



4GWIRELESSEVOLUTION

<http://4GWE.tmcnet.com>

TECH
MEDIA
2009



The community for daily updates in the Evolution to 4G Wireless providing:

- Breaking News
- Product Reviews
- Case Studies
- Feature Stories
- Prominent Bloggers
- Event Coverage
- White Papers and Podcasts
- Resources and more...

Powered by:



The Most Daily Web Content on Technology in the Evolution to 4G Wireless Communications

This site is the eminent resource for professionals who need to keep up to date on changes in the migration to 4G wireless communications. Previously tabbed as WiMAXtoday.com, 4GWE.TMCnet.com examines both WiMAX and LTE technology platforms, as well as other technologies that will eventually be blended into a 4G network.

Hundreds of relevant news articles and feature stories are published daily on 4GWE.TMCnet. Event updates, blogs by Carl Ford and other industry authorities, product reviews, news on security and reliability, case studies and additional information serve professionals at the C-level and their employees. This vital news is an invaluable resource for those looking to improve and expand 4GWE service and its reach, the cornerstones of increasing market share.

4GWE.TMCnet's daily updates enable professionals to:

- Monitor industry news and technical developments
- Stay informed of regulatory issues that will play a key role
- Analyze and compare new products, services and applications
- Track 4G wireless technology companies' activities
- Monitor financial performance and M&As
- Gather information to make purchase and service decisions

Who joins the 4GWE.TMCnet community?

- Communications services providers
- Hardware, software, and middleware vendors
- Developers and installation providers
- Analysts and consultants
- Regulatory agencies

How much traffic does 4GWE.TMCnet have?

- This recently launched site generates over 500,000 page views per month.
- Average visit duration: 39+ minutes.
- Traffic continues to increase dramatically, having grown 272% since its launch in June 2008.

The screenshot shows the 4GWE.TMCnet.com website interface. At the top, there's a navigation menu with categories like WIMAX News, LTE News, Publications, Resource Center, and 4G Blog. The main content area is divided into several sections: 'WIMAX LATEST NEWS', 'LTE LATEST NEWS', and '4G WIRELESS FEATURED ARTICLES'. A sidebar on the right offers a 'Free 4G eNewsletter' and 'RSS FEEDS'. The bottom of the page features an advertisement for the '4GWE CONFERENCE' and contact details for Technology Marketing Corporation.

4GWE.TMCnet.com Traffic Doubled in 6 Months!

July 2008 4GWE.TMCnet.com
Page Views – 164,612
Unique Visitors – 10,974



January 2009 4GWE.TMCnet.com
Page Views – 572,814
Unique Visitors – 29,889

Source: Webtrends 2008.

Contact Details: Dave Rodriguez at 203.852.6800 Ext. 146 Email: drodriguez@tmcnet.com
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On 4GWE.TMCnet, gain unrivaled visibility and strengthen your brand

Reach a vast community of prospects and buyers seeking solutions. Use 4GWE.TMCnet to:

- Post your White papers, Podcasts and other premium content to generate highly qualified leads and augment your reputation as a solution provider
- Grow your global market share and engage decision makers
- Advertise on the daily resource for 4G wireless technology news, products and services
- Create your own robust online community

Here are the opportunities available on 4GWE.TMCnet:

Global Online Communities (GOCs)

Your custom-designed community on 4GWE.TMCnet, labeled with your select keywords, focuses on your specific market segment and carries only your online ads. It is a powerful extension of your Web site. These robust editorial platforms are built with layers of information in multiple media formats. It is populated with content, some exclusive, which attracts readers to join your community. GOCs are vibrant communities that, in a short time, achieve very high – even top – rankings on leading search engines. Based on the tight focus of content and value of their resources, GOCs are routinely bookmarked by decision makers looking for news, product information, and partnership opportunities. (See page 6.)

4GWE.TMCnet Channels

Become a search engine powerhouse! You virtually “own” optimized keywords to bring qualified prospects from major search engines to your fully customized page. A Channel is a powerful instrument to develop a community for professionals seeking key news while it brings information about your company’s products and solutions. Your Channel is capped with your leaderboard ad and only your marketing messages appear. (See page 7.)

Space advertising on 4GWE.TMCnet

Grab the attention of thousands of visitors with these ads: Leaderboard, Skyscraper, Banner, Button, Page Curl, Ad Box and Splash Page. (See pages 4 & 5.)

Webinars

Host a Live Web Event. Receive actionable, highly qualified leads from pre-registration, live event attendees, and post-event visitors who download the presentation from TMCnet Archives. TMC provides experienced support every step of the way with this turn-key marketing tool to ensure your success. (See page 7.)

White Paper Program

Post your white papers on 4GWE.TMCnet.com and receive a steady flow of top quality leads. Not only will this enhance your company’s reputation as a solution provider, it will also build brand awareness and generate leads at the time when a purchase is being considered.

Podcasts

Tell your marketing story to your best prospects and customers when it’s convenient for them to listen. Podcasts provide your relevant information to a captive audience seeking 4G wireless technology ideas and solutions.

eNewsletters

Deliver your marketing message in a respected editorial vehicle with an extensive reach. (See page 7.)

About 4GWE.TMCnet.com

4GWE.TMCnet helps professionals stay on top of developments in the market for 4G wireless technology solutions. 4GWE.TMCnet is the centralized community providing news, strategies and case studies of those who are innovating and leading the way in this competitive marketplace.

The migration to 4G wireless technology and solutions is covered extensively by TMCnet writers daily. 4GWE.TMCnet is published as a part of TMCnet, by far and away the most visited communications and technology Web site in the world, with 3 million unique visitors monthly.

This site helps professionals:

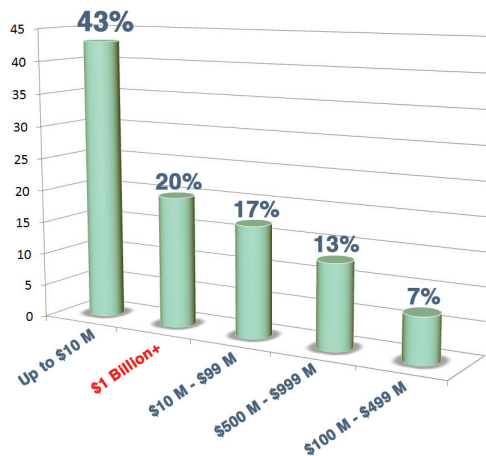
- Monitor industry news and developments
- Analyze and review new products and services
- Track 4G technology companies' activities
- Monitor financial performance and M&As

More Content + Fresh Updates = More Traffic + Higher SEO

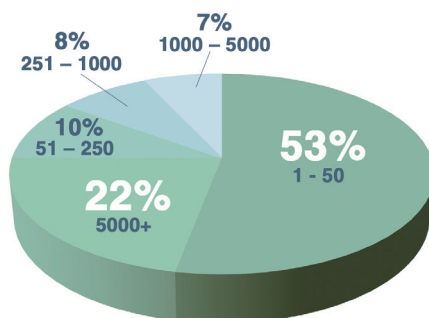
TMC's global editorial team posts hundreds of relevant articles and fresh news stories to 4GWE.TMCnet every day. This updated content encourages return visits and maximizes the site's SEO. As shown in the e-mailed "News Alert" below, 4GWE.TMCnet stories rank very highly – even at the top – of all major search engines.

4GWE.TMCnet is visited by professionals in enterprises as well as SMBs. You can reach decision makers from public sector organizations to privately held companies.

Annual Revenues



No. of Employees



4GWE.TMCnet.com Launched July, 2008

According to Quantcast, Webtrends:

Web Site	Ranking
TMCnet.com	2,910
BroadcastingCable.com	10,333
MediaPost.com	20,124
LightReading.com	32,398
4GWE.tmcnet.com	45,898 (est.)*
CEDmagazine.com	72,169
tvtechnology.com	79,029
FierceTelecom.com	159,477
Cable360.net	213,099
multichannelnews.com	N/A

NOTE: Lowest number ranks higher
Source: Quantacast.com. *Source: Webtrends 2008

Page Curl

TMCnet's Page Curl is an eye-catching advertisement.

The top right corner of the Web page reveals a teaser of your ad to prompt the reader to mouse over.

This will cause the page to unfold to reveal the full ad message.

Benefits:

- Eye-catching ad
- Seen on every page
- Nearly 2 million impressions monthly

Page Curl

640x480 pixels
Live area is smaller
72 dpi, 75k max
Acceptable files: .gif, .jpg, .png,
Rich Media Enabled



Splash Page

TMCnet's Splash Page is a stand-alone Web page dedicated solely to the advertiser. The splash advertisement is designed to capture the user's attention for a short period of time. On TMCnet the splash page appears randomly, between pages of content, when the visitor is browsing the site.

The splash page will appear once a day for each visitor.

Benefits:

- No clutter or competition the – advertiser owns the page.
- The advertiser has the ability to animate the advertisement to create excitement and increase click thru's.
- Create a complex advertising message.

Splash

600x375 pixels, 72 dpi, 60k max
Acceptable Files: .gif, .jpg, .swf,
.png, I-frame



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Leaderboard

728x90 px
72 dpi, 50k max
Acceptable files:
.gif, .jpg, .swf,
.png, I-frame

Ad Box

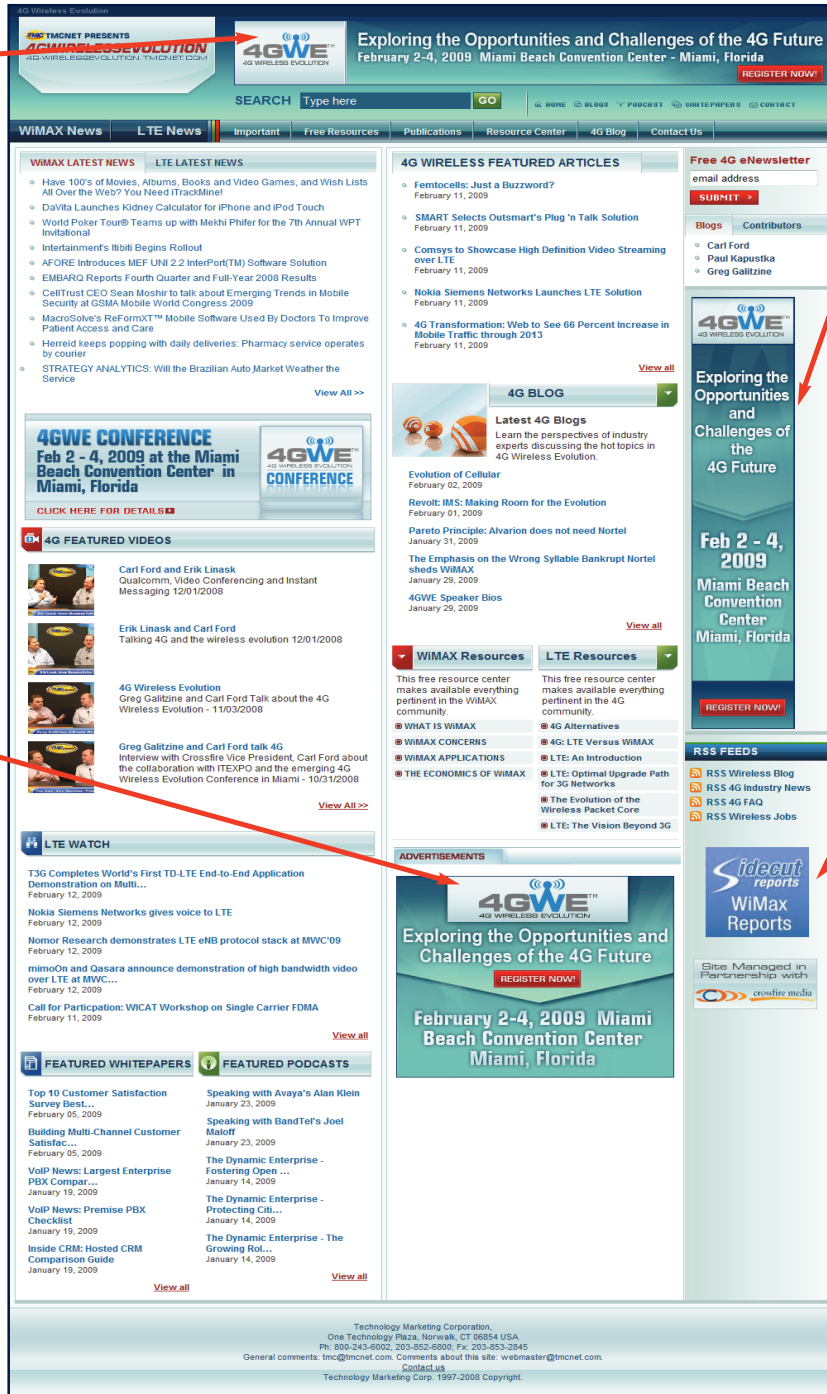
336x280 px
72 dpi, 30k max
Acceptable files:
.gif, .jpg, .swf,
.png, I-frame

Skyscraper

125x600 px
72 dpi, 70k max
Acceptable files:
.gif, .jpg, .swf,
.png, I-frame

Button

125x125 px
72 dpi, 30k max
Acceptable files:
.gif, .jpg, .swf,
.png, I-frame



Most advertising units can be customized to “expand and contract” giving your advertising message greater presence and the ability to highlight more pertinent information.

Global Online Communities (GOCs)

- TMC creates your own robust online community
- We build the daily resource for news, product information and case studies in your market
- Include interactive forums to keep visitors coming back every day
- Post White Papers, podcasts and other premium content to generate inquiries
- Achieve high organic search engine prominence



Community Building

Your GOC is dedicated to community building in the b2b space by providing your target audience with extremely relevant content. Unique articles created solely for your GOC, over time, are discovered and virally spread, leading to larger amounts of targeted readers. More content yields more readers which leads to more book marking and more virally spread content.

Prime Real Estate

GOCs have the ultra-premium location at the top of millions of TMCnet pages. This is the best positioning available on the world's leading communications and technology site.

More Content, More Visitors

TMCnet editors publish at least 15 unique stories per week exclusively for your community. This amount of content brings a larger audience and increase search engine prominence. The average GOC receives about 28 thousand page views*.

True Multimedia Experience

A GOC is the ultimate way to position your company as the thought leader in your particular segment. A GOC is a true multimedia experience with a large amount of content and a comprehensive and layered design.

*Webtrends 2009

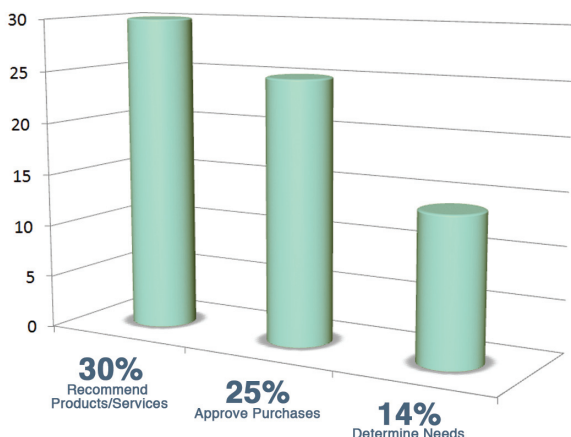
POWERFUL

Visitors to 4GWE.TMCnet.com:

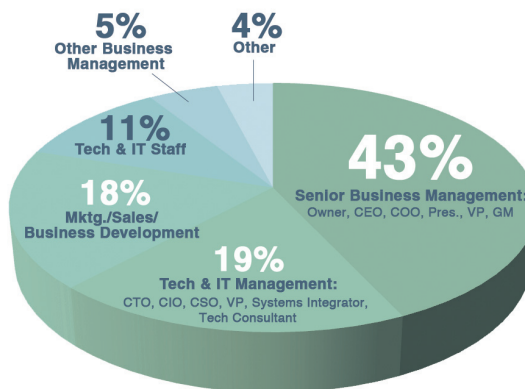
Majority of Visitors

69%

Have Technology **BUYING POWER!**



Hands-On IT and Senior Business Managers



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SEO, Brand Recognition and Lead Generation with 4GWE.TMCnet.com

Channels Program

Build a Community Around Your Keyword

4GWE.TMCnet's Channels Program creates a customized portal for your company. You virtually "own" the keyword to it. Your Channel is positioned on the TMCnet.com home page and directly accessible from all pages on our site. The leaderboard and skyscraper ads on your Channel page are exclusively yours.

Because of the extensive reach of TMCnet.com and its millions of visitors, your Channel will gain tremendous visibility. When you sign up as a Channel partner, your Channel achieves prominent – sometimes even top – placement on leading search engines.

Your Channel acts as an exclusive portal to communicate your marketing messages in a highly credible, respected, up-to-date editorial format. TMC's veteran editors post two exclusive feature stories weekly to deliver fresh, exclusive content.

This powerful vehicle, a customized microsite for your company, can include:

- Your Company Overview and Mission Statement
- White Papers and Podcasts
- Customer Case Studies
- Product Demos
- Training Opportunities
- Catalogs and Brochures
- Lead Capture Forms and Calls to Action
- Link to your Company Web site

TMC's expert marketing and editorial team have created over one hundred Channels, delivering relevant editorial and marketing messages for clients in an array of markets. Consider how we can put our reach and expertise to work for you.

eNewsletters

TMCnet's product-focused eNewsletters deliver your marketing message in a highly credible editorial environment. Targeted, editorial-rich, e-mail newsletters are delivered daily, bi-weekly, or monthly. These achieve a vast reach among thousands of communications technology decision makers. TMCnet's eNewsletters focus on an array of topics covering numerous facets of communications and technology.

TMC Webinars Program

Host your Webinars on TMCnet – A Highly Successful Lead Generator

TMCnet makes it easy for you to **reach customers and impress your best prospects with a Webinar**. Your live Web event is completely turn-key. Every step of the process is managed with the utmost professionalism.

Our Experienced Team Makes It Seamless

Pre-Event: TMC's expert team handles all the marketing, promotion and registration. A veteran TMC editor is available to serve as moderator and help you develop content.

During the Event: We provide the technology, utilizing the most effective conferencing software platform. We also offer a TMC editor to serve as a moderator.

Post-Event: No detail is overlooked in the crucial wrap-up. We collect and forward actionable leads. We continue to promote the event online, and often in TMC magazines as well. The event is available in our Webinar Archive on TMCnet long afterward.

Live Web Events are typically one hour long. We also offer 90-minute events, since the Q & A period often prompts lively interaction.

Your event will deliver your message via streaming audio or telephone. A Power Point presentation provides accompanying visuals, making a content-rich learning experience.

Events are interactive. An experienced moderator makes the most of everyone's time, keeping the presentation on track. Then the moderator poses and passes along questions of the featured speaker(s). Attendees are fully engaged in this Q & A session.

Turn-Key Events

- Reach Qualified Decision Makers
- Premium Quality Lead Generation
- Connect with Customers
- Increase Product Awareness
- Multi-Channel Marketing Program
- Position Your Company as A Leader

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Our 100+ Member Global Editorial Team

Editorial Leadership

David Rodriguez, *Vice President of Publications and Conferences*

David Rodriguez oversees the sales and day-to-day editorial of 4GWE.tmcnet.com. Under his direction, TMC online media vehicles have earned market-leading positions by constantly growing revenue and market share for their clients.

Greg Galitzine, *Group Editorial Director, IP Communications Group, TMC*

Greg Galitzine is Group Editorial Director of TMC's Communications group of products, which includes 4GWE.TMCnet.com. Greg has been Editorial Director of *INTERNET TELEPHONY* magazine since its inception in 1998, overseeing the magazine's editorial direction as well as the day-to-day operation of the publication.

Tom Keating, *Executive Technology Editor*

Tom Keating, CTO of TMC and Executive Technology Editor for TMC Labs, has over 10 year's of experience within the communications industry. In fact, Tom helped to launch the industry's first magazine covering the VoIP industry and wrote the first product review of a VoIP product from VocalTec. When he isn't testing communications, wireless, and call center products, he writes quite copiously for his renowned blog: <http://blog.tmcnet.com/blog/tom-keating/>.

Richard Grigonis, *Executive Editor of TMC's IP Communications Group of magazines*

Richard Grigonis is an internationally-known technology editor and writer. He served as Editor-in-Chief of VON Magazine from its founding in 2003 until 2006. Prior to that, Richard spent nearly ten years as the Chief Technical Editor of CMP Media's Computer Telephony magazine (later called Communications Convergence). The author of five books on computers and telecom (including the Computer Telephony Encyclopedia and Dictionary of IP Communications), Richard has published articles in Dr. Dobb's Journal, TELECONNECT and Call Center magazines, also helped design and construct a testing lab used by four CMP publications.

Erik Linask, *Group Managing Editor*

Erik Linask is the Group Managing Editor of 4GWE.TMCnet.com. Prior to joining TMC, Erik began his professional career at management consulting firm Leadership Research Institute.

Alan Clark, Ph.D.,
VoIP Performance Management
Alan D. Percy, The SIP Invite
Alan Rosenberg,
Interactive Comm and the Enterprise SOA
Dr. Alan Solheim, The Middle Mile
Allan Baw, Spotlight on FMC
Andy Huckridge, On the Testing Edge
Anil Sharma, TMCnet Contributor
Anshu Shrivastava, TMCnet Contributor
Anuradha Shukla, TMCnet Contributor
Art Rosenberg, Unified View
Barry Sher, Real-time Billing for
SIP-based networks
Biju Oommen, Telecom & Networking Solutions
Bill Durr, Call Center Management
Bob Emmerson, TMCnet European Editor
Bogdan Materna, Secure VoIP Deployment
Brendan Read, Sr. Contributing Editor, CIS
Brough Turner, Next Wave Redux
Calvin Azuri, TMCnet Contributor
Cathy Planchard, Collaboration
Charles Ciarlo, Workforce Management
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Christa Heibel, Call Center Strategies
Christopher M. Carrington,
Home Agent Happenings
Dana Lloyd, Customer Service in the Call Center
David Cameron, Technology for
Business Processes
David Duffett, The Voice of IP
David Hattey,
Enterprise Communications Everywhere
David Levy, Now UC It
David Sims, Telecom & CRM News
David Uhler, Presence Enabled
David Yedwab, Thinking IT Through
Divya Narain, TMCnet Contributor
Dusty Fisher, The Connected World

Ed LaBanca, Enterprise & Contact Center Comm
Eric Dean, Inside VoIP Technology
Erik Lagerway, VoIP, IM and Video
Erik Larsson, Voice, Video & data convergence
Fred Goldstein, Telecom Policy
Fred Pack, Customer Support Columnist
Gary Kim, Editorial Contributors and Columnists
Glenn Dispenziere,
Chronicles of a BPO Innovator
Grant Lenahan, Eye on IMS
Hunter Newby, VoIPeering
Jagan Jagannathan, Real-Time Insights
Jay Seaton, Mobile Messaging
Jayashree Adkoli, TMCnet Contributor
Jeff Hudgins, Tech Score
Dr. Jodie Monger, The Customer Experience
Joel M. Vincent, Networking Today and Tomorrow
John P. Joseph, Voice Solutions
Jon Arnold, Editorial Contributor
Jonathan Rosenberg, Speaking SIP
Kevin Dunetz, Telecom Expense Management
Kim Garner, Data On Demand
Larry Kessin, Running a Business Is Easy
Lou Nardo, VoIP Management
Louise Anderson, Performance Improvement
Manuel Vexler, IMS/NGN
Marc LeClerc, Converged Views
Marc Robins, Beyond VoIP
Mark Hewitt, Mobile VoIP Expert
Mark Smith, Contact Center Research
Martin Wales, Customer Catcher
Matt Bancroft, Mobility Matters
Maurene Caplan Grey,
Messaging and Collaboration
Max Schroeder, Enterprise View
Meenakshi Shankar, TMCnet Contributor
Michael Dinan, TMCnet Editor
Michael Khalilian, IMS Forum
Michael Marks, Service Quality Matters
Michael Stanford, Packet Voice over Wireless

Michelle Robart, TMCnet Editor
Muri Menon, Contact Center Analysis
Narayan Bhat, TMCnet Contributor
Niladri Sekhar Nath, TMCnet Contributor
Ozzie Fonseca, Call Center Comics
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Penny Reynolds, The Call Center School
Peter Brockmann, Out of the Box
Phil Hill, Hosted Hearsay
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Ronald Gruia, Analyst's Corner
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UMA: Mobile Convergence & Beyond
Susan J. Campbell,
Communications and Broadband
Thierry Grenot, WAN Optimization
Thomas K. Crowe, VoIP and Telecom Regulation
Tim Gray, TMCnet Web Editor
Tom Cross, CrossTalk
Tom Wheeler, Wireless Musings
Tony Rybczynski, Inside Networking
Wes Hayden, Contact Center Assets
William B. Wilhelm, Jr., Regulation Watch
Xavier Van de Lanotte, The Strategy Corner
Yuval Ben-Itzhak, Web Securit

Who's on TMCnet

It's a who's who of industry leaders found on TMCnet. Hundreds of companies already take advantage of TMCnet's powerful industry reach.



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