



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

WIRELESS 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:





# Use 4GWE.TMCnet to Increase Visibility, Strengthen Your Brand

**Reach a vast community of prospects and buyers seeking solutions.**

**Use 4GWE.TMCnet to:**

- Create your own robust online community
- 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

**Here are the opportunities available to you 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 busy professionals stay on top of developments in 4G.

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:

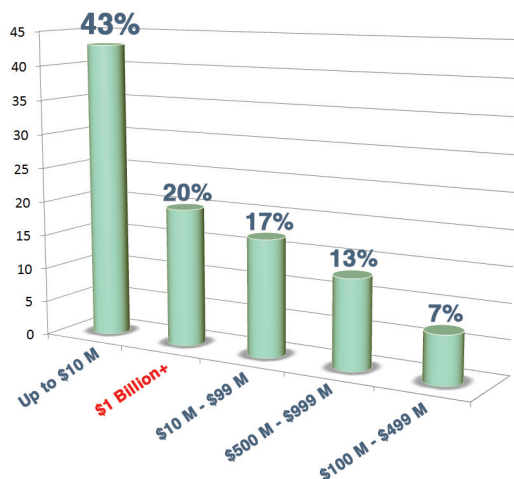
- Monitor industry news and developments
- Analyze and review new products and services
- Track 4G technology companies' activities
- Monitor financial performance and M&As

### Frequently Updated Content = Higher SEO

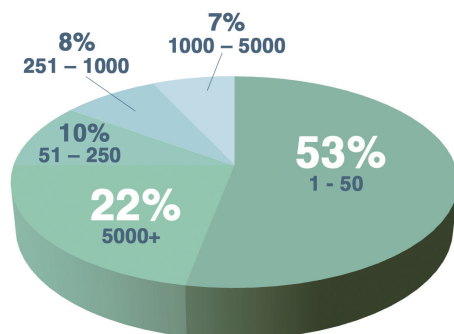
TMC's global editorial team posts hundreds of relevant articles and fresh news stories to 4GWE.TMCnet every day. This updated content encourages return visits and maximizes the site's SEO. As shown in the e-mailed "News Alert" below, 4GWE.TMCnet stories rank very highly – even at the top – of all major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

Web Site	Ranking
TMCnet.com	2,989
BroadcastingCable.com	12,171
Multichannel.com	24,085
MediaPost.com	30,583
<b>4GWE.TMCnet.com</b>	<b>36,500 (est.)*</b>
LightReading.com	58,423
FierceTelecom.com	71,134
CEDmagazine.com	138,885
Cable360.net	182,192
tvtechnology.com	281,060

NOTE: Lowest number indicated higher traffic. 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



**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

Your GOC is the ultimate way to position your company as the thought leader in your segment.

Work collaboratively with 4GWE.TMCnet editors and designers to create a true multimedia experience with a large amount of content and a comprehensive and layered design.

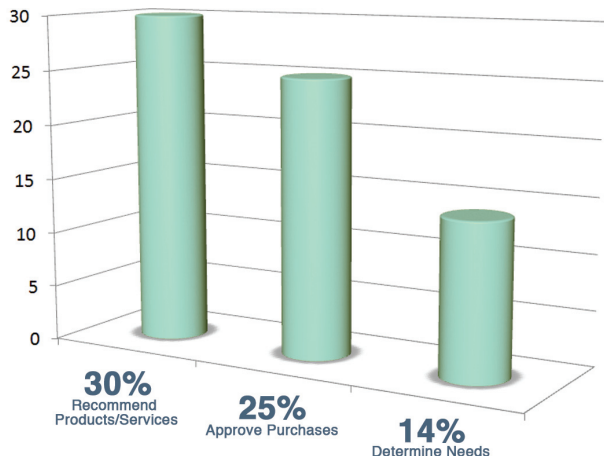
## POWERFUL

Visitors to 4GWE.TMCnet.com:

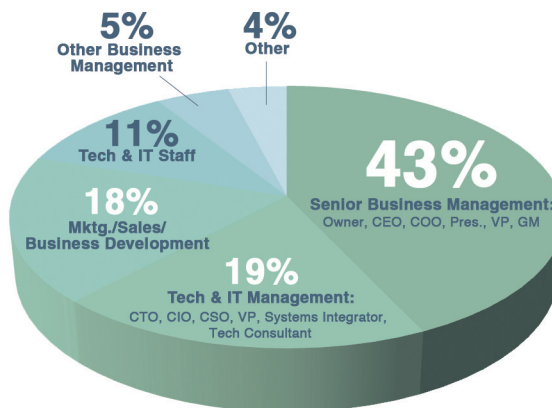
### Majority of Visitors

**69%**

Have Technology **BUYING POWER!**



### Hands-On IT and Senior Business Managers



Contact Details: Dave Rodriguez at 203.852.6800 X146  
Email: drodriguez@tmcnet.com

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

### Channels Program

#### Build an Online Community Around Your Keyword

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

Because of the extensive reach of TMCnet and its millions of visitors, your Channel will gain tremendous visibility. 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 & Mission Statement
- Your White Papers & 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.

### TMCnet Webinar 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 Webinar is completely turn-key. Every step of the process is managed with the utmost professionalism.

#### TMCnet's Experienced Team Makes It Seamless

**Pre-Event:** TMC's expert team handles all the marketing, promotion and registration. Plus, you work with a veteran TMC editor who will moderate and help you develop content.

**During the Event:** We provide the technology, utilizing the most effective conferencing software platform.

**Post-Event:** No detail is overlooked in the crucial wrap-up. You receive a file with complete contact information for all registrants. Your Webinar archive is promoted online, driving additional leads for up to 18 months.

Webinars are typically one hour long, though 90-minute format is available.

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

# 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

Charlotte Wolter, TMCnet Contributing Editor

Chris Gatch, SIPerspective

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 Hattay,

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 Kesslin, 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 Khailian, IMS Forum

Michael Marks, Service Quality Matters

Michael Stanford, Packet Voice over Wireless

Michelle Robart, TMCnet Editor

Murli Menon, Contact Center Analysis

Narayan Bhat, TMCnet Contributor

Niladri Sekhar Nath, TMCnet Contributor

Ozzie Fonseca, Call Center Comics

Patrick Barnard, TMCnet Contributing Editor

Paul Segre, Contact Center Assets

Penny Reynolds, The Call Center School

Peter Brockmann, Out of the Box

Phil Hill, Hosted Hearsay

Radhika Raghunath, TMCnet Contributor

Raju Shanbhag, TMCnet Contributor

Randy Savicky, Strategy + Communications

Richard Grigonis, Executive Editor

Rick Bye, Broadband Evolution

Rick Graves, Customer Experience Management

Ronald Gruia, Analyst's Corner

Rosanne D'Ausilio, Ph.D., Call Center Training

Sandra M. Gustavsen, TelecomTactics

Scott M. Broetzmann,

Customer Care Measurement & Cons.

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Sridhar Ramachandran, Session Management

Stefania Viscusi, TMCnet Web Editor

Steve Shaw,

UMA: Mobile Convergence & Beyond

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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.



Contact Details: Dave Rodriguez at 203.852.6800 X146 Email: drodriguez@tmcnet.com  
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