-7532

ehresmannengineering.com

Noash Construction Inc

PO Box 249

Sebree, KY 42455 USA

Jeff Pettit

jp@noashconstruction.com

(270) 835-9100

noashconstruction.com

NXG

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Tustin, CA 92780 USA

Aleksey Kurochkin

sales@nxgus.com

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(570) 359-3293
reasetowerservices.com

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SBA Communications Corporation

8051 Congress Ave
Boca Raton, FL 33487-1304 USA
Lynne Hopkins
request@sbsite.com
(800) 487-SITE
sbsite.com

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Sioux Falls, SD 57104 USA
Mike Fowler
mfowler@siouxfallstower.com
(605) 331-6972
siouxfallstower.com



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Murrieta, CA 92562 USA
Steve Holborn
sholborn@rftransparent.com
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rftransparent.com

Tower Systems Inc

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Watertown, SD 57201 USA
Lynnette Cotten
lcotten@towerstystems.com
(605) 886-0930
towerstystems.com

Wireless Legacy Corp

5743 County Rd PP
Avoca, WI 53506 USA
John Crooks
jcrooks@wirelesslegacy.com
(608) 577-0160
wirelesslegacy.com

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sales@duracomm.com
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Jeff Wright
sales@newmarpower.com
(714) 751-0488
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Santa Fe Springs, CA 90670 USA
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 (800) 949-7079
 talleycom.com

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 Santa Fe Springs, CA 90670 USA
 Ganesh Balasubramanian
 info@trojanbattery.com
 (562) 236-3000
 trojanbattery.com

POWER SYSTEMS

AW Solutions Inc

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 Keith Hayter

keith.hayter@awsolutionsinc.com
 (407) 260-0231
 awsolutionsinc.com

DuraComm Corporation

6655 Troost Ave
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 Joe White
 sales@duracomm.com
 (816) 472-5544
 duracomm.com

EnerSys

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 Jason Zerbe
 Jason.Zerbe@enersys.com
 (610)208-1991
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(847) 806-6300
charlesindustries.com

See ad on page 24



DX Engineering

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Bob Akins
bob.akers@edx.com
(541) 345-0019
edx.com



International Wireless Communications Expo (IWCE)

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Nadira Ramatally
nadira.ramatally@knect365.com
(770) 618-0121
iwceexpo.com

IWCE's Network Infrastructure Forum provides the understanding, products and services to assure that your network is always connected, always on. This year's event will be co-located with IWCE, taking place March 5-9, 2018 in Orlando, FL.

Learn more at iwceexpo.com.

See ad on page 43

Pryme Radio

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Dave George
daveg@pryme.com
800-666-2654
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communications

Redline Communications

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John Celentano
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— Zenith Media

LEVERAGE

ADDED

VALUE



WITH NATIVE ADVERTISING

One result of the digital revolution is that the line between traditional publishing and advertising has blurred. That's changed what consumers want from an ad. Savvy browsers are more receptive than ever to marketing copy that reads like the content it's surrounded by. In a landscape of endless pop-up ads, flashing banners, and auto-play videos, readers frequently want something more seamless. Enter native advertising.

Native advertising might sound exotic, but it's a simple premise — writing and designing ads that feel like the articles and videos around them. Consumers are more sophisticated than ever when it comes to

marketing, and a heavy-handed approach doesn't appeal the way it did in decades past. Instead, think like a magazine writer, integrating advertising with well-written copy and visuals that appeal to your audience's tastes and their own sensibility about their personal brands. Rather than sticking out like a sore thumb, native advertising tactfully inserts the product or service that's advertised into the flow of the content being enjoyed by the reader.

Statistics show that as many as 85% of consumers are so tired of traditional advertising that they simply tune it out — or would rather complete annoying appointments like going to the dentist than face another pop-up window. Part of that comes from the

way native advertising is written — often in article form rather than made up of catchy slogans and brief bursts of information. A large part of why native advertising appeals to readers, though, is the way it's designed.

Webpages, especially those on mobile devices, can easily become cluttered. Rather than facing a simple two page or newspaper layout, consumers now face multiple windows layered on top of one another and loading at different times. And that effect can be multiplied depending on how many tabs they have open. Having as little visual interruption as possible reduces reader stress.

Native advertising is designed to blend in with its surroundings. That makes it even easier to engage readers

before they even realize you're promoting a product or service. Rather than skimming over your sales pitch, they'll spend as much time reading your content as the story they logged on to read, even if they have to click through to get to your native ad.

You can even think beyond blocks of text to dream up video and social media campaigns that operate on native advertising principles. Think of Snapchat filters, for example, that users enjoy interacting with and sharing, but might share a brand logo, pop song, or a film or TV tie-in. These filters work the same way as non-branded content, applying silly or eye-catching graphics to users' selfies, making them a great example of visual native advertising.

You can even create maps, travel guides, "listicles", or super-short documentaries that align your brand with trending topics like hot destinations or suddenly popular culinary dishes, drinks, or decor themes. If you provide compelling information that the reader finds interesting, you can come across not as the pushy brand getting in the consumer's face, but as the helpful resource that offered up their next cocktail party factoid or anecdote. Think of the viral ad for the Squatty Potty — a device that many might find embarrassing to think about, much less purchase and use. But the ad offered useful information, creative imagery, and appealing humor that was memorable and explained to the viewer how the product could improve their health. It was entertaining, educational, and

shareable. And that led to big sales.

To pull off native advertising, you'll want to make sure you hit the right note. First, does this style of advertising work for your brand? Second, how

Some of the most successful forms of advertising are those that listen to the consumer the most and approach the web from their point of view.

can you provide added value for the consumer? Those are the first questions to ask. Next, brainstorm some information your target audience

might be interested in. Don't think in terms of your advertising goals yet. Try to get in the mind of your ideal reader or viewer.

Consider where you will be publishing the ad, and what might have gotten the consumer to that site or platform in the first place. Then begin to develop concepts that blend your ideal viewer's interests with your product message, keeping in mind the tone and style of the publication so you can blend right in. Soon you'll move from a native advertising tourist, to putting together native campaigns like a local. ■

6 TYPES OF NATIVE ADVERTISING¹

Recommended Content

These ads suggest content that is related to media on the page which entice users to click the advertiser's content.

Promoted Listings

These ads feature sponsored products, services, or companies ahead of others on a category page or other relevant section where there are interested viewers.

Paid Search Ads

These ads feature sponsored products, services, or companies ahead of others on a search results page, giving them prominence.

In-Feed Units

Promote sponsored content among other content. Usually is marked as "sponsored" but looks much like native content.

In-Ad with Native Elements

Looks like a regular ad, but has strongly related content to its context, making it particularly relevant to viewers.

Custom Ads (Other)

Highly customized ads may take on a variety of forms while staying strictly relevant to other content being actively consumed by users.

1. Taken from "6 Types Of Native Advertising And How Each Can Benefit Your Business" by Steve Olenski via Forbes.com. <https://www.forbes.com/sites/steveolenski/2015/11/12/6-types-of-native-advertising-and-how-each-can-benefit-your-business/>

REMOTE MONITORING & CONTROL (RMC)

Avlite Systems

61 Business Park Dr
Tilton, NH 03276 USA
Jason Larrere
h.charest@avlite.com
(603) 737-1327
avlite.com

DPS Telecom

4955 E Yale Ave
Fresno, CA 93727 USA
Andrew Erickson
sales@dpstele.com
(559) 454-1600
dpstele.com

DuraComm Corporation

6655 Troost Ave
Kansas City, MO 64131 USA
Joe White
sales@duracomm.com
(816) 472-5544
duracomm.com

Flash Technology

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Franklin, TN 37067 USA
Wade Collins
flashsales@spx.com
(615) 503-2000
flashtechnology.com

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Jeff Jacobs
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(937) 652-3500
hugheyandphillips.com

Newmar

15272 Newsboy Cir
Huntington Beach, CA 92649 USA
Jeff Wright
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RVA Lighting & Masts Inc

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Brian Gray
brian@rvalm.com
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Slatercom - WCD

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Al Slater
ads@slatercom.com
(503) 581-5550
slatercom.com

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TWR Lighting Inc

10810 W Little York Rd, Ste 130
Houston, TX 77041-4051 USA
Jeremy Lochner
sales@twrlighting.com
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twrlighting.com

Unimar Inc

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North Syracuse, NY 13212 USA
Alyssa Santoferrera
alyssa@unimar.com
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Westell Technologies Inc

750 N Commons Dr
Aurora, IL 60504 USA
Dean Henry
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(630) 375-4165
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Gilbertsville, NY 13776 USA
John Brickley
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3361 Executive Way
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An OEM since 1969, Flash Technology makes the world safer through FAA-compliant tower lighting solutions and remote monitoring systems. We serve airport, broadcast, telecom, utility and wind markets, and provide training, installation, troubleshooting and maintenance services.

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William F. Hammett, P.E.

mail@h-e.com
(707) 996-5200
h-e.com

Lawrence Behr Associates

3400 Tupper Dr
Greenville, NC 27834 USA

David Horn
david.horn@lbagroup.com

(252) 757-0279
lawrencebehrassociates.com

RFSignalman

9009 Wimbley Court
Elk Grove, CA 95624 USA

Paul Niemann
sales@rfsignalman.com

(916) 686-1776
rfsignalman.com

RFSigns.com

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RFSigns.com

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Steve Riggs
contact@rfsigns.com

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RFSign's mission is to provide the wireless industry with the best, most effective, standards-compliant RF safety communication tools. Our products include bilingual RF safety signs, as well as ASR tower registration signs.

Specialty Tower Lighting

1630 Elmview Dr
Houston, TX 77080 USA

Alberto Resendez
sales@specialtytowerlighting.com

(713) 722-8123
specialtytowerlighting.com

See ad on page 62



TWO HOPS

WIRELESS, LLC

Two Hops Wireless LLC

18331 Turnberry Dr
Round Hill, VA 20141 USA

Rich Biby
rbiby@two-hops.com

(540) 987-0500
two-hops.com

Using more than 30 years of wireless experience, our services include design, deployment and operation of small LTE networks and WiSP services, RF engineering services, spectrum analysis and technical business consulting, small network operations, billing, roaming negotiations and management, FCC/FAA compliance, and RF exposure analysis.

See ad on page 100

ROOFTOP EQUIPMENT

Advanced Lightning Technology Ltd (ALT)

122 Leesley Ln
Argyle, TX 76226 USA

Josh Leverett
sales@altfab.com
(800) 950-7960
altfab.com

Comsite Hardware Inc

PO Box 3951
Inclinen Village, NV 89450 USA
sales@comsitehardware.com

Consumers are 25% more likely to look at a native ad than at a banner, and they look at them 53% more frequently.

— CMO by Adobe

SUPPLIERS

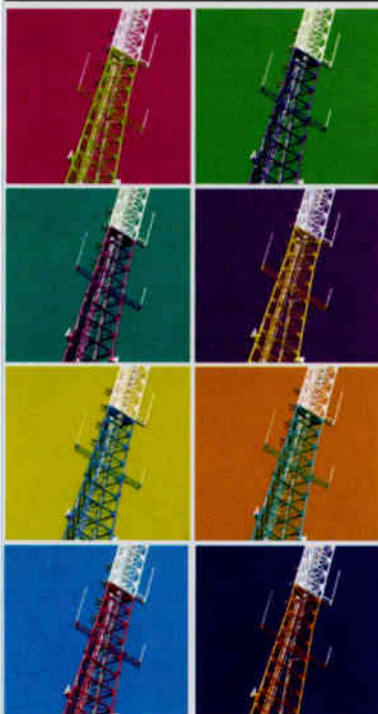
(775) 832-2523
comsitehardware.com

Hi Tech Composite Structures
1266 SE Lake Rd

Redmond, OR 97756 USA
David Ullrich
sales@hitechcomposites.com
(541) 548-0812
hitechcomposites.com

Paul J. Ford and Company
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Columbus, OH 43215 USA
John Werner
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3M Communications
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Austin, TX 78726 USA
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langle@mmm.com
(512) 984-4641
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From backhaul to base stations. From MIMO to mobile switches. From small cell to 5G. 3M is using science to create wireless solutions that help you meet the needs for capacity and coverage today, while keeping an eye, and ear, on the future.

Advanced Lightning Technology Ltd (ALT)
122 Leesley Ln
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Josh Leverett
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(800) 950-7960
altfab.com

Native ad engagement rates are 39.1% (more than three times higher) and video completion rates are nearly twice as high as those in standard rich-media ads.

– Fast Company

B Bishop Lifting
Products, Inc.
www.Lifting.com

Bishop Lifting Products Inc

125 McCarty Dr
Houston, TX 77029 USA

David Moseley
sales@lifting.com
(713) 674-2266
lifting.com

Founded in 1984, Bishop Lifting Products, along with Delta Rigging & Tools, Morgan City Rentals, and Matex, is a leading fabricator of slings, wire rope assemblies, and lifting equipment, and a distributor of rigging hardware, hoists, winches, and fall protection gear.

Bronto Skylift Inc

47 Taft Vineland Rd
Orlando, FL 32824 USA
Steve Starling
Steve.starling@bronto.us
(352) 895-1009
bronto.us

Connect-It Wireless

33 Commerce Way
Jupiter, FL 33458 USA
Alisa Reed

sales@ciwireless.com
(866) 781-1300
ciwireless.com

 **Elk River**
Personal Fall Protection

Elk River

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Cullman, AL 35056 USA
sales@elkriver.com
(800) 633-3954
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For nearly three decades, Elk River has been a leading manufacturer of U.S. made harnesses, lanyards, and many other fall protection products. Don't gamble with your safety — Trust Elk River for all of your fall protection needs.

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Max Birch
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1391 E Boone Industrial Blvd
Columbia, MO 65202 USA

John Lamond
info@gmesupply.com
(718) 210-3913
gmesupply.com

Pryme Radio

911 Mariner St
Brea, CA 92821 USA
Dave George
daveg@pryme.com
800-666-2654
Pryme.com

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TALLEY


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Pat Flynn
sales@talleycom.com
(800) 949-7079
talleycom.com
Talley Inc is a leading distributor of wireless communications infrastructure and mobile products. Talley has served our industry for over 30 years & stocks more than 300 top manufacturers. Headquartered in Los Angeles, Talley offers ten distribution centers nationwide.

WHAT KIND OF

VIDEO ADVERTISING

IS RIGHT FOR
YOUR AUDIENCE



More than any other development, video is what sets digital media apart from print. And it's no wonder video makes a huge impression on viewers, and gives advertisers even more ways to engage and interact with potential customers. But not all video ads are created equal. So how do you decide what kind of video to employ to best reach your ideal customer? Thanks to big data and leaps in web technology, there are plenty of different kinds of video strategies that can work for you.

Cross-channel video ads take advantage of just how huge the World Wide Web has become. Instead of thinking in terms of print and

television, now you can think in terms of web, mobile, apps, social media, and video streaming services. You can tailor video ads not only to where the consumer will encounter the ad, but also what stage of the buying process they might be in. An ad that appears between episodes of their favorite Netflix comedy, for example, might create a subtle impression in a product, but one that appears on a mobile or desktop device could catch that same consumer when he or she is looking for more information or is ready to buy. And thanks to cookies that track digital data, it's possible to make sure your video ad package follows a potential buyer across multiple websites and platforms, creating more

opportunities to get a click and a sale.

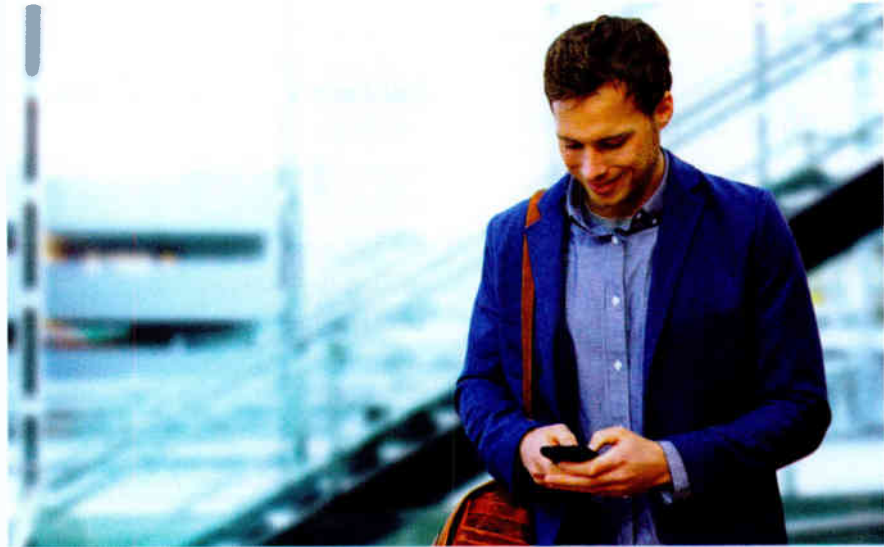
Mobile video ads are highly effective at holding viewers' attention. Because mobile users are on their devices so frequently and use such a variety of websites and apps, you have a huge number of opportunities to make an impression. People now use phones and tablets not only to browse the web, but also to watch videos on sites like YouTube, apps like Snapchat and Yelp, or streaming services like Hulu. Tailoring ads for the mobile viewer by making them responsive and non-skippable can make them more appealing, more effective, and more memorable. And by focusing on mobile ads, you can keep up with the rapidly increasing rate at which

viewers turn to mobile for online content.

In-stream video ads appear before, in the middle of, or after another piece of video content. Pre-roll ads precede a television episode or piece of user-generated content much like the previews that are shown before a feature film in theaters. Mid-roll ads appear during breaks in a video, such as traditional TV commercials. Mid-roll ads can also be a great opportunity to try interstitial advertising techniques. Post-roll ads follow a piece of video content. Pre and mid-roll ads are amongst the most effective in terms of keeping users from clicking away, but can frustrate viewers for delaying or interrupting their time with the content they're seeking out.

Social media video ads are easier to create than ever. As more and more social media platforms recognize the power of video, they make it easier for brands to create custom videos that fit right in with the content users joined to see. Instagram, Snapchat, Vine, and Facebook are all further integrating video into their platforms. That means that you can either tailor videos specifically for different platforms or form partnerships with social media influencers who have highly specialized expertise in getting views on, and interactions with, visual content. And because social media is so personal, this is a great opportunity to show how your product or service integrates in the lives your target customers aspire to.

Display or banner video ads appear



around the content the user has sought out, such as in a banner above or to the right of the main content display area. This is a great opportunity to provide added value for the user, offering more

skip or mute the ad. You also want to make sure your video is tailored to the platform on which it will appear. An ad designed for desktop, for example, might not display correctly on a smart-

phone screen, or could take too long to load. Likewise, a highly interactive video designed to appear mid-roll might be too distracting as a banner ad or might not be functional when squeezed into a Facebook post. Those are all considerations to be aware of when developing cross-channel campaigns.

Because mobile users are on their devices so frequently and use such a variety of websites and apps, you have a huge number of opportunities to make an impression.

information on the subject they're reading about or showing a product that's related. That's also especially crucial with display ads, which can be easier for viewers to ignore, in part because they take up a smaller amount of space on a webpage.

No matter what type of video ad you choose to employ, there are a few tips that will help guarantee success. You'll want to front-load the most important information into the first 5 to 15 seconds of your ad, because the reality is that many users will try to

More and more, consumers are proving they like their content short, entertaining, and in a video format. Attention spans are brief, long reads are out of fashion, and video is more engaging and shareable. The key to capturing your ideal audience's clicks increasingly comes down to giving your brand the moving picture treatment. So get ready for your close-up! The age of video advertising is here to stay. ■

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Sonoma, CA 95476 USA
William F. Hammett, P.E.
mail@h-e.com
(707) 996-5200
h-e.com

LBA University

3400 Tupper Dr
Greenville, NC 27834 USA
Stacey Moore
stacey.moore@lbauniversity.org
(252) 757-0279
lbauniversity.org

**National Association of Tower
Erectors (NATE)**

8 SE 2nd St
Watertown, SD 57201 USA
Todd Schlekeway
nate@natehome.com
(605) 882-5865
natehome.com

See ad on page 37

RSI Corp

543 Main
Kiowa, KS 67070 USA
Brenda Myers
brendam@rsicorp.com
(620) 825-4600
rsicorp.com



Structure, Tower &
Antenna Council
Conseil des structures,
pylônes et antennes

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Ottawa, ON K1P 6R2 Canada
Nick Kyonka
info@stacouncil.ca
(613) 233-4888
stacouncil.ca
STAC is administered by
the Canadian Wireless
Telecommunications Association.

See ad on page 47

**SAFETY/SECURITY:
CONSULTANTS****LBA University**

3400 Tupper Dr
Greenville, NC 27834 USA

Stacey Moore
stacey.moore@lbauniversity.org
(252) 757-0279
lbauniversity.org

Safe2Climb LLC

8383 Newburgh Rd
Evansville, IN 47715 USA
Julie B. Flittner
info@safe2climb.com
(812) 598-7433
safe2climb.com

**SECURITY:
EQUIPMENT & SUPPLIES****Sentor Controls Inc**

101 Pine Needle Rd
Aiken, SC 29803 USA
Bob Selby-Wood
bob.sw@sentor.com
(310) 464-1604
sentor.com

Pryme Radio

911 Mariner St
Brea, CA 92821 USA
Dave George
daveg@pryme.com
800-666-2654
Pryme.com

“Engaging with your audience by utilizing native language and your proprietary tools increases the opportunity to expand viral sharing and can lead to developing a more involved relationship with your target market.”

– Timothy Nichols, ExactDrive Inc

SIGNAGE

Black Box Corporation

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Lawrence, PA 15055 USA
Julie Prex
julie.prex@blackbox.com
(724) 873-7028
blackbox.com

LBA Technology

3400 Tupper Dr
Greenville, NC 27834 USA
Jerry Brown
jerry.brown@lbatechnology.com
(252) 757-0279
lbatechnology.com

RSI Corp

543 Main
Kiowa, KS 67070 USA
Brenda Myers
brendam@rsicorp.com
(620) 825-4600
rsicorp.com

Tech Products Inc

105 Willow
Westfield, NY 10305 USA
Daniel D. O'Connor
team@techproducts.com
(718) 442-4900
techproducts.com
See ad on page 84

SITE ACQUISITION

5G Sites

328 Hill Ave
Nashville, TN 37210 USA
Steve Luthringer
info@5gsites.com

(919) 791-7724
5gsites.com

Airosmith Development

32 Clinton St
Saratoga Springs, NY 12866 USA
Ann D'Alessandro
adalessandro@airosmithdevelopment.com
(518) 350-4060
airosmithdevelopment.com

AW Solutions Inc

300 Crown Oak Centre Dr
Longwood, FL 32750 USA
Keith Hayter
keith.hayter@awsolutionsinc.com
(407) 260-0231
awsolutionsinc.com

Black & Veatch

6800 W 115th, Ste 2292
Overland Park, KS 66211 USA
Brian Robinson
robinsonb@bv.com
(913) 458-6656
bv.com

Carpenter Consulting Group

16 Industrial St
Rochester, NY 14614 USA
Donald Carpenter
dc@c2gmail.com
(585) 360-2733
carpentercg.com

Collective Solutions LLC

340 Marshal Rd
St. Louis, MO 63088 USA
Russell Been
russ@collectivesolutions.com
(314) 989-9810
collectivesolutions.com

Centerline Solutions

16035 Table Mountain Pkwy
Golden, CO 80403 USA
Tom Prestwood
contact@centerlinesolutions.com
(303) 993-3293
centerlinesolutions.com



CIS Communications LLC

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(314) 569-2275
ciscomm.com
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Kenneth Kozyra
ken@kjkwireless.com
(603) 888-8974
kjkwireless.com



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6095 Marshalee Dr, Ste 300
Elkridge, MD 21075 USA

SUPPLIERS

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mmulvany@nbcllc.com
(410) 721-7092
networkbuilding.com

Founded in 1984, NB+C is a leading wireless site development firm with three business units: site development, engineering services, and construction and technical services. Staffed with over 400 professionals, we are totally committed to client service and project results.

See ad on page 5

P. Marshall and Associates LLC (PM&A)

1000 Holcomb Wood Pkwy, Ste 210
Roswell, GA 30076 USA
Greg Hazlehurst
ghazlehurst@pmass.com
(678) 280-2325
pmass.com



Telecom Bird Dogs LLC

PO Box 2523
Littleton, CO 80161 USA
John M Rowe
info@telecombirddogs.com
(303) 618-4615
telecombirddogs.com
Go to www.FirmlyAnchoredinMidair.com for "The Handbook of Wireless Site Acquisition and Permitting," to obtain a basic understanding of all aspects of site acquisition and permitting from search ring assignment to real

estate complete/ready to implement wireless facilities.

Tower Innovations Inc

107 Dunbar Ave, Ste E
Oldsmar, FL 34677 USA
Bruce McIntyre
bruce@towerinnovationsinc.com
(813) 818-8766
towerinnovationsinc.com

SITE/ROOFTOP: DESIGN



Allpro Consulting Group Inc

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Raj Sehgal
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Greg Hazlehurst
ghazlehurst@pmass.com
(678) 280-2325
pmass.com

PML Consulting Engineers LLC

369 South Riverside Dr
Neptune, NJ 07753 USA
Pete Longo
pmlongo@pmlllc.com
(908) 770-4105
pmlllc.com



SBA Communications Corporation

8051 Congress Ave
Boca Raton, FL 33487-1304 USA
Lynne Hopkins
request@sbsite.com
(800) 487-SITE
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Video, social, native, and paid content ads are due to account for three quarters of online display spend.

— *The Drum*

Solar Communications International Inc

41146 Elm St, Ste F
Murrieta, CA 92562 USA
Steve Holborn
sholborn@rftransparent.com
(951) 698-5985
rftransparent.com

Westchester Services LLC

604 Fox Glen
Barrington, IL 60010 USA
Jack Auriema
jauriema@westchesterservices.com
(224) 655-2701
westchesterservices.com

SITE/ROOFTOP: MANAGEMENT

5G Sites

328 Hill Ave
Nashville, TN 37210 USA
Steve Luthringer
info@5gsites.com
(919) 791-7724
5gsites.com

CIS Communications LLC

749 Old Ballas Rd
St. Louis, MO 63141 USA
Wes Simpson

wes@ciscomm.com
(314) 569-2275
ciscomm.com

Comsites West LLC

2555 3rd St, Ste 200
Sacramento, CA 95818 USA
Charlie Feick
charlie@comsiteswest.com
(530) 414-4376
comsiteswest.com

Day Wireless Systems

4700 SE International Way
Milwaukie, OR 97222 USA
Tower Sites Department
dwssites@daywireless.com
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daywireless.com

Heartland Tower Inc

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John Paleski
John@subcarrier.com
(732) 607-2828
subcarrier.com
Subcarrier Communications is a rooftop, tower development, leasing and management company established in 1986. We specialized in the management and development of high performance wireless infrastructure solutions for telecommunications antenna structures and fiber access.

**Wireless Edge**

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Rhinebeck, NY 12572 USA
John Arthur
arthur@wirelessedge.com
(914) 712-0000
wirelessedge.com
Wireless EDGE is a premier provider of network implementation services and strategic tower sites. Nationwide services include: tower development, site management, development of cell sites and satellite terrestrial repeaters, special projects. We specialize in development and

permitting of antenna sites on landmark and historic properties.

See ad on page 40

SMALL CELLS**123eWireless**

30412 Esperanza
Rancho Santa Margarita, CA 92688 USA
sales@123ewireless.com
(949) 888-5548
123e.com

4G Unwired Inc

325 Fifth Ave, Ste 202
Indialantic, FL 32903 USA
Scott Robinson
scott.robinson@4gunwired.com
(321) 726-4183
4gunwired.com

Advantage Engineers

7070 Samuel Morse Dr, Ste 150
Columbia, MD 21046 USA
Tracy Bender
avantage@advantageengineers.com
(443) 367-0003
advantageengineers.com

**Aero Wireless Group**

5555 Central Ave, Ste 100

Boulder, CO 80301 USA
Jim Lockwood
jlockwood@aerowirelessgroup.com
(720) 304-6882
aerowirelessgroup.com
Aero Wireless Group provides small cell infrastructure products and professional engineering services to wireless operators and consulting services to municipalities. Aero also provides macro cell tower reinforcements and structural engineering of towers and antenna mounts.

**Allpro Consulting Group Inc**

9221 Lyndon B. Johnson Fwy, Ste 204
Dallas, TX 75243 USA
Raj Sehgal
info@allprocgi.com
(972) 231-8893
allprocgi.com
Your "Go To" engineering firm.

American Products LLC

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Strafford, MO 65757 USA
Paula Ankrom
pankrom@amprod.us
(417) 736-2135
amprod.us

By 2019, video will account for around 78%
of the world's mobile data traffic.

— Business to Community

Anritsu

envision : ensure

Anritsu Company

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Richardson, TX 75081 USA
Kim Masoner

kim.masoner@anritsu.com
(972) 644-1777

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Anritsu Company has been a global provider of innovative communications test and measurement solutions for 120 years. The company develops advanced solutions for 5G, M2M, IoT, as well as other emerging and legacy wireline and wireless communication markets. Visit www.anritsu.com

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AW Solutions Inc

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Keith Hayter

keith.hayter@awsolutionsinc.com
(407) 260-0231

awsolutionsinc.com

AW Solutions, your premier OSP/ISP turnkey network solutions provider for macro, DAS, small cell, fiber and facilities infrastructure deployments and audits. Licensed nationally and internationally to perform civil, structural and electrical engineering with GC licenses.

B+T Group

1717 S Boulder Ave, Ste 300
Tulsa, OK 74119 USA

Leigh Anne Self
laself@btgrp.com
(918) 587-4630
btgrp.com

BTI Wireless

6185 Phyllis Dr, Unit D
Cypress, CA 90630 USA
Tammy Metzger
sales@btiwireless.com
(714) 230-8333
btiwireless.com

Chapcom Wireless

PO Box 190005
Tamarac, FL 33319 USA
Kirk Chaplin
kchaplin@chapcomwireless.com
(786) 216-0135
chapcomwireless.com

Cheytec Telecommunications

2500 Main St, Ext #12
Sayreville, NJ 08872 USA
Sandra Bullock
sbullock@cheytec.com
(732) 810-2764
cheytec.com

CIS Communications LLC

749 Old Ballas Rd
St. Louis, MO 63141 USA
Wes Simpson
wes@ciscomm.com
(314) 569-2275
ciscomm.com



City Pole

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jlockwood@aerowirelessgroup.com
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coast2coastcomposites.com

CommScope

11312 S Pipeline Rd
Euless, TX 76040 USA
Janice Conklin
steelproducts@commscope.com
(817) 864-4112
commscope.com



CompSites International

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Will Jacobs
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See ad on page 35



Creative Pultrusions Inc

214 Industrial Ln
Alum Bank, PA 15521-8304 USA

Terry Shank
tshank@pultrude.com
(814) 839-4186

creativepultrusions.com

Creative Pultrusions Inc, manufactures lightweight, high-strength, maintenance free, and RF transparent Fiber Reinforced Polymer (FRP) microcell poles. They are ideal for street-level applications where aesthetics and outdoor distribution antenna systems are sought.

See ad on the inside back cover

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johngolden@dasadvisers.com

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dasadvisers.com

Eco-Site

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Durham, NC 27707 USA
Robert Anderson
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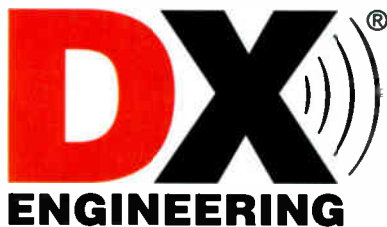
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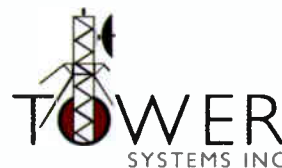
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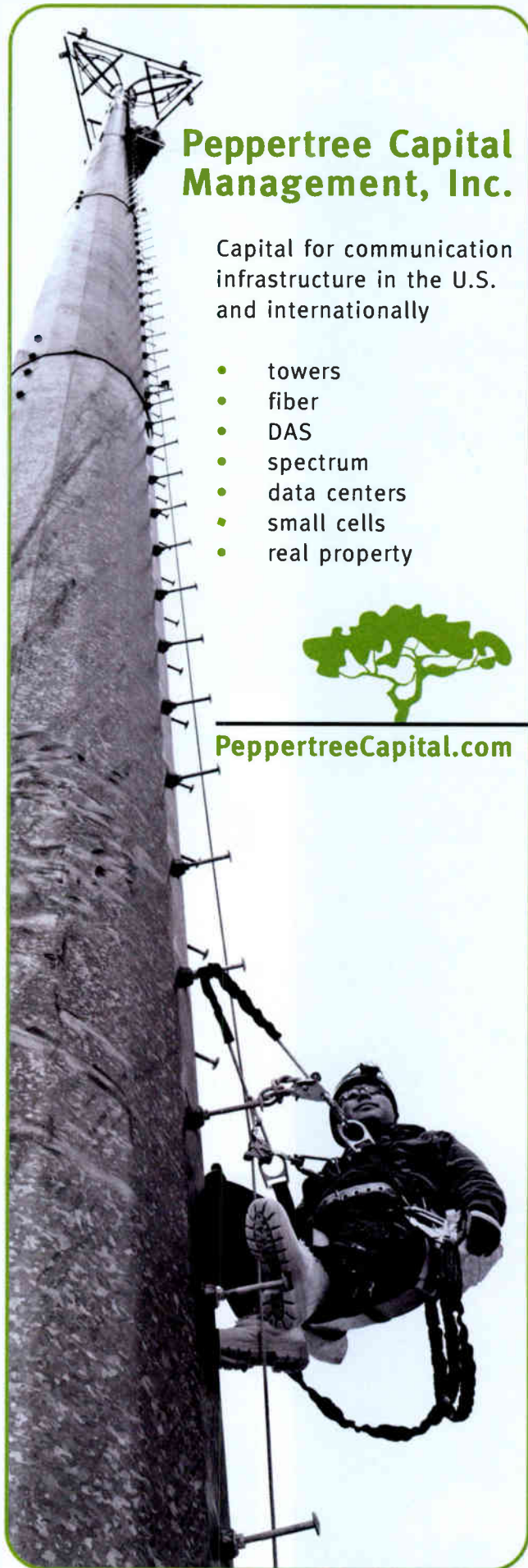
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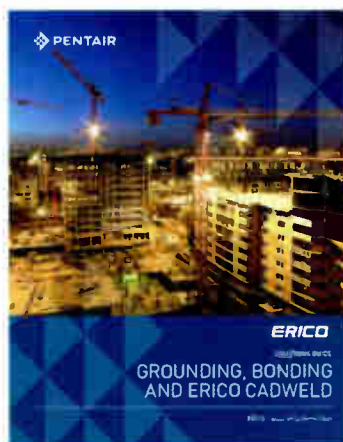




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