



CUSTOMER INTER@CTION *Solutions*[®]

#1 In CRM, Call Centers And Teleservices Since 1982™

2007 Media Kit



**Your Global Media Partner Reaching
CRM & Contact Center Markets Since 1982**

Audited By:



www.cismag.com



203.852.6800

The Evolution of The Industry's First & Preeminent Publication!

Mission Statement

Since 1982, *Customer Interaction Solutions* (CIS) magazine has been the voice of the call/contact center, CRM and teleservices industries. We have helped the industry germinate, grow, mature and prosper, and we've been proud to have served as the leading publication in helping these industries that have had such a positive impact on the world economy to continue to thrive. Through a combination of outstanding and cutting-edge original editorial, industry voices, in-depth lab reviews and the recognition of the innovative leaders in management and technology through our highly valued awards, *Customer Interaction Solutions* strives to continue to be the publication that holds the quality bar high for the industry. Generations of call center leaders and C-level executives have learned their crafts from the pages of *Customer Interaction Solutions* and rely on it to keep them up-to-

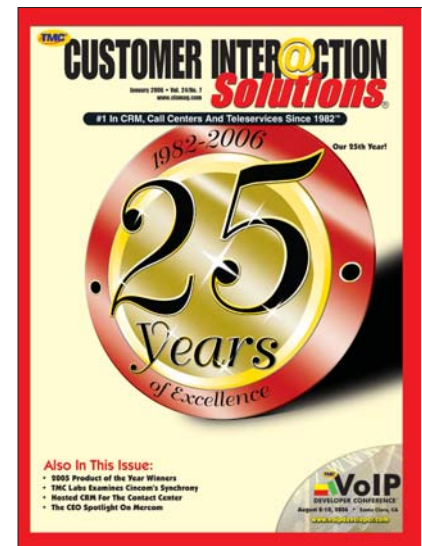
date in the rapidly changing environment of the call center. *Customer Interaction Solutions* is proud to be the herald of the next generation of contact center solutions, called Call Center 2.0, and will continue to educate readers about the latest developments in CRM, call center solutions, IP contact center technology, workforce optimization, speech technologies and teleservices outsourcing.

Customer Interaction Solutions magazine is often imitated but never equaled, and by embracing and demystifying the latest technologies in the dynamic contact center field for readers, it is our goal to help contact centers of every size radically improve the quality of their customer service to the benefit of their employees, their partners and their customers.

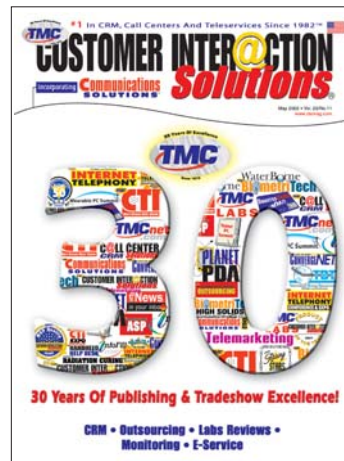
The Audience

Enterprise contact center, CRM and Teleservices decision makers who depend on reliable information on which to base purchasing decisions.

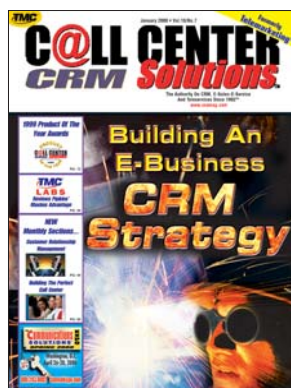
2006 - *Customer Inter@ction Solutions* Celebrates its 25th Anniversary



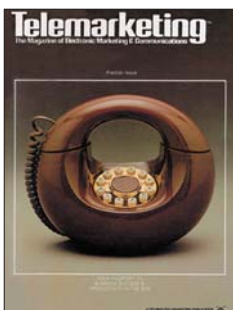
2002 - TMC® Celebrates 30 Years



1999 - Evolving with the Industry



In the beginning...



The Industry's First & Only Authoritative Publication, *Customer Interaction Solutions* Delivers The Powerful Audience and Measurable Results You Need Today!

TMC has established numerous 'firsts' in the field of technology marketing and media:

- In 1982 TMC launched the call center industry's first publication, *Telemarketing Magazine*.
- In 1986, TMC launched Telemarketing and Business Communications (TBT), the first call center trade show.
- INTERNET TELEPHONY® magazine launched in 1998.
- TMC Labs™ began its mission in early 1996, providing unbiased product reviews from hands-on testing and objective reporting. Every year, TMC Labs produces its "TMC Labs Innovation Awards."
- TMC's Web-based activities center on TMCnet.com, now the busiest communications and technology site on the Internet.

When you compare, there is NO comparison!

We pioneered the industry, and we can help you build your business!

Award-Winning Editorial

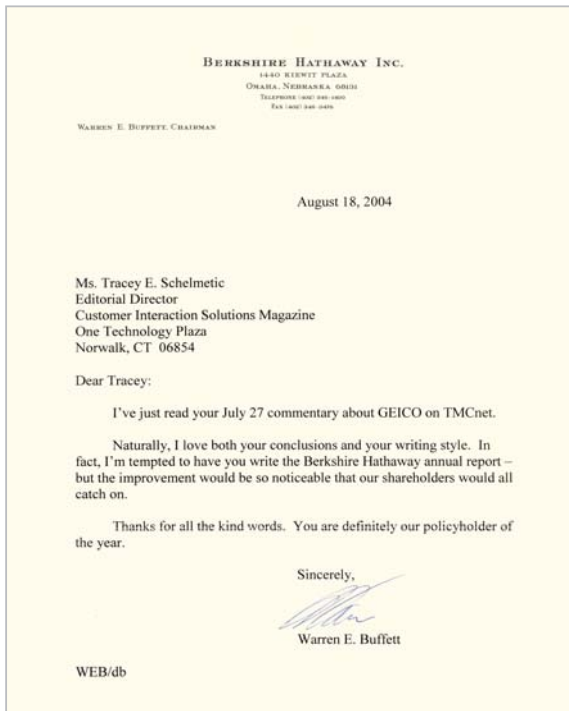
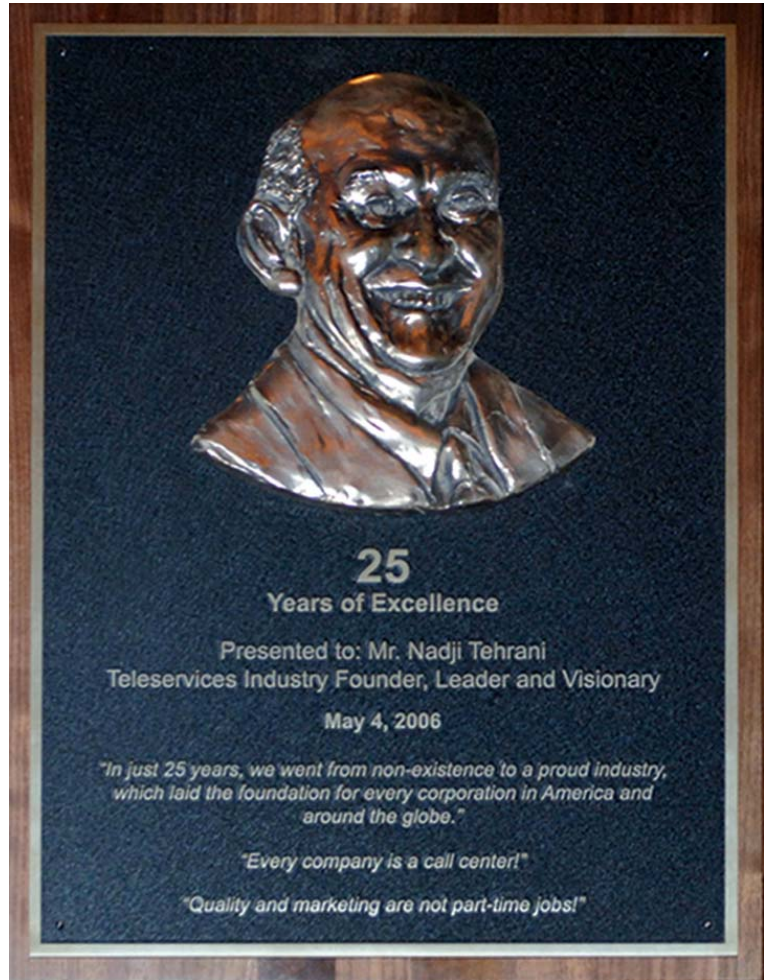
That Pioneered The Contact Center Industry 25 Years Ago In 1982

TMC's® founder and editor-in-chief of *Customer Inter@ction Solutions* magazine is an ATA Hall of Fame inductee and the recognized "Father Of The Contact Center Industry."

On behalf of the industry, Mr. Tehrani has also been awarded this prestigious plaque recognizing him as "Teleservices Industry Founder, Leader and Visionary."



ATA executive director, Tim Searcy, inducts Nadji Tehrani into the ATA Hall of Fame.



A letter from Warren Buffet to *Customer Interaction Solutions* Editorial Director Tracey Schelmetic congratulating her for outstanding editorial!

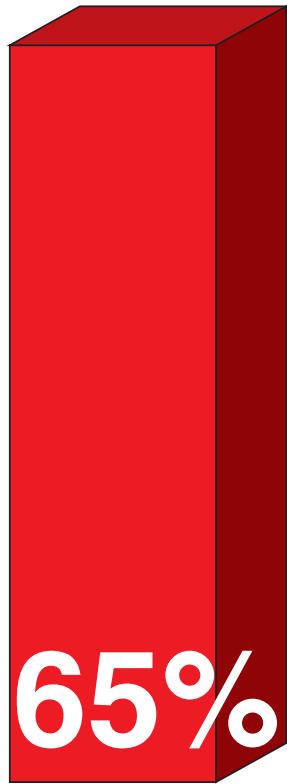
“The Bible of the industry.”
- THE WALL STREET JOURNAL

No other medium even comes close!

If you are serious about reaching the call center market, TMC is your **ONLY CHOICE!**

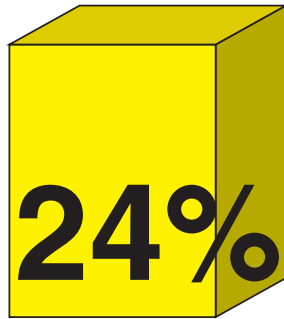
Who Reads *Customer Interaction Solutions*® Magazine?

“The standard industry source.”
- FORTUNE Magazine



Corporate Management

63,700
Total Subscribers!



Contact Center/
CRM/Help Desk
Management*



Technical
Management*

#1 In Delivering Value To Advertisers

In Print:

- High Return On Investment (ROI)
- Award-winning editorial delivers quality readers
- High-quality, targeted circulation delivers prospects with buying power
- **82 years** of editorial staff experience. Relevant, respected perspective engages readers.
- **#1** in industry recognition – industry pioneer since 1982!
- **Global 360° view** delivers successful integrated marketing, marketing support and strategies.
- **TMC Labs**® – World-renowned in-house labs tests, ranks and writes unbiased reviews of products.

Online:

- Busiest communications and technology site on Earth with 18,000,000** page views per month.
- Over 1,000,000 unique visitors per month.**
- **#1 ranked site** (out of 204,000,000 pages) on Google™ for the term “Call Center Market”***
- Targeted and timely electronic newsletters tailored to your specific needs to bring you **QUALITY LEADS!**

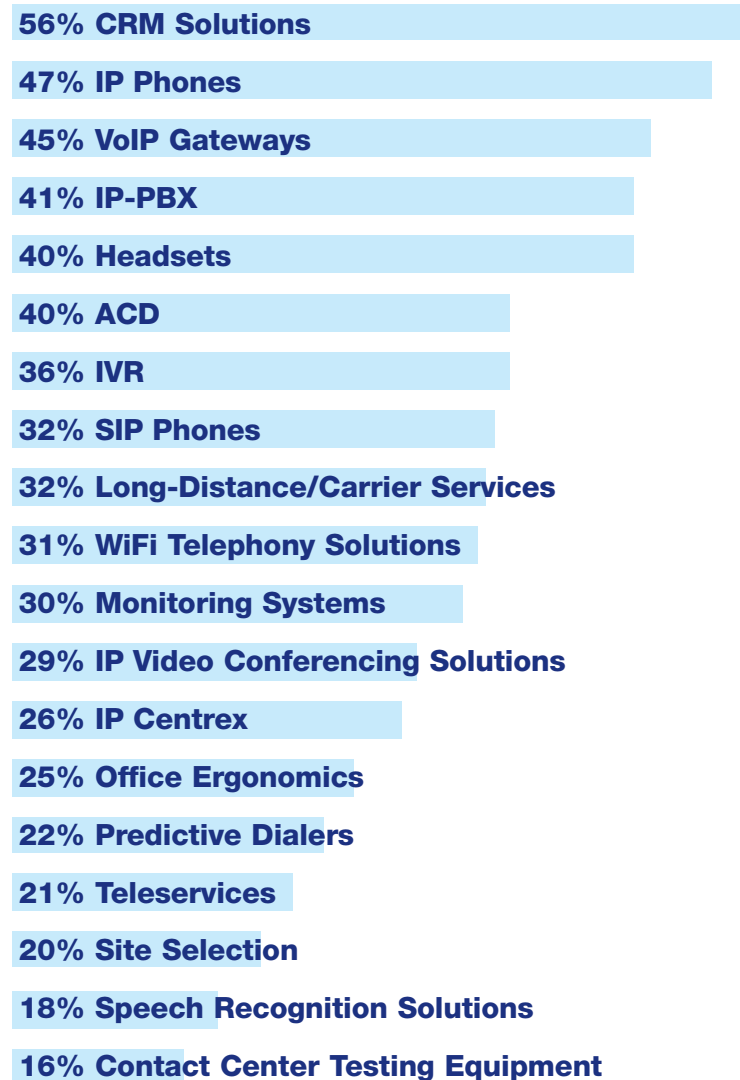
In Person:

- **#1** in sponsoring leading-edge industry events such as Call Center 2.0 Conference.

*Source: 2006 Reader Profile Survey

CIS Readers Were Asked:

Which of the following products/services do you buy, specify, recommend or approve the purchase of?*



CIS Readers Were Asked:

Which best describes your industry?*



*Source: 2006 Reader Survey

49%

of CIS readers expect budgets for technology purchases to increase in 2007.*

27%

of CIS readers buy, specify, recommend, approve, resell, distribute or influence the purchase of call center, help desk/customer support or other related products or services worth **\$1,000,000** or more.*

Reach Senior-Level Decision Makers

who select CRM, call/contact center & teleservices products and services.

66%

of CIS readers are personally involved in recommending and purchasing call center, CRM, VoIP, speech, help desk/customer support products and services.*

90%

of CIS readers expect budgets for technology purchases to increase or remain the same in 2007.*

43%

of CIS readers personally buy call center, help desk/customer support or related products or services worth at least \$500,000.00.*

*Source: 2006 Reader Profile Survey

**April 2006 Webtrends Report

***As of 8/31/2006

Trust *Customer Interaction Solutions* To Help You Meet Your Marketing Objectives

Your Carefully Crafted Message Improves Your Image, Positions Your Company as an Industry Leader, and Generates Leads.

Position Your Company

Let's face it, it is nearly impossible to sell your solutions to prospects who are not familiar with your company and do not know what you sell. Your ad in *Customer Interaction Solutions* establishes your position in your marketplace, defines the value proposition of your offering, and creates immediate brand recognition that helps your sales team open doors more quickly and effectively.

Improve Your Image

Use case studies, testimonials, and success stories in your ads to create the most positive perception of your company and to convey the benefits you offer to potential customers. Since 2/3 of *Customer Interaction Solutions* readers are selecting products and services for their companies, it is critical to your success to develop a favorable impression before this powerful audience.

Create Differentiation

Use your ad in *Customer Interaction Solutions* to convince our powerful readership why they should buy your products rather than those of your competitors.

Generate Quality Leads

In addition to the direct response leads you receive from your ad, TMC will send you a database of interested prospects in each month your ad appears in *Customer Interaction Solutions*. Collected from inquiries on TMCnet and subscription qualification forms, your monthly lead package includes complete contact information for individuals indicating that they are seeking your solutions.

Achieve Thought Leadership

By combining your ad presence with editorial series sponsorships, participation in 'round ups', and listings in 'Who's Who' sections, you elevate your company from a industry vendor to an industry 'thought leader'. Proactively extolling the virtues of your solutions help you control the perception of your company in the marketplace. *Customer Interaction Solutions* offers many 'thought leadership' opportunities that increase the value of your advertising.

72%

of CIS readers say they purchased, recommended or referred a product or service advertised in CIS magazine.*

73%

of CIS readers say they saved an advertisement or made note of the information within advertisements within CIS magazine.*

44%

of CIS readers say they requested more information as a **direct response** to an advertisement in CIS magazine.*

*Source: 2006 Reader Profile Survey

#1 In Editorial Quality And Industry Experience

82 YEARS of industry-related experience on staff

The *Customer Inter@ction Solutions*® editors, publishers and TMC® Labs staff boast a combined 82 years of sustained continuity and experience delivering insightful, solutions-focused coverage of the CRM, call/contact center, teleservices and speech technology

industries. That's not all. We also deliver the best editorial content in the call/contact center arena through a variety of special editorials in the printed magazine, eNewsletters, Webinars and online at TMCnet.com.



Nadji Tehrani, TMC's founder, is recognized as an industry pioneer. Inducted into the ATA's Hall of Fame in 2003, Mr. Tehrani has been widely credited as the single most influential force driving industry growth for the past two decades. With a deep devotion to originality, he is a visionary who thrives on moving new ideas from the laboratory to the marketplace, in science, business and industry. Mr. Tehrani studied at The Sorbonne in Paris, Randolph Macon College and the University of Virginia.

25 Years' Experience at TMC



Rich Tehrani, currently president and group editor-in-chief, has led TMC® in many capacities since 1982. Contributor of the monthly "High Priority!" column in *Customer Inter@ction Solutions*®, Rich plays a pivotal role in steering TMC® toward coverage of leading technologies and continues to be a driving force in the creation and implementation of pioneering publications and events. Rich holds a computer engineering degree from the University of Connecticut.

24 Years' Experience at TMC



Tracey Schelmetic, editorial director, has been with TMC® since 1998. In addition to her editorial duties for *Customer Inter@ction Solutions*®, Tracey contributes regular articles to TMCnet.com. Tracey frequently speaks at trade shows and industry events. She is the MVP Quality awards judge and the chief editor of the CRM Excellence Awards. Tracey holds a bachelor's degree from the Fairfield University School of Business.

9 Years' Experience at TMC



Robert Hashemian is VP of Web technologies and telecommunications at TMC®. He is also a technology editor, TMC® Labs engineer and advisor to *Customer Inter@ction Solutions*®. Robert holds a computer engineering degree from the University of Connecticut and a master's degree in engineering from Rensselaer Polytechnic Institute. Prior to TMC, he held project leadership positions at Dow Chemical and General Electric.

11 Years' Experience at TMC



Tom Keating, CTO of TMC® and executive technology editor for TMC® Labs, single-handedly helped launch TMC® Labs, the industry's most well known and respected testing lab, and has written hundreds of unbiased and objective reviews covering many technologies, including call center technologies, CRM and IP telephony. Tom also contributes informative and controversial articles to *Customer Inter@ction Solutions*®. He holds a bachelor's degree in computer science and engineering from the University of Connecticut.

13 Years' Experience at TMC

Every Issue Is Awards Are The Key To Your

(January) 2006 Product Of The Year

The Product of the Year issue serves as a starting point for the most serious buyers among our readership. Your ad reaches these solution-seekers at the critical point when they're thinking about buying.



(February) MVP Quality Awards

Place your ad in this popular issue that recognizes the teleservices companies that have made a true commitment to high ethical standards, stringent policies and challenging goals relating to customer interaction. Readers count on this issue to decide which outsourcing companies deserve their business.



(March & April) Top 50 Outbound/Inbound Awards Issue

An ad in these reader-demanded issues gives maximum exposure for teleservices agencies. Each reaches thousands of teleservices buyers looking to evaluate and select the top-ranked agencies in the world. Contact center technology vendors will also benefit, reaching their best prospects — the high-volume-buying teleservices agencies that study the Top 50 issues every year to evaluate the marketplace and size up their competition.



(May & June) CRM Excellence Awards Issues

These popular issues are used as trusted buyers' guides for enterprises looking to purchase high-quality CRM solutions. Make sure your advertising message is there to be seen!



(July) IP Contact Center Technology Pioneer Award

These awards are given to only a select few industry innovators who have created successful IP contact center products and services. Advertise your cutting-edge product or service in this special issue.



(August) Speech Technology Excellence Award

This unique award recognizes the companies that have developed innovative speech technology solutions that will improve the bottom line. Place your ad in the Speech Technology Award issue and reach thousands of speech technology seekers looking for the best solutions in the market.



(August) Corporate Profiles Issue

Position your company as an industry leader by placing an ad in this unique issue. With your 6x ad schedule, receive a FREE full-page Corporate Profile in this issue.



(September & October) TMC® Labs Innovation Awards

TMC Labs® Innovation Awards are given to only a select group of industry innovators. Special emphasis will be on CRM, workforce optimization, call/contact centers, speech and IP contact center technologies. Make sure your ad is in this special issue!



(October) Teleservices Agencies Who's Who Selection Guide

The definitive guide to providers of outsourced customer care. Our year-round reference for decision makers seeking your teleservices agency's solutions.

(December) Buyers' Guide Issue

A year-round reference for all CRM, call/contact center industry decision makers. If you are taking the time to read and review this kit, then you MUST have an ad in the Buyers' Guide.

An Impact Issue

Positioning And Differentiation

#1 In Providing Quality Sales Leads

A Golden Opportunity To Reach The World's Leading Companies When They Are Ready to Buy Your Products and Solutions

Guaranteed Lead Program™ has revolutionized the lead generation process. This streamlined system will increase your productivity exponentially, delivering targeted prospects from

elite companies while allowing you to concentrate on crafting and delivering your sales message. All you have to do is sell! What could be easier?

Here are some elite organizations provided to advertisers in TMC's Guaranteed Lead Program:

- MBNA America Bank, N.A.
- Capital One Services, Inc.
- Dow Chemical Company
- Georgia-Pacific Corp.
- Whirlpool
- Knight Ridder, Inc.
- Microsoft
- AT&T
- MCI
- Intel Corporation
- Citibank
- Toshiba
- Sun Life Financial
- Booz Allen Hamilton
- Siebel Systems, Inc.
- Alcatel USA
- Lucent Technologies
- Gateway
- ING
- Pitney Bowes
- Nortel Networks, Inc.
- Goldman Sachs
- Visa International
- Sprint
- Oracle
- Bellsouth
- Shell
- Foxwoods Resort Casino
- Siemens
- Sun Microsystems
- Avaya
- JP Morgan Chase
- Apple International Group
- Comcast Cable Corp
- 3Com
- Procter & Gamble
- SBC
- Sears
- Verizon
- T-Mobile USA
- Samsung
- United Nations
- Time Warner Cable
- Bank One Corporation
- DOT - Tolls Data Center
- American Airlines
- Johnson & Wales University
- State Of Oregon - DAS
- Accenture
- ADT Security Services
- American Express
- American Gas Association
- Minnesota Timberwolves
- Chicago Transit Authority
- Motorola
- Cole Haan
- Nissan Motor Acceptance Corp.
- Mutual Of Omaha
- Fedex Custom Critical
- Hewlett-Packard
- Officemax
- Qwest Communications
- Charles Schwab & Company
- Yahoo!
- The Honeybaked Ham Co.
- Manhattan College
- GE Consumer Finance
- PNC Bank
- Fidelity Investments
- FTD.COM
- TD Waterhouse
- Jostens
- Empire Bluecross
- Marquette University
- Provident Bank
- DuPont
- United Healthcare
- Kaiser Permanente
- Mercedes-Benz
- Amtrak
- General Motors
- Ameritrade



Differentiate Your Products!

With TMC Labs Product Reviews & Innovation Awards

TMC Labs is the crown-jewel of objective product reviews and testing.

It is the ONLY in-house testing lab that delivers unbiased product reviews for the contact center/CRM industry.

Staffed by objective engineers, TMC® Labs is yet another key differentiator that sets *Customer Inter@ction Solutions*® magazine apart from all competitors. Readers rely on TMC® Labs' unbiased reviews derived from hands-on testing conducted at our facilities in Connecticut.

TMC® Labs' engineers highlight technologies they regard as especially "unique and innovative" when they honor leading vendors with TMC® Labs Innovation Awards. In addition to bestowing the award, TMC® Labs profiles each winning vendor with individual write-ups in the September and October issues of *Customer Inter@ction Solutions*®.

2006 CUSTOMER INTER@CTION SOLUTIONS AWARDS
EFFORT CHOICE

TMC LABS

Nuasys NuContact Center 3.0
Nuasys Corp.
383 Bryant St.
Mountain View, CA 94041
Ph: 650-319-2200

By Tom Keating, CTO and Executive Technology Editor, TMC

Not very long ago, call center routing was generally performed with PBXs and ACDs, plus Kludgy CTI integration and equally complex integration with other applications. Now that VoIP offers customer interaction centers the ability to move voice over a data network, Nuasys Corp. has introduced a software model that changes the very nature of routing technology. Instead of routing voice over a switch, the Nuasys software sits on standard servers independent of the PBX. The company's newly launched NuContact Center 3.0 solution consolidates legacy ACD, e-mail and Web systems, leveraging GSM, GPOC/JOC, SIP, XML, VoiceXML and CTI. NuContact Center 3.0 utilizes standard servers using the Linux operating system and an Oracle back-end database. Because it is software based on open standards with easy interconnectivity between the "application pieces," no CTI hardware or middleware is required. This approach is desirable because it reduces both the complexity and cost of deployment.

With the availability of NuContact Center 3.0 software, agents can be located anywhere in the world, and with higher system scalability, NuContact Center 3.0 supports the use of any phone device (land, IP phone, PC phone) for remote or home-based agent operations. This capability enables customers to quickly address staffing requirements by changing call center staffing requirements. Customers can deploy agents quickly and simply by downloading the NuContact Center desktop software over the Internet and signing onto the system from any available phone set.

Figure 1: An agent can place a chat session.

The latest version supports 5,000 concurrent in to the system over the previous NuContact workflow engine graphical, rich interface that sophisticated can factor in tier metrics as fine best for Nuasys use for the voice servers. This gateway servers or distribution for in on a card phone) for remote or home-based agent operations. This capability enables customers to quickly address staffing requirements. Customers can deploy agents quickly and simply by downloading the NuContact Center desktop software over the Internet and signing onto the system from any available phone set.

Figure 2: NuContact Desktop Manager main agent screen. The NuContact Desktop Manager provides a single multimedia agent desktop for responding to phone calls, e-mail and Web chat requests. As part of the desktop, the system includes Desktop - A window management feature that automatically opens and closes desktop applications required during a call.

Figure 3: Setting business rules for handling media types. The NuContact Center allows customers to define business rules and to parameter routing decisions and agent prompts. Incoming messages are assigned to three business rules and can be redefined dynamically, on-the-fly, to address real-time changes to callcenter volumes.

ing, workflow-based Web call recording, 100 percent recording of all calls, and more. It also features an auto-detection and IVR prompting with digit collection, playback and database access. Users have the ability to monitor voice and Web collaboration sessions, and can coach agents during those sessions. The ability to "barge in" to an existing voice or Web collaboration session is also available. Call center supervisors are provided with a full set of management features available for monitoring remote agents, viewing real-time statistics and reporting on remote agent status and performance. Nuasys provides tight integration with all the major CRM players, and offers users the ability to screen pop their CRM application window directly beneath the NuContact Desktop Manager, which is NuContact Center's main call center agent interface for taking calls, e-mail and collaboration sessions, viewing statistics, and more (see Figure 2). When the call ends, the CRM

application will automatically minimize. Nuasys calls this the "Slideshow" windowing feature, and it will also automatically open and minimize any desktop application required for the call. For instance, if an agent is working in e-mail and an incoming call arrives, the application will automatically minimize the e-mail window and bring the call to the forefront along with the CRM application, sized perfectly to the same window configuration as the NuContact Desktop Manager.

One really powerful feature included with NuContact Center 3.0 is the solution's ability to define business rules that affect a center's call handling. For instance, as shown in Figure 3, NuContact Center allows users to apply weighted values to various business parameters such as media type (e-mail, fax, chat, phone), time the caller is in queue, service-level objective, and the business value or importance of the customer. As a result, users can adjust the weighting of the business values on-the-fly so that higher-tier customers effectively "jump" ahead in the queue. These quick adjustments can be done without changing routing workflows.

The platform features extensive system logs for tracking customer and agent activities, outstanding callbacks, etc. In a similar manner, it features "crawl-to-grave" Web-based report publishing which leverages Crystal Web Author for the publication of customized reports. The Nuasys NuContact Center 3.0 has an impressive array of features that makes the best of the call center world (ACD, IVR, CTI, skills-based routing) with the best of the VoIP world (IP phones, soft phones, remote IP agent capabilities, multimedia, multi-site networking and conditional routing based on real-time analytics). This combination, along with support for industry standards, is the true power behind Nuasys NuContact Center, and it will enable this platform to evolve and add more powerful functionality with tight integration to both business processes and agent productivity. ■

Subscribe FREE online at www.tmc.com

CUSTOMER INTER@CTION SOLUTIONS April 2006



TMC LABS



Tom Keating, CTO of TMC® and executive technology editor for TMC® Labs, helped launch TMC® Labs, the industry's best-known and most respected testing lab. He has written hundreds of unbiased and objective reviews covering many technologies, including call center technologies, CRM and IP contact center technologies. Tom also contributes informative and controversial articles to *Customer Inter@ction Solutions*®. He holds a bachelor's degree in computer science and engineering from the University of Connecticut.

53%
of CIS readers say they browsed the Web site of a company advertised in CIS Magazine.*

86%
of CIS readers say they spend at least 15 minutes on average reading *Customer Inter@ction Solutions Magazine*.*

*Source: 2006 Reader Profile Survey

#1 In CRM & Contact Center Coverage

As the industry's original and leading publication since 1982, we write more comprehensive, meaningful and truly informative CRM and IP contact center editorial than any other publication.

A sample of CRM and IP contact center-specific articles in recent issues:

- Creating A Culture Of High Performance In The Contact Center
- Moving To IP Telephony In The Contact Center
- Training At The Desktop: Seven Strategies For Success
- Workforce Management: The Contact Center's Easy Button?
- Four Simple Questions To Evaluate On-Demand CRM
- Hiring And Training For The Call Center: Developing The "Universal Agent" And Beyond
- Speech Technology: What's The Word Of Tomorrow?
- What's Next For CRM



“The CRM coverage in *Customer Inter@ction Solutions*[®] is the best I've seen in any of the 30+ trade publications I read.”

— Bob Fately, Vice President, Third Wave International

47%

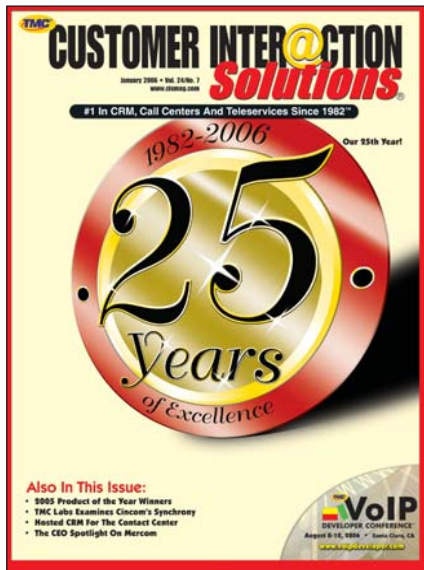
of CIS readers say they spend **at least 30 minutes** or more on average reading *Customer Inter@ction Solutions Magazine*.*

56%

of CIS readers are personally involved in the purchase of CRM Solutions for their organizations.*

*Source: 2006 Reader Profile Survey

In Print



In Person



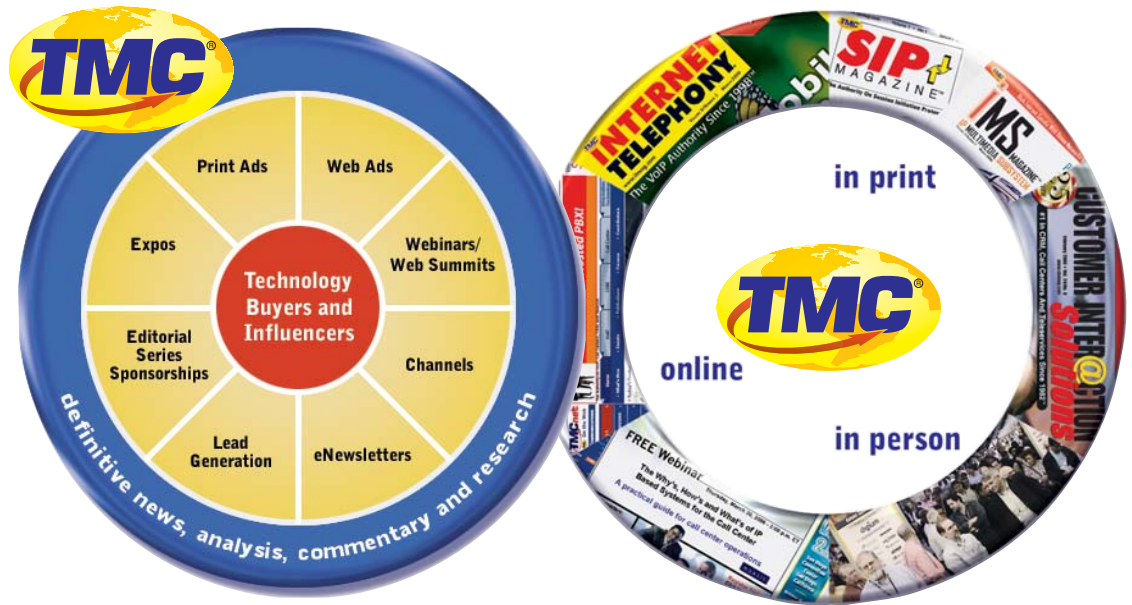
Online



Integrated

360° Global Reach

Any way you turn, TMC gives you a full range of advertising opportunities!



What makes TMC stand apart from any other player in the communications and technology business? Our 360° Global Reach - utilizing market leading vehicles across all media.

To Dominate Your Market, You Must Dominate All Media!

You can use these leading media vehicles to build an integrated program of print, online and live event marketing. Here's the proof:

- TMCnet, the leading communications and technology news portal, has been ranked among the top **1,300 most visited Web sites** in the world by Alexa.com, an Amazon.com company that monitors Web traffic. **TMCnet is viewed by nearly 1,000,000 unique visitors with 18 million page views monthly.**
- TMC publishes four print publications: *Customer Interaction Solutions*, *INTERNET TELEPHONY*, *SIP Magazine*, and *IMS Magazine*. **These publications are the leading industry trade magazines in their genre, reaching over 300,000 subscribers in total.** TMC's publications are geared toward an audience of high-level decision-makers providing experience and unbiased views of the communications and technology industry.
- TMC has four major trade shows annually, including Call Center 2.0, INTERNET TELEPHONY Conference & Expo, Communications Developer Conference and IMS Expo. Why travel the world when TMC can have the world come to you? Thousands of attendees **representing 115 countries** appreciate the targeted focus of TMC's shows, which provide valuable information they can take away and apply to their business.

Get 360° Global Reach with TMC and reach a qualified audience, highly credible content environments, and simple brand clout that no other name in communications and technology media can deliver! **No other company offers the best service in Web, Print and Trade shows.**

* Alexa ranking as of 8/28/2006

Marketing

A Million to One!

Broad scope or concentrated focus — TMC has an advertising opportunity that's right for you!

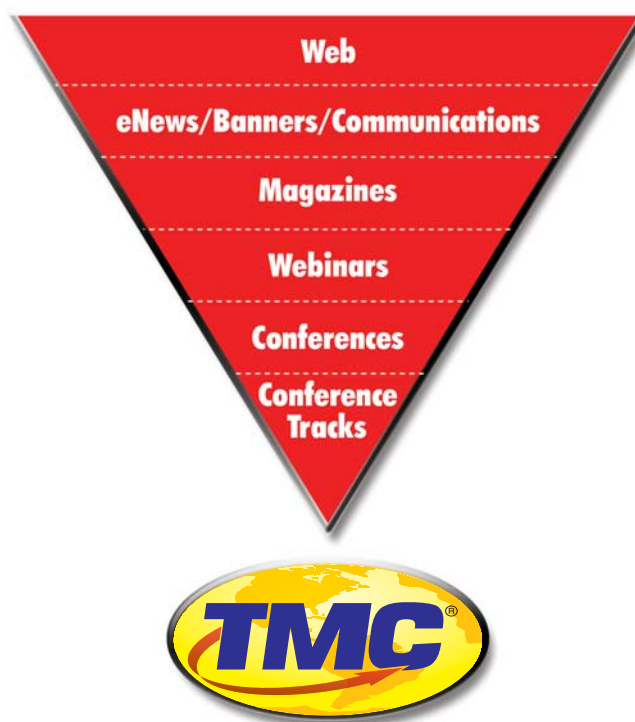
Integrated marketing should be the foundation of your marketing program, including online, print and trade shows, etc., to bring appropriate brand recognition and help you maximize your marketing ROI.

From a million visitors on our Web site, down to one-on-one relationship building at a conference track, an integrated marketing program with TMC adds value at any level of advertising.

A custom advertising program for you means:

- A media-appropriate message and content your audience is looking for at each of the particular access points they're using — magazines, Web sites, live events, Web events, newsletters, etc.
- Connecting with your best prospects and customers.
- A large number of business technology executives are delivered your message at a point when those decision makers are thinking about buying.
- A custom-built ad program around the product-focused editorial of all TMC publications, Web sites and conference programs.
- Building awareness.
- Leads! Leads! Leads!

Educate Audiences At Each Level



The choice is yours. Develop a plan on one or every level and see the rewards.

- **Print Advertising**
Reach key decision makers when buying decision are being made.
- **Buyer's Guide**
24/7/365 availability to qualified buyers. Feature your company with an enhanced listing to help you stand out! Found on our Web site plus trade show bonus distribution!
- **Webinars/Web Summits**
Receive actionable leads from pre-registration, live event attendees, and post event archive attendees. Complete Turnkey Events, Webinars are single-sponsor events while Web Summits can be sponsored by multiple companies or partners.
- **Trade Shows & Conferences**
Why travel the world seeking proprospects when TMC's live events delivers them to you? Thousands of attendees **representing 115 countries** appreciate the targeted focus of TMC's conferences and Expos.
- **eNewsletters**
Our product-focused e-newsletters deliver your marketing message in an editorial environment. Targeted, editorial-rich, e-mail newsletters can be delivered daily, bi-weekly, or monthly.
- **Whitepaper Program**
Post your whitepapers on TMCnet and receive a constant flow of quality leads. Qualified readers will be driven to your whitepapers through an extensive marketing campaign across TMC's leading media properties.
- **TMCnet Web Advertising**
Join one of the top 1% most visited Web sites in the world with our banners program. Your message, nine different advertising units, plus run of site options.
- **TMCnet Channels**
Become a search engine powerhouse! Optimized keywords will bring qualified prospects from major search engines to your fully customized page
- **Marketing Support & Strategy**
Armed with years of experience, proven expertise, and unique advertising programs, TMC can turn your marketing vision into results and achieve a better ROI — faster!

74%

of CIS readers say they visit TMCnet.com for call center/CRM news and product information.*

70%

of CIS readers share their issue of the magazine with others.*

43%

of CIS readers work for organizations with five or more call centers.*

57%

of CIS readers are employed by companies with 1000+ employees.*

37%

of CIS readers operate 500+ workstations in their organization, with 25% operating 1000+ workstations.*

*Source: 2006 Reader Profile Survey

Reach Your Target Market With TMC's Global Media Vehicles!



TMC's Global Media Vehicles reach a community of senior CRM/Contact Center executives in your key target markets. These decision makers use TMCnet, TMC print publications and trade shows to stay informed and to evaluate and select your products and services.

Reach an audience of 1,300,000 communications and technology professionals every month — the largest, highest-quality group of prospects in your target market.

High-level decision makers who use TMCnet products are:

- Corporate Management (CEO, CFO, COO)
- Corporate Executives (President, VP, DIR)
- Management: IT, MIS, Telecom/Datacom, Call Center, Engineering
- Call Center Management
- CRM Program Directors
- Marketing VPs/Directors/Managers



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Technology Marketing Corporation
One Technology Plaza
Norwalk, Connecticut 06854 USA
203-852-6800 • www.tmcnet.com