

The #1 Communications & Technology Site In The World!*



Totally Redesigned Site!

The screenshot shows the TMCnet website in a Microsoft Internet Explorer browser. The browser's address bar shows the URL 'http://www.tmcnet.com'. The website header features the TMCnet logo and navigation tabs for 'Channels', 'Service Provider', 'Enterprise', 'Developer', 'Reseller', 'Government', and 'Consumer'. A prominent banner for 'NICE Insight from Interactions™' is displayed, advertising an 'Internet Telephony Conference and Expo'. Below the banner, there are sections for 'Top Stories' with a list of 10 items, 'Featured Videos' including 'SWOT Team Analysis: Cablevision' and 'The Dell Turnaround: Interview with...', and 'Featured White Papers' such as 'Top 10 Tips to Improve Your Customer's Experience and Guarantee Quality Support'. A sidebar on the left contains a 'Building menu' with various categories like 'About TMC', 'TMCnet Services', 'Advertise', 'Blogs', 'News Alerts', 'Free eNews', 'Events', 'Publications', 'White Papers', and 'Content Submission'. The browser's taskbar at the bottom shows several open windows, including one titled 'Building menu'.

2008 Media Kit
www.tmcnet.com

Reach Global Communications & Technology Buyers NOW!

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Welcome to NEW TMCnet — The World's Largest Communications and Technology Web Site



Dear Marketing Professional:

TMCnet is one of the fastest growing sites in the world based on traffic and page views. We regularly track our progress via third party web ranking tools such as Amazon.com's Alexa.com division. As of this writing TMCnet ranks in the top .008 percent of sites in the world! I invite you to check out Alexa.com to see where sites you visit or work with, rank.

Although our web traffic growth has been staggering, making us not only the most popular communications sites in the world, TMCnet is among a handful of b2b technology sites in terms of popularity and traffic. This is a staggering accomplishment for what is primarily a telecom and IT site.

Technology Marketing Corporation (TMC) is an integrated global media company helping our clients build communities in print, online and in-person. As one of the most flexible, useful and fastest growing b-to-b technology sites on the Internet, its ability to provide RSS feeds and e-mail alerts by keyword and its automated press release posting application, TMCnet is an online innovator. TMCnet is a full-service news portal providing a multitude of educational platforms including podcasts, webinars, white papers, MyTMCnet, TMCnet Mobile, industry communities and more. A first-rate team of bloggers including Rich Tehrani, Tom Keating and Greg Galitzine plus 75 contributing editors including Jon Arnold, Charlotte Wolter and Gary Kim contribute to the quality and quantity of news, features and commentary covering VoIP, IP communications, CRM, contact center and information technology topics. TMCnet is read by nearly one million US visitors according to Quantcast and by as many as three million unique visitors each month worldwide, according to Webtrends.

Covering the World of Communications and Technology

We have fused leading edge design with leading edge content organization.

We have found web visitors are generally looking for information on a topic

that is important to them and many times they will further identify themselves as part of a demographic group.

As such we have designed our site to allow our community of decision-makers to either come to portals focusing on topics like VoIP, CRM, IT and call centers or if they prefer they can go to a portal strictly devoted to service provider, enterprise, developer or reseller news.

As examples, the service provider portal focuses on topic areas such as SIP, session border controllers (SBC), IMS and triple-play while the enterprise portal focuses on topics such as mobility, hosted applications, conferencing and outsourcing.

(cont.)



(Cont. from pg.3)

People look for news in a variety of different ways and as such we have created our site with the flexibility and attractiveness to attract decision makers looking for communications and technology information— regardless of how they want to access this information.

Hear TMCnet Roar

Not only does TMCnet keep you up to date on news but we have leading edge articles, opinion pieces and some of the most popular technology blogs on the web. We help buyers form opinions about what they should buy, how they should invest their purchasing dollars and which technologies they need to investigate.

TMCnet Channel Program

One of the most popular advertising vehicles in the online world is TMCnet's channel program. TMCnet has over 100 channels working with partners to develop micro sites devoted to delivering content on laser focused topics like IP PBX or Session Border Control. These portals do amazingly well as search engine optimization tools allowing companies to rank very high on search engine results. Unlike click based ads, TMCnet channels allow advertisers to actually come up as a search result which is infinitely more important to web surfers.

Companies compete over channel names that are important to them such as open source PBX or CRM Solutions. These terms are exclusive and the sooner you act the better chance you'll have that your keyword(s) are available.

This is an extremely affordable way to generate high search engine optimization levels, develop a community of readers interested in your subject area and also as a side benefit increase traffic and importance of your own website.

The TMCnet channel program renewal rate is greater than 80% — a major achievement in the world of advertising.

Custom Online Marketing

Regardless of your requirements for branding or lead generation, TMCnet has products that will exceed your expectations. In case you are looking for our of the box ideas, we encourage you to contact us so that we can work with you to build custom areas of our site that you can sponsor and/or advertise on.

Integrated Marketing

Today, businesses are looking and innovative ways to holistically tie their online, print and trade show presence together in order to transmit a seamless message to potential customers and to take advantage of the synergies between the three different media types. Only TMC is in the position to integrate a website with massive and growing traffic with leading edge publications and events. We will gladly present you with an integrated marketing proposal that will help you cost-effectively take advantage of the synergies of the three legs of the media tripod, online, in-print and in-person.

The TMCnet Globe

The globe you see at the top left hand corner of our site represents a 360 degree view of the information world we cover from releases to in-depth articles to blogs to market-moving opinion pieces. If there is a single word our community associates with TMCnet it is "complete" and when you are looking for a way to maximize your online ROI you want to go where your customers go - to the site that completely satisfies the information needs of the market.

Sincerely,

A handwritten signature in black ink that reads 'Rich Tehrani'.

Rich Tehrani,
TMC President and Group Editor-in-Chief

TMCnet Redesign

Main Product Categories: VoIP, CRM, and Call Centers

Main product categories are designed to better serve the highly-educated business leaders, decision makers and senior executives in these industries. Product categories offer insightful industry information, late breaking news, and objective coverage of all products and services in that industry.

Prominently located across the top in tab format, these product categories contain industry-specific information, news feeds and hot topics. Also, product category articles are grouped by industry sector: Service Provider, Enterprise, Developer, Reseller, Government and Consumer. Advertisers can select specific products and specific industries to advertise in, which will ensure maximum exposure to their most highly sought after visitor—those interested in purchasing these products.

Packet8 Virtual Office \$49.99 per month per extension
 Small Business VoIP Phone Service for Less
 VoIP Hosted PBX 1.866.895.0445
 Available at: Office DEPOT

Main Product Categories on Homepage

Channels: Wireless, SIP, IMS, VoIP for Enterprise, VoIP for SMB, Communications Solutions, Information Technology

Service Provider: Home, VoIP, CRM, Call Center, **IP Communications**, VoIP Services, Internet Communications, Open Source PBX, Contact Center Research

Enterprise: What's New, Events, Publications, Forums, Web Events, White Papers

Developer: Top Stories

Reseller: Top 10, VoIP, CRM, SIP, IMS, Call Center, Wireless

Government: Contact Center: New Applications Address

Top 10 News Feeds:

1. ClearSky Brings Premium SMS Content to Tier 2, Tier 3 Carriers in U.S.
2. Raketu Introduces LaunchPad Interface
3. South Africa Launches Call Center Training Scheme to Support Growth
4. Verizon Wireless Enhances Arizona Wireless Broadband Network
5. Furniture for Call Center Training Rooms

VoIP Product Category

Featured Article: In-Stat Study Shows Increasing Demand for IP Set Top Boxes

News Feeds: VoIP Carrier iBasis Reports Q4 Results, Oblio DigLinea Partner on VoIP, Telefonica Moviles Espana Launches P...

Hot Topics: BuyerZone Procurement Center, VoIP Contact Center, VoIP Gateways, VoIP Quality of Service, VoIP Test Solutions, VoIP Alternatives, IP PBX, IP Phone System, IP Telephony

VoIP Articles by Audience:

- ◆ Service Provider
- ◆ Enterprise
- ◆ Developer
- ◆ Reseller
- ◆ Government
- ◆ Consumer

Service Providers: clearTXT Launches the Mobility in Education Community for Schools Looking to Use Mobile Phones and Other Mobile Technologies in Education, Verizon Business to Provide California's State and Local Governments With Advanced Communications Services, Airbrush Art E-Book Shows How to Create Custom Paint, Orb MyCasting Fuels YouTube's Viral Video Craze With First PC to Mobile Sharing Via Text Message, Verticalnet Announces Release of XE 5.4 - Enabling the Next Wave of Value through Supply Management, UniGroup Selects TMW Systems D2Link Mobile Communications Solution, The Growing Mobile Workforce in Latin America Drives Demand for Mobile Enterprise Applications, eFoodSafety.com Announces That The Kontin Letter Has Issued a Featured Stock Follow-up Report on eFoodSafety.com, Inc. in Its February 2007 Issue, City Telecom Launches bb50 & bb200, Supported by 'SDU' Personalized Customer Care Service, TANDBERG Television Announces 4Q06 Revenue of \$85.3m

TMCnet Redesign

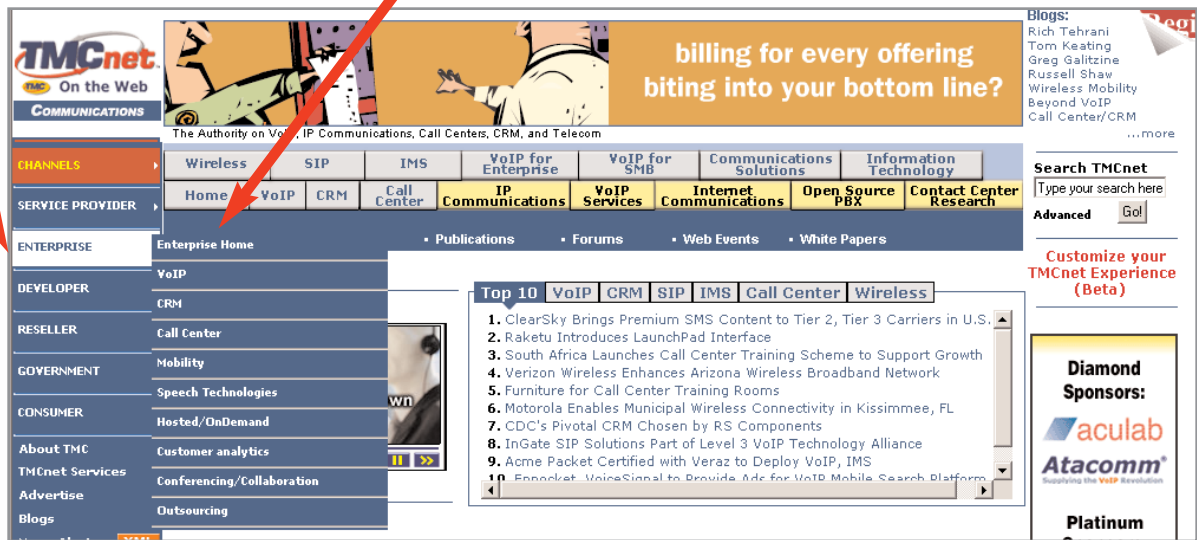
Industry Audience:

Industry audience categories are tailored to the needs of industry-specific information seekers. This user-friendly layout allows visitors to pinpoint the most up-to-date relevant information they are seeking in the most efficient manner.

The industry audiences are prominently located down the left hand side broken out as Service Providers,

Enterprise, Developer, Reseller, Government and Consumer. These audiences are further broken down into category-specific markets that appear when mouse rolls over the title (see below). Industry audience homepages provide all the industry-specific need-to-know information on one easy to navigate page.

Industry Audience Category-specific by Industry



Industries

Service Provider Categories:

1. VoIP
2. SIP
3. SBC (Session Border Controller)
4. Wireless
5. IMS (IP Multimedia Subsystems)
6. Triple Play/IPTV
7. Switching
8. VoIP Peering
9. 911/Regulation

Enterprise Categories

1. VoIP
2. CRM
3. Call Center
4. Mobility
5. Speech Technologies
6. Hosted/On-demand

Enterprise Categories (cont.)

7. Customer analytics
8. Conferencing/Collaborating
9. Outsourcing

Developer Categories

1. VoIP
2. Media Processing
3. Hardware Platforms
4. Middleware
5. SIP
6. Open source / Standards

Reseller Categories

1. VoIP Service
2. VoIP Equipment
3. Call Center

Reseller Categories (cont.)

4. Certifications
5. Strategic alliance/partners
6. SMB solutions

Government Categories

1. VoIP
2. CRM
3. Call Center
4. Wireless
5. Security
6. Emergency services

Consumer Categories

1. Handsets
2. Headsets
3. Gadgets

TMCnet Redesign

Audience homepages appear when the visitor clicks on the left hand navigation. In this example the Audience is Service Provider. These pages offer in-depth information and knowledge to help the specific type of professional (developer, service provider, etc.) make mission-critical decisions. These pages are segmented into product specific categories that further drill down information for the visitor.

Advertisers can pinpoint target a specific sector to maximize their exposure and generate qualified sales leads.

Service Provider Audience Homepage
(click on left nav goes to this page)

Service Provider Sector HomePage

Featured Articles

Article Ad Box

Service Provider Articles by Applicable Product Categories:

- VoIP
- SIP
- SBC
- Wireless
- IMS
- Triple Play
- Switching
- VoIP Peering
- 911/Regulation

Audience Product pages appear when the visitor mouses over the left hand navigation and selects an option from the expanding menu. These pages offer in-depth information, knowledge and breaking news to help the specific type of professional (developer, service provider, etc.) make mission-critical decisions.

Information Technology on TMCnet

Main Product Categories: Enterprise, Verticals, Reseller, Developers

Main product categories are designed to better serve the highly-educated business leaders, decision makers and senior executives in these industries. Product categories offer insightful industry information, late breaking news, and objective coverage of all products and services in that industry.

Prominently located across the top in tab format, these product categories contain industry-specific information, news feeds and hot topics. Advertisers can select specific industries to target, which will ensure maximum exposure to their most highly sought after visitor – those interested in purchasing these products.

White Paper Library
Free Resource for Valuable Business Information

The leading Web destination for Information Technology Professionals

Home | VoIP | CRM | Call Center | IP Communications | Voip for SMB | Contact Center Research

Software | Servers | Storage | Networking | Security | Wireless

• What's New • Events • Publications • Forums • Web Events • White Papers

INFORMATION TECHNOLOGY

ENTERPRISE

1. BridgePort, Oberthur, CounterPath Team on MobileSTICK
2. L-1 Identity Solutions Provides Complete Multi-Modal Biometric Identification System to the Department of Defense as Part of the Northrop Grumman Contract
3. AnalogicTech Appoints Parviz Ghaffaripour to New Position of Chief Operating Officer
4. Tier Reports Fiscal 2007 First Quarter Results
5. AnalogicTech Reports Fourth Quarter and Full Year 2006 Financial Results
6. Rhode Island Nonprofit Groups Received \$500,000 in 2006 from Verizon Foundation to Support Literacy, Education, Domestic Violence Initiatives
7. Applix Reports 45% Increase in Quarterly License and Total Revenue; License Revenue Rises 54% for Full Year
8. TriQuint Semiconductor, Inc. Announces Fourth Quarter 2006 and Year 2006 Earnings
9. Greenfield Online Reports Fourth Quarter and Full Year 2006 Financial Results
10. Tessera Completes Acquisition of Eyesquad

VERTICALS

1. L-1 Identity Solutions Provides Complete Multi-Modal Biometric Identification System to the Department of Defense as Part of the Northrop Grumman Contract
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10. Man admits sending millions of spam e-mails that offered to steal passwords

RESELLER

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2. Tier Reports Fiscal 2007 First Quarter Results
3. Crown Castle International Reports Fourth Quarter and Full Year 2006 Results
4. Rhode Island Nonprofit Groups Received \$500,000 in 2006 from Verizon Foundation to Support Literacy,

DEVELOPERS

1. L-1 Identity Solutions Provides Complete Multi-Modal Biometric Identification System to the Department of Defense as Part of the Northrop Grumman Contract
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Navigation Menu:
 ENTERPRISE
 VERTICALS
 RESELLER
 DEVELOPERS
 About TMC
 Advertise
 Blogs
 News Alerts
 Free eNews
 Events
 Publications
 Whitepapers
 Content Submission
 Subscribe Today!
 Channels Home
 VoIP
 ATCA
 Billing
 Broadband Telephony
 Business Phone System
 Business VoIP
 Call Center Recording

Search TMCnet
Type your search here
Advanced Go!

Blogs:
Rich Tehrani
Tom Keating
Greg Galitzine
Russell Shaw
Wireless Mobility
Beyond VoIP
Call Center/CRM
...more

Do You Want \$100,000 Worth of Contact Center Research For FREE?
Visit **Contact Center Research**
• Contact Center Analysis
• Contact Center Whitepapers

Audience Product pages appear when the visitor mouses over the left hand navigation and selects an option from the expanding menu. These pages offer in-depth information, knowledge and breaking news to help the specific type of professional (enterprise, verticals, etc.) make mission-critical decisions.

Information Technology on TMCnet

Industry Audience:

Industry audience categories are tailored to the needs of topic-specific information seekers. This user-friendly layout allows visitors to pinpoint the most up-to-date relevant information they are seeking in the most efficient manner.

The industry audiences are prominently located down the left hand side of TMCnet. These audiences are further broken down into category-specific markets that appear when mouse rolls over the title (see below). Industry audience homepages provide all the industry-specific need-to-know information on one easy to navigate page.

Industry Audience Category-specific by Industry



Information Technology Industries

Enterprise Categories:

- Software
- Servers
- Storage
- Wireless
- Networking
- Security
- Wireless

Verticals

- SMBs
- Financial Services
- Telecommunications
- Health Care
- Government
- Manufacturing & Logistics
- Retailing
- Education
- Insurance
- Hotel & Hospitality
- Entertainment
- Utilities

Developer Categories

- Hardware
- Software

Reseller Categories:

- IT Services
- Partners/Channels Programs
- Certifications

Information Technology on TMCnet

Audience homepages appear when the visitor clicks on the left hand navigation. In this example the Audience is Enterprise. These pages offer in-depth information and knowledge to help the specific type of professional make mission-critical decisions. These pages are segmented into product specific categories that further drill down information for the visitor.

Advertisers can pinpoint target a specific sector to maximize their exposure and generate the highest quality sales leads.

White Paper Library
Free Resource for Valuable Business Information

The leading Web destination for Information Technology Professionals

Software Servers Storage Networking Security Wireless

What's New Events Publications Forums Web Events White Papers

INFORMATION TECHNOLOGY

ENTERPRISE

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Search: [Type your search here] [Advanced] [Go]

Do You Want \$100,000 Worth of Contact Center Research For FREE? Visit Contact Center

Main Product Categories on Homepage

Enterprise IT

And customized services on a single platform mean more revenue at lower TCO - all for you. Get Juniper's multiplay: click here.

The Authority on VoIP, IP Communications, Call Centers, CRM, and Telecom

Wireless Information Technology Alt Power WiFi Planet PDA Comm. Solutions VoIP for SMB

Home VoIP CRM Call Center Communications VoIP Services Enterprise Contact Center Research

What's New Events Publications Forums Web Events White Papers

Enterprise

Time Warner Telecom Wins 'Best in Class' Award for ...

MetroCast To Use CedarPoint VoIP Switch

IGEL Technology Announces the World's Most Capable Digital ...

AT&T and Microsoft Announce Live Meeting Webconfere...

AT&T and Microsoft Announce Live Meeting Webconfere...

Repair Equipment from 10,000 Miles Away Right from ...

8x8, Inc. Chairman and CEO to Speak at the ...

8x8, Inc. Promotes Mehdi Salour to Vice President of ...

Planetvu Chooses Internap and VitalStream to Deliver Gl...

Telefonica Chooses Sonim's XP1 "Tough Phone"

From IPTV, to VoD, to gaming, to any service.

VoIP

1. Furukawa America and 3SAE Technologies Partner to Serve Optical Equipment Manufacturing Market
2. MetroCast To Use CedarPoint VoIP Switch
3. IGEL Technology Announces the World's Most Capable Digital Services Thin Clients with the Enhanced Premium and Winestra Series
4. AT&T and Microsoft Announce Live Meeting Webconference Service for Businesses
5. Microsoft and SIRONICS Telecom Solutions Collaborate to Deliver End-to-End Billing Services to Operators
6. AT&T and Microsoft Announce Live Meeting Webconference Service for Businesses
7. Repair Equipment from 10,000

CRM

1. CommScope Plans to Release Fourth Quarter 2006 Results on February 23
2. MetroCast To Use CedarPoint VoIP Switch
3. IGEL Technology Announces the World's Most Capable Digital Services Thin Clients with the Enhanced Premium and Winestra Series
4. Vocalscope to Sponsor in Small Cap Stock Newsletter
5. RADVISION(R) ProLab(TM) Testing Suite Deployed by SK Telecom for IOT Testing
6. RADVISION(R) Exhibits Innovative Developer Tools, Platforms and Applications for Interactive Video

Call Center

1. AT&T and Microsoft Announce Live Meeting Webconference Service for Businesses
2. AT&T and Microsoft Announce Live Meeting Webconference Service for Businesses
3. BelAir Networks Awarded Key Patent for Wireless Mesh Technology
4. Lumimex Announces First 4-Port PCI-X-Based Mainframe ESCON Channel HBA
5. Lumimex Announces Mainframe Data De-Duplication Solution in Production at Shoden Data Systems
6. Lumimex Announces Expansion of the Mainframe Channel Gateway Product Family
7. Metalink to Present at Roth Capital 2007 Growth Stock Conference

Search TMCnet [Type your search here] [Advanced] [Go]

Click here to see TMC's upcoming events

White Paper Library
Free Resource for Valuable Business

"Enterprise IT" Homepage

Featured Articles

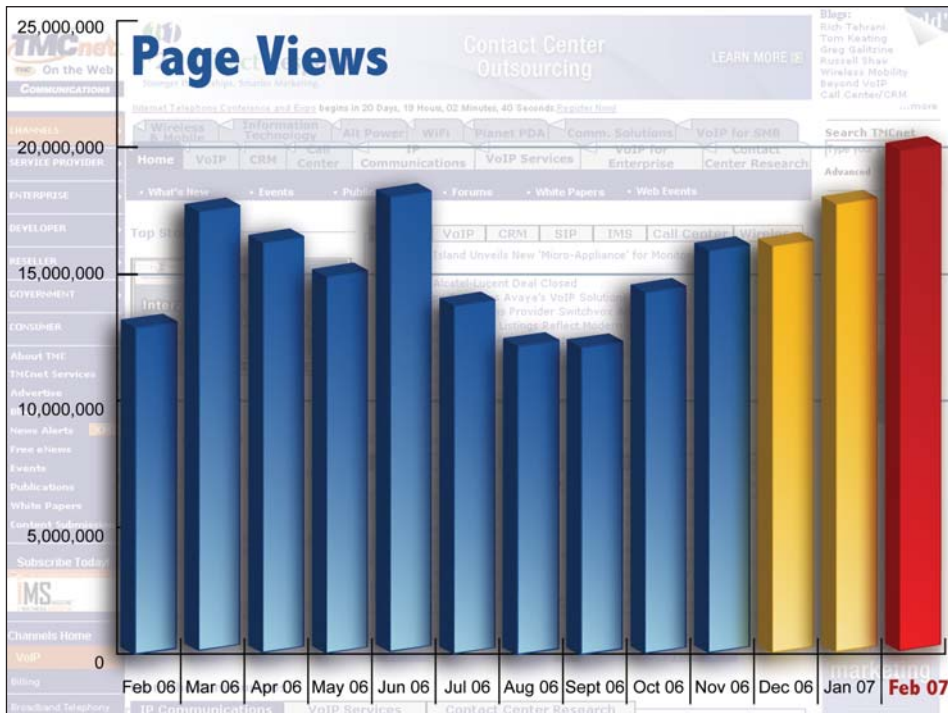
News Feeds

Enterprise Categories:

- ◆ VoIP
- ◆ CRM
- ◆ Call Center
- ◆ Mobility
- ◆ Speech Tech
- ◆ Hosted
- ◆ Analytics
- ◆ Conferencing
- ◆ Outsourcing

TMCnet Traffic - Growing by Leaps and Bounds

Averaging 20 million page views and more than 1.1 Million unique visitors per month, TMCnet is a superior vehicle for your advertising message.*



More Than 20 Million Page Views in February, 2007



132% Growth in 12 Months!

*Source: Webtrends 2007

The World's Leading Communications & Technology Site!

TMCnet US Traffic Analysis

You Reach More than 8x the Prospects on TMCnet than on 19 Other IP Communications Sites COMBINED!

TMCnet vs. IP Communications Sites

Web Site	U.S. Reach (Visitors/Month)*
Tmcnet.com	927,322
Techweb.com	33,876
Lightreading.com	17,863
Telephonyonline.com	15,553
Phoneplusmag.com	7,397
Voip-news.com	4,931
Xchangemag.com	4,931
Pulver.com	4,520
Fiercemarkets.com	3,287
Searchvoip.com	2,713
Americasnetwork.com	<2,000
BCR.com	<2,000
comnews.com	<2,000
commweb.com	<2,000
IPBusinessmag.com	<2,000
Pulvermedia.com	<2,000
Telecommagazine.com	<2,000
VON.com	<2,000
Voip-loop.com	<2,000
Vonmag.com	<2,000

TMCnet vs. Call Center/CRM Sites

Web Site	U.S. Reach (Visitors/Month)*
Tmcnet.com	870,019
SearchCRM.com	15,033
Destinationcrm.com	5,940
Callcentermagazine.com	4,720
crm.ittoolbox.com	3,075
customerthink.com	2,847
Contactcenterworld.com	2,033
Crms2day.com	1,627
CRM-Daily.com	813
CRMXchange	406
CRMMarketplace.com	400
ICMI.com	381



• More Than 30 Million Global Page Views *

• 2-3 Million Global Unique Visitors *

*Source: Web Trends 2008



What is Quantcast?

Quantcast is a team of web analytics experts building powerful statistical technology to understand internet audiences. Quantcast helps web publishers of all sizes understand the composition of their audiences and attract higher advertising rates, and helps advertisers and agencies find elusive online audiences wherever they might be. This web site allows anyone to view audience reports on hundreds of thousands of Web sites.

What information does Quantcast collect?

We observe anonymous records of visits to internet destinations. For a portion of these observations, we have certain information, such as the age, gender or income level of the internet visitor and/or their household. This group is called a panel and forms one aspect of our analysis and reporting methodology.

We also analyze internet log records which include information such as the page viewed and the IP address used to access the page.

Quantcast does not collect any personally identifiable information - that is, information that could be used to uniquely identify or locate an individual. All of the analysis conducted by the Quantcast system is done using anonymous internet usage information. For further information please review our privacy policy.

How does Quantcast's ratings system work?

Quantcast's audience ratings are based on the analysis of massive amounts of internet usage data. How massive? Billions of web site visits every month. By analyzing this data we are able to interpret patterns of internet usage and provide the reports that you see here.

How does Quantcast collect data?

We collect our data through affiliations with partners, who include advertisers, publishers, ISPs and advertising networks. All the data we collect is anonymous and contains no personally-identifiable information.

Anyone can participate. Web publishers can obtain refined analysis on their site by utilizing a Quantcast measurement pixel. If you want to help make Quantcast's analysis even more accurate then please become a Quantified Publisher.

Does Quantcast cover the whole world?

The demographic audience analysis presented here is focused on US internet audiences.



**Your Marketing Message
Will Reach Nearly
3 Million¹
VoIP/IP Communications,
CRM/Call Center and
Information Technology
Professionals Every Month**

Achieve search engine optimization, and obtain a prominent ranking on top search engines like Google, Yahoo and MSN for VoIP/IP Communications, CRM/Call Center and Information Technology terms

TMCnet, the world's most popular/visited² Web site for the latest news and information on communications and technology, can get you there with our Channels Program.

TMC Channels Program

TMCnet Channels Program creates for you a customized portal that is exclusive by category (keywords), which you choose, positioned on our homepage and directly accessible from any page on our site. This channel acts as a dedicated exclusive "portal" to communicate your customized marketing messages to our powerful buying/specifying online audience. When you sign up as a channel partner, your channel reaches prominent placement on the search engines according to keywords relevant to your company's products & technology for your industry.



Our unique Channels Program allows your company to create a custom portal (channel) on our Web site to include your:

- ◆ Company Overview & Mission Statement
- ◆ Whitepapers
- ◆ Customer Case Studies
- ◆ Product Demos
- ◆ Application Notes
- ◆ Training
- ◆ Catalogs & Brochures
- ◆ Benefits
- ◆ Product Differentiation
- ◆ Articles & News and much more...

Source: 1 Webtrends 2008, 2 Alexa.com

Channels Program Format

Highly targeted content attracts major search engines - often reaching the number one ranking for the search term "converged solutions."

Channels

- Home
- VoIP
- CRM
- Call Center
- Information Technology
- IP Communications

THE DO NOT CALL CHANNEL

- Automated real time next generation DNC compliance
- Active campaign management for 100% safe harbor protection
- Integrated legal matrix with all-in-one exemption and EBR support
- Business enabling technology with comprehensive reporting
- Full service compliance technology supplier to global call centers

FEATURE ARTICLES

- Telco's Debut in Europe**
According to a recent Datamonitor Market Research report, traditional contact centers no longer meet advanced customer needs.
1/16/2006
- Gearing Up for 2006: Integrating Call Center Services and Marketing Plans**
The best way to make sure your call center services are creating value-adds relevant to your client is to be a partner in their overall sales and marketing efforts.
1/10/2006
- Forrester Looks at CRM Best Practices. Part 3: Pitfalls**
Define CRM objectives and the business process changes necessary to meet the objectives before considering a technology purchase.
12/29/2005
- Forrester Looks at CRM Best Practices. Part 1: Overview**
'Organizations' spend heavily to improve customer-facing processes, but they still struggle to achieve satisfactory returns on their effort,' says Forrester Research.
12/22/2005

Company logo and company description are fully integrated into the engaging content.

Your portal is fully customizable with prominent banner/leaderboard ads, extra marketing content and highly effective branding initiatives.

Links to white papers and data sheets captures visitor login information--generating qualified leads.

Your banners and skyscrapers are the only ones displayed.

Lead Generation – Live Web Events

BENEFITS OF SPONSORING TMCnet's LIVE WEB EVENT

Pre-Event Marketing and Branding:

- Print ads in TMC publications
- Web ads promoting the event on TMCnet
- Series of e-mail blasts promoting the event to targeted lists
- e-newsletter promotion
- Editorial coverage (Web sites and blogs)
- Customized landing page

During Event:

- Industry perspective delivered by respected industry analyst provided by TMC
- Speaking opportunity for your company executive
- Deliver your powerful message by educating the audience about your technology
- Engage in live Q&A with attendees

Post Event:

- Receive complete database of all registrant contact information
- Web events archived for up to 18 months for new prospects to access and view 24/7 on demand
- Editorial write-ups in TMC publications, Web sites and blogs
- Archived event promoted through print advertising (up to 18 months)

Impress the Best with a Turn-Key Event:

TMCnet makes it easy for you to impress your best prospects. Your Live Web Event is completely turn-key. TMC's expert team handles all marketing, advertising, registrations, technology (providing the most effective conferencing software platform) and post-event procedures.

Live Web Events are typically one hour long, though 90 minute events are available if necessary.

Your event will deliver your message via streaming audio or telephone along with a PowerPoint presentation providing a content-rich learning experience. Events are interactive. Moderators ask and answer questions fully engaging the attendee through a Q&A session.



TMC's Expert Team:

TMC's dedicated team of experts makes your Web event a success!

To ensure the success of your live Web event, TMC maintains a dedicated team of experts to focus exclusively on making sure every detail of your event is covered.

TMC professionals create quality, effective Live Web Events carefully planning and executing your event from strategy sessions, to the actual event, and beyond. TMC fully understands the resources that must be dedicated to support such a robust promotional vehicle and drives the most effective Web Events the industry has to offer.

Lead Generation – Live Web Events

Your TMC Live Web Event will generate hundreds of quality leads. We work directly with you to design a targeted promotional campaign allowing you to reach your exact audience.

TMC can target your specific prospect groups with a compelling promotional campaign

Pinpoint your prospects by:

- Industry type (SP, Enterprise, Resellers, Integrators, Distributors)
- Annual Revenue
- Number of Employees
- Region, State, City (Domestic & International)
- Job Function



Your ROI is virtually guaranteed. TMC will create custom capture questions during registration to collect the exact data you seek. Following your Live Web Event, you will receive qualified, targeted leads including complete contact information for all registrants - including those unable to attend the live session.

Branding & Promotion:

A successful branding campaign requires diversified and repetitive marketing initiatives. Through print advertising, online advertising and e-mail campaigns, you will fortify your brand name. Your event will be promoted throughout TMC's Live Web Event massive outreach campaign including:

- **Email Promotional Campaign** - Customized text and HTML e-mails are delivered to TMC's distribution list.
- **Print Advertising** - Your Live Web Event will be included in TMC's print advertising campaign. TMC promotes Live Web Events through its four leading publications, INTERNET TELEPHONY, Customer Interaction Solutions, IMS Magazine and SIP Magazine.
- **Web Advertising** - TMCnet, the leading communication and technology Web site, promotes Live Web Effective online advertising including banner ads, "splash" pages, skyscrapers, leaderboards and tiles. As many as one million TMCnet visitors will be exposed to your company's Live Web Event.
- **E-newsletter Sponsorships** - Prospects will find details of your Live Web Event in their inbox. TMC e-newsletters pinpoint your target audience.
- **Live Web Event Library** - Your Live Web Event will be posted on TMC's Live Web Event schedule Web page prior to the event. Your event will remain as an archived event up to an additional 18 months giving busy professionals 24/7 on demand viewing.

These promotional efforts lead to a powerful branding campaign producing recognition for your company as a leader in your field.

Lead Generation – Live Web Events

“ The TMCNet Webinar package proved to be an exceptional value. The team’s service and support was wonderful. In fact, both event registration and actual turnout exceeded our expectations. ”

(View this archived event – www.tmcnet.com/webinar/ieX)

– **Brian Henson**
IEX

“ TMC has always delivered for me on my important marketing projects. I was not disappointed by TMC's new webinar format. TMC provided effective promotion, well organized event-management, a very high-quality webinar tool with healthy attendee interaction, and ultimately a professional and cost-effective online event that delivered over 400 leads and counting. I would recommend TMC webinars to my fellow marketers who might be considering paying 3-4 times more for equivalent value. ”

(View this archived event – www.tmcnet.com/webinar/espial)

– **Brian Mahony,**
VP Marketing, Espial IPTV

“ Our entire team at IBM was extremely satisfied with the IP Convergence Webinar we produced in conjunction with TMCnet. The staff at TMCnet assisted us in conducting a well attended webinar, with more than 1,000 pre-registrants and nearly 400 live attendees. TMCnet provided us with an excellent forum to discuss how IBM, and our partners, can help telecommunications organizations leverage convergence with the IBM BladeCenter family of systems, by combining the best from the telecom and IT industries - yielding flexible deployment options, improved network efficiency, and lower operating costs and capital expenditures. ”

We are looking forward to working with TMCnet in the future. ”

– **Bruce Anthony,**
**IBM Distinguished Engineer and Chief Technical Officer for
Next Generation Networks and Convergence**

Lead Generation – White Paper

Generate Quality Leads for Your Sales Team:

Generate leads that your sales team can take to the bank! Become a thought leader and an industry expert by publishing your White Paper on TMCnet and generate qualified leads!

Step 1: Post your White Papers on TMCnet

Step 2: Receive qualified leads

Benefits of Posting Your White Paper on TMCnet:

- Available to 2 million people who visit TMCnet every month.
- TMCnet is one of the top .04% of Web sites in the world! (According to Alexa.com, an Amazon.com company that ranks Web traffic)
- More than 2,000 news and feature stories run on TMCnet everyday attracting a target audience interested in IP communications.
- Daily News Alerts on TMCnet stories are sent by major search engines, driving traffic to the site from around the world.
- Over 300,000 readers of TMC's publications turn to TMCnet for daily news and features.

TMCnet's Whitepaper program includes our own extensive marketing campaign that drives qualified readers to your Whitepapers. Marketing initiatives include:

- Banner ads and editorial references through TMCnet ensure you'll reach 2 million unique visitors monthly.
- Full page ads and editorial references will appear in TMC's four print publications, INTERNET TELEPHONY, Customer Interaction Solutions, IMS Magazine and SIP Magazine.
- TMCnet's eNewsletters will promote the program through sponsorships and feature stories reporting key findings from your white papers

TMC's Whitepaper program creates thought leadership and brings your prospects to you as an expert of the IP communications industry.

Acceptable Formats:

White papers, case studies and other comparable documents will be accepted. Program

Duration:

30 days, but certain documents may hit their targets more quickly.



TMCnet Communications and Technology eNewsletters

Showcase Your Marketing Message In An Editorial Environment!

Product-Focused Editorial That Attracts Your Best Prospects.

Pinpoint your target audience with one of TMCnet's eNewsletter sponsorship. Readers depend on our objective editorial team to deliver timely and vital information on a daily basis. As a sponsor, your message will be featured prominently throughout the e-mail message.



- **Customer Inter@ction Solutions eNews - 3x/Week**

Customer contact happens 24/7 in the 21st Century, and if you're not there to take care of your customer, someone else will be. Keep up with the new economy, and keep your customers satisfied.

- **Teleservices Outsourcing Insider - Monthly**

Must-read news and analysis for teleservice agency executives.

- **Communications Solutions - Bi-Weekly**

Your weekly communications supplement of news and trends, helping you to stay on top of the convergence of voice and data—for the enterprise, the call center and the service provider.

- **Speech Technologies - Weekly**

Covers the latest information on speech technology and how it enhances the quality of customer care, customer service and teleservices (inbound and outbound). If you're considering adding voice to your Web mix, this is the place to start.

- **Internet Telephony eNews - Weekly**

The next-gen network is here—find out what you need to reap the benefits and sell the services it makes possible.

- **VoIP Reseller - Monthly**

VARs, integrators, resellers—get the scoop on tools, standards, testing equipment, channel development, and marketing/sales strategies.

- **Next-Gen Service Providers - Bi-Weekly**

Convergence for convergence's sake? Yeah, right! The next-gen network offers service providers new revenue streams and new ways to attract and keep customers.

- **VoIP Developer - Monthly**

In an industry evolving at Internet speed, VoIP developers need reliable information in a timely manner. We'll keep you up to speed on standards, platforms, APIs, app gens, and more.

- **WiFi Revolution eNews - Bi-Weekly**

As WiFi (802.11a, b, g, i, etc.) makes its way into homes, businesses, and the world at large, it enables a host of applications and services. We will help you keep up with developments in the WiFi space.

Advertising Units

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

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

Banner:
 468x60 pixels
 72 dpi, 50k max
 Acceptable files:
 .gif, .jpg, .swf, .png,
 I-frame

Midline Banner:
 715x30 pixels
 72 dpi, 40k max
 Acceptable files:
 .gif, .jpg, .swf, .png,
 I-frame
 Rich Media Enabled

Button:
 125x125 pixels
 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.

Advertising Units

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

Advertising Units

Article Ad Box:

TMCnet's Article Ad Box is well-defined online advertising initiative. Your keyword-driven online ad ensures impressions are received by targeted visitors who would be interested in your products. Your ad is triggered by keywords that you select. Visitors reading articles tagged by your keywords will see your advertising message.

Benefits:

- Pinpoint your online ads to the prospects that matter most
- Impressions seen by targeted audience based on your keywords
- Only the visitors with an interest in your product see your ad

Article Ad Box (Boom Box):

336x280 pixels
72 dpi, 50k max
Acceptable files:
.gif, .jpg, .swf, .png,
I-frame

Advertising Units

Contracting Button

TMCnet's contracting button is rich media enabled. Contracting buttons have a prominent position on the upper right hand side of the homepage, on all industry sector market pages, and on all main content category pages which ensures high visibility.

Benefits:

The rich media contracting from large to small is an attention getter.

The visitor cannot close this ad unit, it must resize.

The advertiser has the ability to animate the advertisement to create excitement and increase click thru's. Target your best prospects by selecting the industry or category that is specific to your company.



Specs:

- Large 175x175 pixels
- Small 125x125
- 72 dpi, 60k max
- Acceptable Files: .gif, .jpg, .swf, .png, I-frame
- Rich Media Enabled.

Advertising Units

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.

The larger size format allows the advertiser to create a more complex advertising message.



The screenshot shows a splash page on the TMCnet website. At the top left is the TMCnet logo with the tagline "World Leaders in Communications and Technology Media Since 1982". At the top right is a link that says "Skip this Welcome Screen >>". The main content area features an advertisement for Packet8. On the left is a photo of a man in a striped shirt talking on a mobile phone. To the right of the photo is the Packet8 logo and the text "VoIP Hosted Phone Service for Small Business". Below this is a short description: "Packet8 Virtual Office is a Voice over IP (VoIP) hosted PBX service providing small to medium sized businesses a cost effective alternative to traditional business phones." Underneath is a section titled "Service Includes:" followed by three bullet points, each with a checkmark icon: "Unlimited Calling to the US & Canada for \$49.99 per month/per extension", "PBX Features like Auto Attendant, music on hold, extension to extension dialing anywhere in the world, and much more...", and "Business Class Handset that includes handsfree and headset controls, speed dials, personal directory, and much more..."

Specs:

600x375 pixels, 72 dpi, 60k max

Acceptable Files:

.gif, .jpg, .swf, .png, I-frame

Podcast - The Sound of Success

Get Your Message to the IP Professionals in the Medium They Choose for their Busy Work Schedules. Podcast and get their Attention!

TMCnet Podcast Program is Your Solution. Reach Our Audience of 2-3 Million IP Professionals On The Go or Busy at their Desk. Reach a Targeted Audience who choose Podcasts as a source for new information.

Your Podcast is a great way to reach the busy IP Comm professional. Whether your prospect is traveling and on the go or listening while working at their desk, a podcast is a great medium that can quickly deliver your message to TMCnet's targeted audience.

The TMCnet Podcast Program:

- Choose your topic.
- Feature your own speaker.
- Select a target audience through keywords.
- Deliver your message to the Professionals that matter.
- Receive Leads from everyone that downloads your Podcast.



Podcast for the busy professional at work or on the go!

Prospects Learn About Your Solutions Quickly and Conveniently with a TMCnet Podcast!

TMCnet Podcast Benefits:

- ROI - Collect quality leads from individuals interested in your solutions
- Deliver your message in an easily understandable, conversational manner
- Allow prospects to learn about your products & services when they are considering new solutions
- Take advantage of TMCnet's high quality Web traffic to drive quality leads for your sales team

PR Resources

Get your company news in front of 2 million professionals in IP communications and contact center markets.

TMCnet is your number one resource for distributing breaking news and information about your company and products. Post feature articles, case studies and press releases automatically to TMCnet, the world's leading communications and technology portal. Material will be linked on appropriate pages throughout TMCnet and in relevant e-mail newsletters. TMCnet looks for the highest quality content, with an emphasis on unbiased, non-advertorial articles.

TMCnet's "You Submit" feature is designed to make posting your news easy. TMCnet receives over 3,000 news submissions weekly. Your submissions reach our audience of nearly 2 million readers, while also getting picked up by major search engines such as Google, Yahoo and MSN.

Find "Content Submission" on the left navigation bar on TMCnet or follow this link:
<http://www.tmcnet.com/usubmit/news/usubmit.aspx>

Differentiation Points

Online Marketing			Von Magazine	IP Business	Telephony Magazine	Telecommunications Magazine
Traffic	Nearly 3 million visitors each month	●				
Maximum Impressions	Skyscrapers, leaderboard, road block, page curl	●	○	○	○	○
Targeted Impressions	Article ad box, splash page	●			○	○
Live Web Events	50 Live Web Events produced in 2007	●	○		○	○
White Paper	100 white papers in stock	●	○		○	○
Channels	100 live channels, majority on 1st page Google	●				
e-Newsletters	A dozen industry-specific e-news	●	○		○	○
Podcast	Search Engine Optimization	●	●		●	

● Yes ○ Partially