

An abstract graphic consisting of several overlapping, wavy, ribbon-like shapes in shades of red and orange, flowing from the bottom left towards the top right.

# Next Wave Cities<sup>TM</sup> 2010

Annual Report on the  
Top - 10 Next Wave Cities<sup>TM</sup>:  
the Philippines' Best BPO Locations

**Advertising Proposal**  
***Next Wave Cities<sup>TM</sup>***  
**2010-2011**

Dear Colleague:

The Business Processing Association of the Philippines (BPAP) is giving its members the exciting opportunity to participate in its next major publication, the *New Wave Cities™ 2010–2011* report. BPAP plans to release this 120-page publication by June 2011.

This report will present substantial updates on some of the most promising and strategic locations—Next Wave Cities™ (NWCs)—outside the established IT-BPO Centers of Excellence (CoEs) of Metro Manila, Metro Cebu, and Metro Clark. IT-BPO companies considering opening new sites can use the report to evaluate their options. Enablers of the IT-BPO industry will also find the *Next Wave Cities™ 2010–2011* report crucial for making investment decisions while local industry stakeholders can use the data in the publication as a benchmark for raising their own competitiveness.

To put the NWCs in their proper perspective, an introductory chapter will be devoted to the Philippine IT-BPO situation as well as to the CoEs and the scorecard used to rate the NWCs. A case study of an IT-BPO locator will also illustrate the business benefits of exploring some of the viable locations outside the CoEs. Finally, a chapter on each of the top-ten NWCs will intensively discuss the strengths and weaknesses of the locations.

The *New Wave Cities™ 2010–2011* will consolidate analyses from verifiable data, first-hand information, and insights on each top NWC from the most reliable sources. You are invited to participate in the publication by contributing an advertorial or advertisement on your company's capabilities, experience, and plans. A limited number of advertising opportunities are available to partners who understand and are anxious to leverage the benefits of this highly anticipated report. This proposal outlines the rates for our advertorials (or ads), including the discounts for multiple page placements.

I urge you to take advantage of this unique opportunity to market your company in a highly credible format. Please confirm immediately as our pages are allocated on a first-come, first-served basis. We need to hear from you no later than May 20, 2011.

A representative of TeamAsia, our publication manager, will be in touch soon to confirm your participation. For questions, please call Charm Tan at (Mobile) +63 917 557 4527, or (Landline) +63 2 757-3500 Ext. 328, or e-mail her at [jcptan@teamasia.com](mailto:jcptan@teamasia.com).

Sincerely yours,



Gillian Joyce Virata  
Senior Executive Director  
Business Processing Association of the Philippines

## Summary of Content *Next Wave Cities™ 2010–2011*

### Content

Featured locations (in order of rank and appearance in journal):

1. Davao City
2. Santa Rosa City
3. Bacolod City
4. Iloilo City
5. Metro Cavite (Dasmariñas City and the municipalities of Bacoor and Imus)
6. Lipa City
7. Cagayan de Oro City
8. Malolos City
9. Baguio City
10. Dumaguete City

### Data on each location

- NWC score and ranking: overall, talent, infrastructure, cost, business environment and risk
- Size of talent pool within each location and nearby locations
  - Number of graduates
  - Number of graduates per discipline
  - City population
  - Regional population
  - Size of workforce
  - Percentage of total regional and nationwide graduates; graduates per discipline
  - List of schools in location
  - List of centers of excellence in location (CHED definition for top schools)
- Current BPO activity
  - Locators and employee count
  - Absorptive capacity and saturation level
  - Mix of BPO activities
- Infrastructure and business environment
  - Presence of ICT council (including contact information), initiatives, etc.
  - List of PEZA sites and details
  - List of available real estate and details

### Advertorials (or ads) related to NWCs from:

- Industry players
- Consultants and research companies
- Brokers and real estate companies
- System integrators
- Telecommunication companies
- Training and recruitment companies
- Schools, colleges, and universities
- Local government units
- National government agencies
- Other stakeholders

# Advertising Opportunities *Next Wave Cities™ 2010–2011*

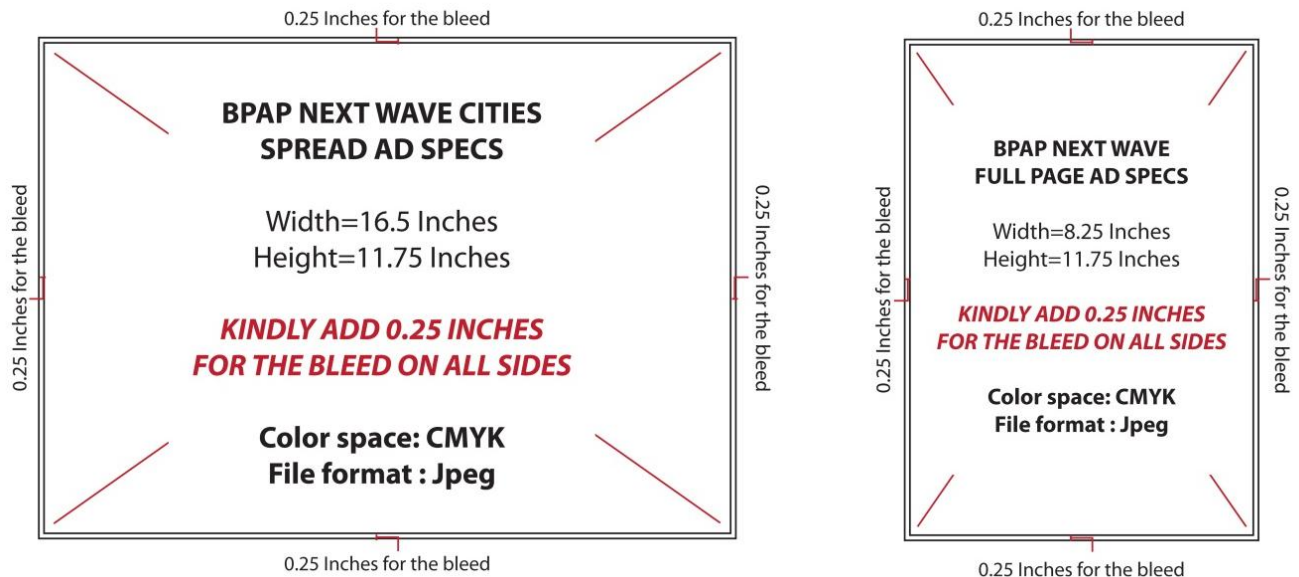
We invite you to leverage the visibility this report is expected to generate by participating as an advertising sponsor. Several levels of investment are available:

Cover Pages		
Investment	Back Cover	Inside Back/ Inside Front Cover
Full-page ad	Php200,000	Php125,000
Spread	N/A	Php180,000

Please add 12% VAT

Inside Pages					
Investment	Pocket 1	Pocket 2	Pocket 3		
Target Industries	Industry, Real Estate, System Integration	Tel-com, Hardware, Software	Research, Consulting	Training, Education	Wider Support Industry
Ad Location	Between Chapters 3 & 4	Between Chapters 6 & 7	After Chapter 9	After Chapter 9	After Chapter 9
No. of Available Pages	10 pages (2 single pages, 2 spreads)	10 pages (2 single pages, 2 spreads)	9 pages (1 single page, 4 spreads)	10 pages (5 spreads)	11 pages (5 spreads, 1 single page)
Full-page ad	Php90,000	Php80,000	Php70,000	Php70,000	Php70,000
Spread	Php150,000	Php140,000	Php130,000	Php130,000	Php130,000

Please add 12% VAT



**NOTE:** Page allocation is on first-confirm, first-reserved basis.

## Advertorial Guidelines *Next Wave Cities™ 2010–2011*

### Target Advertisers

- Industry players
- Consultants and research companies
- Brokers and real estate companies
- System integrators
- Telecommunication companies
- Training and recruitment companies
- Schools, colleges, and universities
- Local government units
- National government agencies
- Other stakeholders

### Suggested Basic Content (optional)

- What the company does
  - Highlight services or products in top-ten Next Wave Cities™ (NWCs) and other locations
- Experience and client or customer profiles
  - Highlight projects done in Next Wave Cities™
- Management expertise
- Strategies and plans for providing services and products in the NWCs and other parts of the Philippines

**NOTE:** If appropriate, use side bars, pull-out quotations, question-and-answer features, and other presentation elements.

### Technical Specifications

- Use at most 480 words per page including titles and subheads
  - This word count assumes the entire page is filled with text only.
  - We recommend that the advertorial be at most 50% text, or 240 words maximum per page, and at least 50% photos, charts, or maps
- If you use graphs, accompany it with data in MS Excel.
- Use photos of high quality and resolution.
- Use uncluttered maps, but clearly label important elements.

**NOTE:** We may suggest revisions for style in content and layout to better integrate advertorials with regular content. The publisher also reserves the right to decline to publish any material and rejected material will be fully refunded by the publisher and returned to the advertiser.

### Distribution

- All BPAP events and missions
- Philippine bookstores
- Partner organizations
- Direct orders
- Online orders

### Deadline of confirmation

- May 20, 2011 (Friday) at 5:00 PM

## Confirmation

To: TeamAsia  
Fax: +63 2 757 3510  
Attn: Charm Tan

Yes! We agree to participate in the *Next Wave Cities™ 2010–2011* report as an ad sponsor for:

	Available Pages	Investments in Php*
<input type="checkbox"/>	Full-page, back cover	200,000
<input type="checkbox"/>	Full-page, inside-back cover	125,000
<input type="checkbox"/>	Inside back-cover spread	180,000
<input type="checkbox"/>	Full page, inside-front cover	125,000
<input type="checkbox"/>	Inside front-cover spread	180,000
<input type="checkbox"/>	Pocket 1, full page	90,000
<input type="checkbox"/>	Pocket 1, spread	150,000
<input type="checkbox"/>	Pocket 2, full page	80,000
<input type="checkbox"/>	Pocket 2, spread	140,000
<input type="checkbox"/>	Pocket 3, full page	70,000
<input type="checkbox"/>	Pocket 3, spread	130,000

\*Please add 12% VAT.

By having our authorized representative sign this form, we confirm our advertisement.

<b>Authorized Signature</b>	
<b>Name</b>	
<b>Designation</b>	
<b>Organization</b>	
<b>Date</b>	

For and on behalf of *Next Wave Cities™ 2010–2011*:

<b>Authorized Signature</b>	
<b>Name</b>	Gillian Joyce Virata
<b>Designation</b>	Senior Executive Director
<b>Organization</b>	Business Processing Association of the Philippines
<b>Date</b>	

**For questions, please contact: Charm Tan** (Mobile) +63 917 557 4527, (Landline) +63 2 757-3500 local 328 or (Email) [jcptan@teamasia.com](mailto:jcptan@teamasia.com)

**Payment Options**

Payments may be made by cash or check, in Philippine pesos or US dollars.

If paying by check, kindly make the check payable to "Hamlin-Iturralde Corporation."

Cash or check payments can be deposited to the following accounts:

**For peso payments:**

Account Name	HAMLIN – ITURRALDE CORP.
Account No.	8291-0090-35
Bank Name	Bank of Philippine Islands
Bank Address	Madrigal Business Park-Ayala Alabang Branch

**For dollar payments:**

Account Name	HAMLIN – ITURRALDE CORP.
Account No.	495-2-49500126-6
Bank Name	METROBANK
Bank Address	Madrigal Business Park-Alabang Branch
Swift Code	MBTCPHMM