

# MARKETING DISPATCH

Marketing News from RadioResource Media Group

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## Douglas Jarrett Named New Advisor

*MissionCritical Communications* is pleased to welcome Douglas Jarrett to its editorial board. Jarrett is a telecommunications attorney with Keller and Heckman, representing critical-infrastructure industry (CII) companies, state and local governments, and other entities before the FCC and on related telecommunications matters. As part of Jarrett's wireless practice, he represents CII firms in acquiring spectrum to meet voice and broadband communications requirements from FCC auction winners and advises CII firms on spectrum opportunities, including FCC spectrum auctions.



Douglas Jarrett

## Case Study Opportunity in October's P25 Special Report

Advertisers will have a unique opportunity to promote their company's successful product deployments and accomplishments in *MissionCritical Communications'* P25 Special Report, scheduled for the October issue.

Readers are hungry for the timely information and data that our accomplished editors are compiling, so you can rest assured that your case study will be well read. Buyers want proven solutions, not smoke and mirrors. Increase your company's visibility and credibility by taking advantage of this special case study advertising opportunity in the October issue.

As an additional BONUS, the case studies will also be posted on MCCmag.com and emailed to all public safety subscribers.

For details contact Debra Sabin at dsabin@RRMediaGroup.com today.

## What's NEXT



### OCTOBER 2010

**Ad Closing: August 20, 2010**

#### Feature

User Feature — Business and Industry

Tech Focus — Mobile Data

#### Public Safety Technology

P25 Update

#### Product Focus

Specs Survey — Spectrum Analyzers

What's New — Surveillance Equipment

#### BONUS

IACP, EWA,  
Fall Online Expo,  
P25 Case Study



### NOVEMBER-DECEMBER 2010

**Ad Closing: October 1, 2010**

#### Feature

User Feature — Homeland Security

Tech Focus — Satellite

#### Public Safety Technology

Broadband

#### Product Focus

Specs Survey — Base Station Antennas

What's New — P25 Equipment

#### BONUS

APCO/NENA Canada, CMC  
Web Directory e-Mailer



### QUARTER FOUR 2010

**Ad Closing: 10 September 2010**

#### Feature

User Feature — Utility

Tech Focus — VoIP/RoIP

#### Public Safety

Mobile Data

#### Product Expo

Mobile and Portable Radios

#### Global Forum

Western Europe

#### BONUS

PMR Expo, EUTC  
Web Directory e-Mailer

## P25 SPECIAL REPORT

### October *MissionCritical Communications*

#### Unique Case Study Advertising Opportunity

- ▶ Tell your company's P25 success story to the public safety community in *MissionCritical Communications'* P25 Special Report — Order by August 20, 2010.
- ▶ Buyers want proven solutions. Here's your chance to promote your accomplishments and increase your credibility.
- ▶ Reach nearly 36,000 audited readers; plus your case study will be posted on MCCmag.com and we will email your case study to more than 22,000 public safety decision makers!

Contact Debra today at dsabin@RRMediaGroup.com

