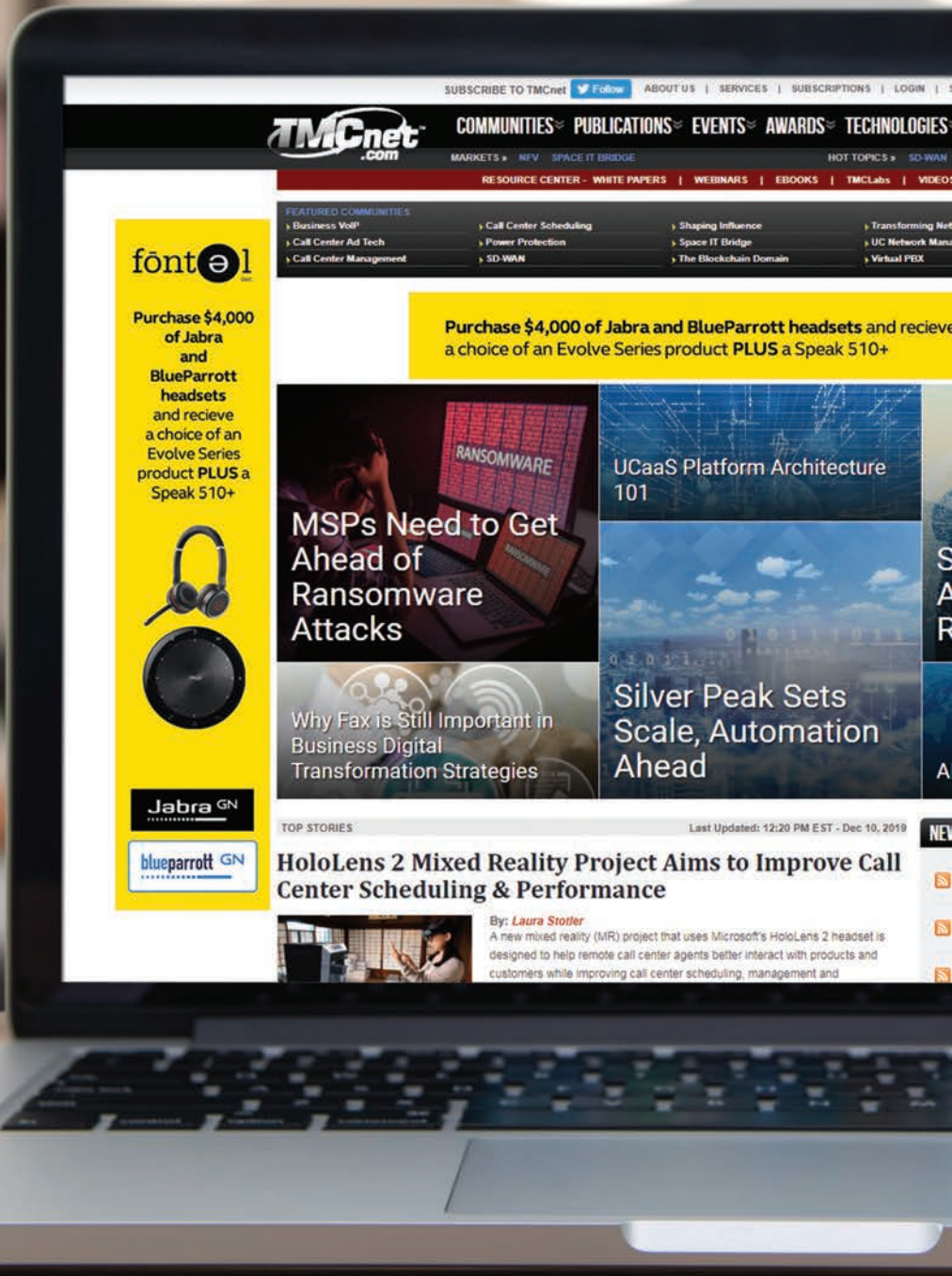




Media Kit 2020





TMCnet is the world’s leading website covering communications and technology.

TMCnet is a full-service news portal providing a multitude of updated content. Thousands of articles and exclusive features cover today’s most dynamic technologies, including, IP communications, wireless, CRM, cloud computing, WebRTC, contact center, information technology and more. This in-depth coverage comes from TMCnet’s in-house editorial team, dozens of contributing editors from around the world, and selected news feeds.

Additional content is delivered in videos, white papers, webinars and podcasts. TMCnet carries extensive archives of these formats. Visitors can download this information at their convenience.

The latest news stories in target niches are grouped together, filtering the most meaningful headlines for SMB, Enterprise, Service Provider, Reseller, Ad Developer segments.

A first-rate team of 40 bloggers includes Rich Tehrani, Erik Linask, Carl Ford, and Paula Bernier. Noted experts like Phil Edholm, Gary Kim, and Doug Mohny contribute to the quality and quantity of news, analysis and commentary.

TMCnet is read by as many as 1.5 million unique visitors and has more than 60 million page views each month.



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Connecting You with Your Target Buyers

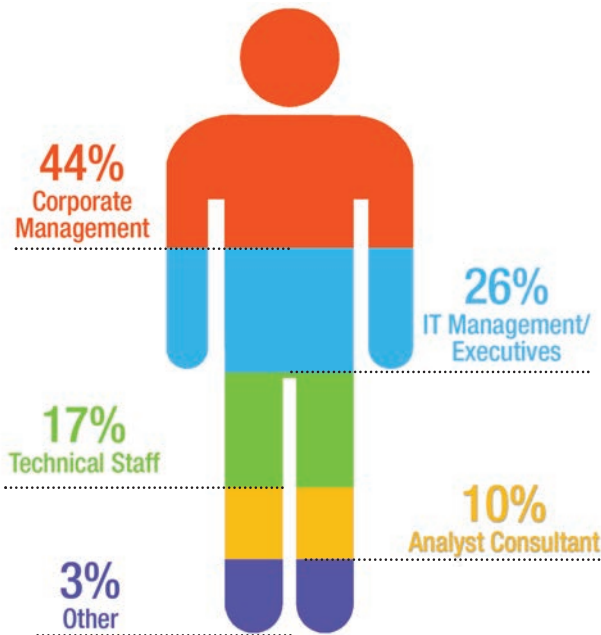
Job Function

60 Million

Page Views Monthly

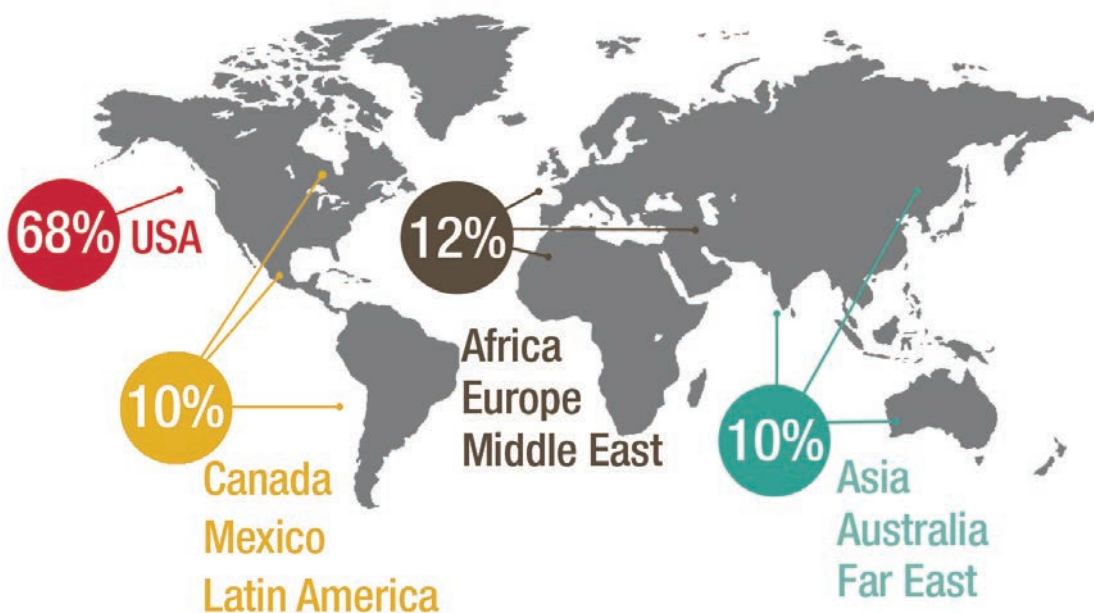
1.5 Million

Unique Monthly Visitors



Source: TMCnet Analytics

Geographic Breakdown



Source: TMCnet Visitor Profile Survey

Your Presence on TMCnet Influences Professionals with **NEED** and **BUYING POWER**

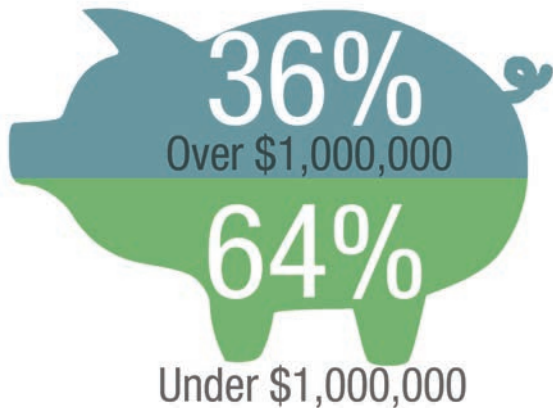
43% Specify/Recommend Products

25% Approve Purchases

17% Determine Needs

15% No Purchase Influence

Annual **Communications** IT Budget



100 Million Gross Revenue

44% of Visitors of Report their Company Gross Revenue is More than \$100 Million

Visitors are Interested in These Solutions	
Products/Services	
Wireless/Mobility Solutions	
IP Phones	
Virtualization/Cloud	
Unified Communications	
4G Technologies	
Network Management	
IP Security	
IP PBX	
Contact Center Technologies	
Video	
SIP	
Hosted Communications	
Network Security	
Open Source	
Conferencing & Collaboration	
Telecom Expense Management	
Telepresence	
SMB solutions	
CRM	
SaaS	
Service Provider solutions	
Gateways	
FMC/IMS	

85% of Visitors

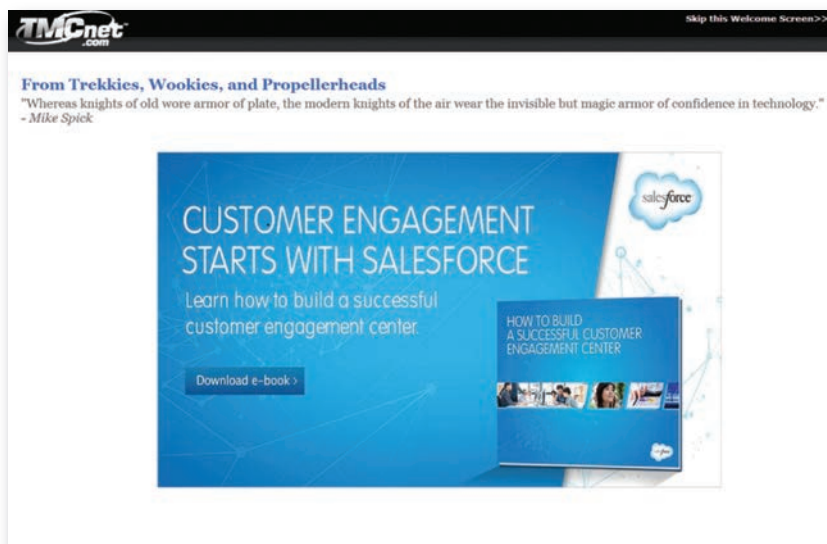
Expect Their Communications & Technology Budget to Increase in 2016 or Stay the Same

Source: TMCnet Visitor Profile Survey

TMCnet offers a variety of choices to fit your branding and your budget. With such a high volume of traffic to TMCnet, your ads are a cost-effective way to build your brand and connect with the prospects who have the budgets to act on your messages.

Splash Page

This stand-alone web page is dedicated solely to the advertiser. It appears randomly on TMCnet, between pages of content, when the visitor is browsing the site. The splash page will appear only once a day for each visitor.



Averages 1-2%
Click-Through-Rate (CTR)

Benefits

- No clutter of competition; the advertiser owns the page.
- The advertiser can have animation in the ad to create excitement or curiosity, and increase click-thru's.
- The larger size format enables the advertiser to provide more detail.

Site Takeover

TMCnet Site Takeover is an eye-catching advertisement, seen by every visitor.

The screenshot shows the TMCnet.com homepage with a navigation bar at the top containing links for COMMUNITIES, CHANNELS, PUBLICATIONS, EVENTS, TECHNOLOGIES, NEWS CENTERS, and MORE. Below the navigation bar is a banner for 'Ethernet Extenders' with a 'FREE Enterprise Networking Guide' offer. The main content area features several article teasers: 'MSPs Need to Get Ahead of Ransomware Attacks', 'UCaaS Platform Architecture 101', 'S&P Global Acquires 451 Research', 'Why Fax is Still Important in Business Digital Transformation Strategies', 'Silver Peak Sets Scale, Automation Ahead', and 'AMD Announces Ecosystem'. A 'TOP STORIES' section highlights 'HoloLens 2 Mixed Reality Project Aims to Improve Call Center Scheduling & Performance' by Laura Stotler. An 'Ad Box' for Intel, McAfee, and Wind River is also visible, promoting intelligent gateways.

← **Home Page Pencil Ad:**
1000x60 pixels
 72 dpi, 100k max
 Acceptable files:
 .gif, .jpg, .swf, .png, I-frame

← **Ad Box:**
 Dimensions
336x300 pixels
 72 dpi, 70k max
 Acceptable files:
 .gif, .jpg, .swf, .png, I-frame

The screenshot shows the 'TMCNET'S ONLINE COMMUNITIES™' page. It features a 'Good2Great' banner at the top, a newsletter sign-up form, and a grid of content including 'Alcatel-Lucent' case studies, 'Next Generation Communications' resources, and a 'vtech | Business Phones' advertisement. A 'LATEST VIDEOS' section is also present, featuring interviews and presentations from ITEXPO Miami 2014.

← **Leaderboard:**
728x90 pixels
 72 dpi, 50k max
 Acceptable files:
 .gif, .jpg, .swf, .png, I-frame

Skyscraper: →
 Dimensions
125x600 pixels
 72 dpi, 70k max
 Acceptable files:
 .gif, .jpg, .swf, .png, I-frame

Online Community Overview



TMCnet Online Communities are content-generated, information-rich portals

designed to position your company as the leading, “go-to” resource for your industry group. With an Online Community you will...

Be found at the top of search results - Organically!

Most people begin their search queries for purchase information online, so prominent and organic placement is vital in helping your potential customers “see through the clutter” and find your products.

TMCnet’s Online Communities often rank on the first page of search engines like Google and Bing. Organic search ranking is key, as it positions your company as the thought leader in your industry as opposed to a search click ad, which anyone can purchase.

Partner With a Full-service, Integrated Global Media Company



TMCnet has been building Online Communities within its well-respected 3rd party media environment for nearly 20 years, and has built over 400 successful sites. Communities are promoted on over 5 million high-quality web pages from the moment they launch.

Integrate and Streamline Your Online Marketing Initiative

Today, consumers are getting wiser and pickier about how, where and when they want to receive information. If you’re like most companies, you are going to the Cloud to find innovative ways to reach your target audience and using various SEO, branding, or social initiatives to do so. But how do you bring it all together in a streamlined, cost-effective way?

You need to not only connect to the cloud, but forge connections in it, and Online Communities are the best way to bring all your online marketing initiatives together in one, powerful place.

39%

of Search Engine Users Believe That the Companies Whose Websites are Returned at the top of Search Rankings are the Leaders in Their Field



52%

of Marketing Budgets Are Allocated to Online Initiatives. Are You Spending in the Right Places?

*Source: IDG Research

Receive a High-Volume of Quality Content Every Month

The content for your Community will be provided by TMCnet's editors and designers who will frequently post exclusive, original pieces, such as news articles, to your Community. The content may include information about your company, your industry, or other relevant news. This content keeps your community fresh, compelling return visits and driving high SEO.

Content Created for Your Community May Include:

- News Articles and Press Releases
- Product Reviews and Demos
- White Papers and eBooks
- Webinars and Videos
- Catalogs and Brochures
- Promotional Campaigns
- Podcasts
- Blogs
- Surveys
- Social Media Integration
- eNewsletter
- And More!

Get Ads and Promotions to Boost Your Brand

In addition to the "promotional blitz" your site will receive the day it launches, TMCnet's creative team will also create promotional ads such as a leaderboard, skyscraper and ad box to post on TMCnet, promoting your Community, company branding and messaging.

Be in Control of Your Community, and Have Options

TMCnet's Online Community monthly costs are consistent and transparent. Plus, unlike search ads, you won't "pay per click" or for each visitor to your site. You choose your Community term. Community keywords are exclusive and are an extremely lucrative asset to companies who purchase them – as they have first right of renewal. As a result, most of our clients choose to renew their Communities year after year.



A Turn-Key Webinar Event Offers Powerful Lead Generation

Partnering with TMC to execute a webinar makes it easy to connect with your best prospects. We offer these events which have been proven sources of **high-quality leads** before, during and after the live event.



You can pinpoint your prospects by:

- Industry type
- Annual Revenue
- Number of Employees
- Region, State, City, both Domestic and International
- Job Function

Your webinar is completely turn-key. Every step of the process is managed with the utmost professionalism.

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

During the Event: We provide the technology, utilizing the most effective conferencing software platform to deliver audio and images for visual reinforcement.

Post-Event: No detail is overlooked in the crucial wrap-up. We collect and forward actionable leads for those who logged in and those who registered.

Webinars are typically one hour long. You can also choose a 90-minute format.

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 from TMC makes the most of everyone's time, keeping the presentation on track. Then the moderator passes along questions to 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 and Brand Awareness
- Multi-Channel Marketing Program
- Position Your Company as a Leader

Benefits of Sponsoring a Webinar on TMCnet:

Pre-Event Marketing

- Web ads promoting the event on TMCnet
- Series of email blasts promoting the event to targeted lists
- eNewsletter promotion
- Editorial Coverage (Websites and blogs)
- Customized landing page & registration page

During the Event

- Respected industry moderator provided by TMC can host the event or provide commentary
- Opportunity for your company executive to speak and influence potential clients
- Deliver your message by educating the audience about your technology or service
- Engage in live Q&A with attendees

Post Event

- Receive complete database of all registrant contact information (even non-attendees)
- Web events archived for up to 12 months for prospects to access and view on-demand
- Editorial coverage in TMC websites and blogs
- Archived event promoted in print ads

Here are some of the companies that have relied upon TMCnet as their trusted webinar partner

8x8, Inc.	LiveOps
ADTRAN	Loqate
Alcatel Lucent	Marketo
Arkadin	Mitel
AT&T	Modomono Agency (Lexis Nexis)
Axeda	Nexis)
Bit9	Multi-Tech Systems
Blue Jeans	Netscout
Broadview	Numerex
CableExpress	OpenMarket
Cafex	Oracle
Calabrio	Panduit
CallCopy	Phybridge
CallMiner	Red Hat
Centrify	RingCentral
CenturyLink Technology Solutions	Safenet
Citrix	Sangoma
CradlePoint	SAP
Dialogic	SmithMicro
Digitalt	Sonus
Echopass	Sprint
Emerson	Support.com
Extrahop	Surf Communications
Five9	Symphony Teleca-SAP
Fonality	Systech
Fonolo	Teleopti
Genband	Tone Software
Genesys	Transera
lbyphone	Unicom
Ingate	Vidyo
ININ	VOCalcomm
Intelepeer	VoltDelta
Internap	VSS Monitoring
intronis	Windstream
ListenUp Espanol	Yealink

TMC creates the highest-quality, effective webinars by carefully planning and executing your event from strategy sessions, to the live event, and beyond. We fully understand and offer the resources that must be dedicated to support this vehicle and to drive the best prospects to it.

A Highly Successful, Targeted Lead Generator

In today's economy, it's vital to obtain new leads since repeat business is harder to come by, budgets are slashed, and more time goes into closing sales.

A proven, cost-effective source of fresh leads is a Podcast. Providing information in a Podcast format enhances your company's credibility as a solution provider and strengthens recognition of your brand.

By posting your Podcast on TMCnet.com, you also gain cost-effective leads. Executives responsible for specifying and purchasing systems and components will listen to your message at a key point when they are gathering information. The timing can be ideal to explain your competitive advantages.



How it works

1. Choose your topic.
2. Feature your own speaker. Or, work with an experienced TMCnet Editor who can lead the interview for you. Then we can get your Podcast up and running at your earliest convenience.
3. Select a target audience by designating criteria.
4. TMCnet delivers your message to qualified, receptive prospects.
5. We filter and deliver the leads who have downloaded your Podcast.

Here's how you benefit

- Deliver your message in an easy-to-understand, conversational manner.
- Offer your Podcast in another language to connect with international prospects.
- Prospects can hear your Podcast whether at work or in transit, at their convenience.
- TMCnet's global traffic of some 1.5 million unique monthly visitors provides vast exposure in the U.S. and abroad.
- TMCnet reaches hundreds of thousands of prospects in each market segment: Enterprise, SMBs, Service Provider, Resellers, Developer, and Manufacturers. No other site's reach captures this broad an audience.
- Tackle FAQ's before they even arise.
- Collect quality, targeted leads.
- Solid ROI for less than the cost of multiple sales calls.

Be A Thought Leader While Collecting Leads

Posting your white papers enhances your company's authority and credibility as a solution provider. It's a great means for building your brand. Your vast global exposure on TMCnet, provides valuable leads of executives responsible for specifying and purchasing IT and IP communications systems and components.

When visitors to TMCnet.com access your white paper, we capture their contact data. These valuable leads can launch your sales team on a new drive. Prospects downloading your white paper are generally seeking information to make purchasing decisions. The timing of your message couldn't be better.

- You'll reach some 1.5 million unique visitors monthly on TMCnet, the world's leading website for communications technology professionals.
- TMCnet reaches hundreds of thousands of prospects in each market segment: **Enterprise, Service Provider, Resellers, Developer, SMB, and Manufacturers.** No other site's reach captures this broad of an audience.
- TMCnet's eNewsletters and banner ads will promote your white papers, giving your company authoritative branding.



Program Details:

Acceptable Formats: White papers, case studies and other comparable documents will be accepted.

Program Duration:

30 days, but certain documents may hit their targets much sooner.

Here are some of the companies that have relied upon TMCnet as the trusted site for their white papers:

911 ETC	Cycle30	Interactive Intelligence	Panduit	Telus International
Aculab	DIGITALK	Interior Concepts	Plantronics	Tone Software
Adtran	Evolv	Intronis	Raritan Inc.	Transera
Alcatel-Lucent	Five9	IPsmarx	Red Hat	TransNexus
Angel	Flexera Software	JD Power	RedBend	Unimax
Aspect	Fonality	KANA Software, Inc.	RedHat	UNSi
AudioCodes	FrontRange Solutions	Leads360	RingCentral	USAN
Avaya	Genesys	LiveOps	Riverbed	VAR Dynamics
Biscom	Go Grid	LogMeIn	SafeNet, Inc.	Verio
BlackBerry	Hexagrid	Mitel	Salesforce.com	Virtutone
CA Technologies	Hire IQ	Monet Software	Sangoma	Vocalocity
Calabrio	Hold Free Networks	NEI	Sansay	Vodafone
CallFinder	IBM	Netop	SAP	VoltDelta
CallMiner	inContact	Opengear	Server Technology	Voxeo
Cisco	ingate	OpenMarket	ServiceMax	VSS monitoring
ClickSoftware	Intelemedia	OpenText	Sonus	West Interactive
Coyote Point Systems	Communications	OPNET	Sprint	Zendesk
CradlePoint	Intelliresponse	Panasonic	SugarCRM	



eNewsletters

TMC publishes eNewsletters covering a broad array of topics to thousands of communications and technology professionals. These newsletters are delivered at no charge to subscribers and are available for sponsorship. By sponsoring an eNewsletter, your company receives valuable exposure, improving the strength of your brand and how prospects perceive you as a leader in your market segment.

The frequency of these eNewsletters ranges from semi-weekly to monthly to bi-monthly, depending on the volume of news and interest in that given topic.

Communications

- CAAS - 2x/Month
- Communications Solutions - Weekly
- Conferencing - 1x/Month
- Internet Telephony - 2x/Week
- Internet Telephony's Agent - 6x/Annual
- Lync Voice UC - 1x/Month

- Next Generation Communications - 2x/Month
- Next Generation Networks 2x/Month
- SIP Phones - 1x/Month
- SIP Trunking - 2x/Month
- Techfast- 5x/Week
- TechToday- 2x/Week

- Unified Communications - 2x/Week
- Unified Communications Community - 2x/Month
- VoIP Routers - 3x/Month
- Mobile Security - 1x/Month

Contact Center/CRM

- Call Center Services - 2x/Month
- Call Center Software - 2x/Month
- Call Recording - 2x/Month
- Contact Center Solutions - 2x/Month
- Customer - 2x/Week
- Outbound Call Center - 2x/Month

Information Technology

- Account Receivable Management - 2x/Month
- Enterprise Solutions - 1x/Month
- HTML5 Report - Weekly
- InfoTech Spotlight - Weekly
- TechZone360 - Weekly
- WebRTC - Weekly
- Apex - 1x/Month
- Wearable Technology - 1x/Month
- Content Boost - 1x/Week

Tech Sectors

- Cable Spotlight - Weekly
- Financial Tech Spotlight - Weekly
- HealthTechZone - Weekly
- Insurance Tech - 2x/Month
- Robotics Wire - Weekly
- SDNZone - Weekly
- Techfast- Weekly
- TechToday- 2x/Week

Wireless

- Embedded M2M- 1x/Month
- IoT Evolution - Weekly
- Machine to Machine Solutions - 1x/Month
- Mobile Commerce Insider- Weekly
- MobilityTechzone - Weekly

Market Research & Events

- Astricon Updates
- ITEXPO Updates & Show Daily
- Mobility Tech Conference & EXPO Updates
- White Papers & Market Research

Networking/Broadband

- Dark Fiber - 2x/Month
- Enterprise Solutions - 1x/Month
- Network Management- 1x/Month

Cloud

- Cloud Communications - Weekly
- Cloud Computing - Weekly

Green/Energy

- Green Technology - Weekly
- Smart Grid - Weekly
- NFV Zone - Weekly

Testimonial



Rich,

I don't write many of these, but I wanted to take a minute and tell you how happy I am with your entire team.

We started working together in January, after Anthony called and pursued us for about 6 months. We started slowly with content generation and a site link on your channel page, but we are expanding our service each quarter based upon the job you are doing and the responses we are seeing. We recently started newsletter and case study projects as well. I am spending more and more time with your team and each consistently does a great job.

Somehow you have convinced them to treat your customers with overwhelming and respect. I want to thank you for that because it must come from the top down. If you ever need a good reference from a small company let me know.

I have been doing technical marketing for 21 years, working with old timers like Network Computing, and Information Week, so I am not easily impressed.

Best Regards,

Mike Long | Marketing Manager, Tadiran Telecom Inc.
www.tadirantele.com



About TMC

Global buyers rely on TMC's content-driven marketplaces to make purchase decisions and navigate markets. This presents branding, thought leadership and lead generation opportunities for vendors/sellers.

TMC's Marketplaces:

- Unique, turnkey Online Communities boost search results, establish market validation, brands and thought leadership, while minimizing ad-blocking.
- Custom Lead Programs uncover sales opportunities and build databases.
- In-Person and Online Events boost brands, enhance thought leadership and generate leads.
- Publications, Display Advertising and Newsletters bolster brand reputations.
- Custom Content provides expertly ghost-crafted blogs, press releases, articles and marketing collateral to help with SEO, branding, and overall marketing efforts.
- Comprehensive Event and Road Show Management Services help companies meet potential clients and generate leads face-to-face.

For more information about TMC and to learn how we can help you reach your marketing goals, please visit www.tmcnet.com.