



**cable.tmcnet.com**

**Broadcast Your Solutions on the  
Leading Cable Technology Site  
and Reach a Community of  
Powerful Executives.**

- Banner Advertising
- Online Community Building
- eBooks
- Webinars
- White Papers

Powered by:



**2017**  
**Media Kit**

## Making YOUR business a success is our business.

Plug into the community of business executives seeking information about the cable technology found on Cable Spotlight. Your presence on the site will communicate your strength in the industry.

You can choose from a wide selection of marketing programs that will deliver branding, thought leadership and lead generation.

## The Right Combination

Create the right combination of content and platforms to match your customers' needs, your message and your marketing goals.

Align your brand with Cable Spotlight's leading brands and platforms covering the top-level issues and provide the tools buyers use to make good business and technology decisions.

Reaching buyers within this context will amplify your marketing efforts.



## Job Function

**Corporate Executive: CEO, President, VP, Director .....33%**

**IT Executive/Management: CTO, VP, Director, Manager .....19%**

**Sales/Marketing Management ....22%**

**Engineer .....14%**

**Consultant/Analyst/Other .....12%**

To advertise, please contact Client Services at [inquiry@tmcnet.com](mailto:inquiry@tmcnet.com) or 203-852-6800

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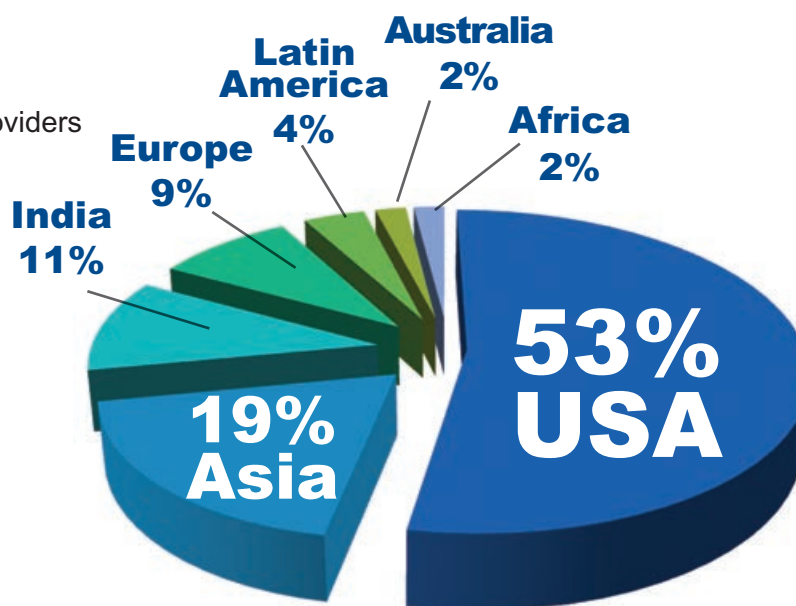
## You will reach:

- Cable-based service providers
- Hardware, software and middleware vendors
- Developers and installation providers
- Analysts and consultants
- Regulatory agencies

## Type of Business

- Enterprise
- SMB
- Government Agency/Public Sector
- MSO
- Hardware/Software/Middleware
- Telecom/Internet Service Provider
- Broadband Wireless Provider
- Engineering Deployment
- Systems Integrator/Reseller
- Wireless Services Provider
- Utility/Energy
- Consultant

## Representing Global Business



## Readers from the World's leading companies.



Accenture	OfficeMax
AOL	Oracle/PSI Broadband
AT&T	Solutions International
American Express	Pitney Bowes
Cablevision	Procter & Gamble
Cablevision S.A.	Rolls-Royce
Citibank	Scripps Networks
Comcast	Sears
DisplayLink	Siemens
Fidelity Investments	Sprint
General Motors	Sun Microsystems
Georgia-Pacific Corp.	Qwest
Hewlett Packard	T-Mobile USA
JP Morgan Chase	TD Waterhouse
Lucent Technologies	Time Warner Cable
Media Communication Corp	United Healthcare
Microsoft	Verizon
Motorola	Visa International
Motorola Mobility	Yahoo!

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## Reach business executives that are influential & planning to purchase.

Establish your brand within a strong community that enables technology and corporate executives to engage with peers, experts and our industry-acclaimed editors.

Make a connection with Cable Spotlight's audience. Reach nearly 15,000 influential business decision makers from MSOs, ISOs, IP/Telecom providers who frequent Cable Spotlight for the technology news on voice, video and data looking for solutions in 2016.



### Readers Plan to Purchase These Products in 2016\*

Product	Percent
Wireless	31%
VoIP	19%
HDTV	19%
Digital TV	18%
Test Equipment	16%
Finance	13%
Components	13%
Switched Digital Video	12%
Set Top Box	10%
Multicast	7%
Headend	7%
Gateways	7%
Docsis	7%
Programming	6%
Operation Support Systems (OSS)	4%
White Spaces	3%
Service Provisioning	3%
Regulations/Legal	2%

# 25% 70%

**has a communications and technology budget of more than \$1 Million**

**of Visitors Approve, Recommend or Determine Technology Purchases for their Company**

Source: Cable Spotlight Visitor Survey

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## On Cable Spotlight, gain unrivaled visibility and strengthen your brand

**Reach a vast community of prospects and buyers seeking solutions. Use Cable Spotlight to:**

- Create your own robust online community
- Grow your global market share
- Advertise on the daily resource for Cable technology news, products and services
- Post your white paper, podcasts and other premium content to generate highly qualified leads and enforce your reputation as a solution provider

## Choose a program that is right for you.

### Online Communities (OCs)

Your custom-designed community on Cable Spotlight, optimized with your select keywords, focuses on your specific market segment and carries only your online ads. These robust editorial platforms are built with layer upon layer of content in multiple media formats. It is populated with exclusive content, attracting influential readers. OCs are vibrant communities that, in a short time, achieve very high – even top – rankings on leading search engines. Based on the tight focus of content and value of their resources, OCs are routinely bookmarked by decision makers looking for news, product information, and partnership opportunities. .

### Banner Advertising

Grab the attention of thousands of visitors with Leaderboard, Skyscraper, Banner, Ad Box and Splash Page ads.

### Webinars

Host a Live Web Event. Receive actionable, highly qualified leads from pre-registration, event attendees, and post-event visitors who download the presentation from Cable Spotlight Webinar Archives. Cable Spotlight provides experienced support every step of the way with this turn-key marketing tool to ensure your success.

### White Paper Program

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

### Podcasts

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

### eNewsletters

Deliver your marketing message in a respected editorial vehicle with an extensive reach.

### eBook

Your exclusive Cable Spotlight branded eBook delivers your message and product information in a highly credible format.



## Online Communities (OCs)

- Create your own robust online community
- Build the daily resource for news, product information and case studies in your market
- Include interactive forums to keep visitors coming back every day
- Achieve high organic search engine prominence

### Community Building

Your OC is dedicated to community building in the B2B space by providing your target audience with extremely relevant content. Unique articles created solely for your OC will be viewed and shared by industry professionals.

### Prime Real Estate

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

### You Can Include:

- Industry news and daily feature articles
- Your Company Overview and Mission Statement
- White Papers and Podcasts
- Customer Case Studies
- Product Demos
- Training Opportunities
- Catalogs and Brochures
- Lead Capture Forms and Calls to Action
- Link to your Company Website

Cable Spotlight's expert marketing, design and editorial team have created hundreds of online communities, delivering relevant editorial and marketing messages for clients in an array of markets.

Consider how we can put our reach and expertise to work for you.



## Webinars

### Host your Webinar on Cable Spotlight A Highly Successful Lead Generator

Our Experienced Team Makes It Seamless

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

**Pre-Event:** Cable Spotlight's expert team handles all the marketing, promotion and registration.

**During the Event:** We provide the technology, utilizing the most effective conferencing software platform. We also offer an experienced Cable Spotlight editor to serve as a moderator.

**Post-Event:** No detail is overlooked in the crucial wrap-up. We collect and forward actionable leads. We continue to promote the event recording, which is available on our Cable Spotlight webinar archive for twelve months.

#### Turn-Key Events

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

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

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

## eBook

Our Cable Spotlight editorial team, will 'co-author' your eBook on the topic of your choice. This editorial format drives extra credibility and adds power to your marketing message. Our experienced team, drawn from editorial and marketing, works with your company to put together a custom marketing message that resonates with the customer and meets your goals.

#### eBook Includes:

- 1, 2 or 3 page editorial
- Your logo and product featured on the cover
- Posted on Cable Spotlight
- e-Newsletter sponsorship ad
- e-mail promotion
- PDF for your sales team and to use at trade shows



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## White Paper Program

White papers are one of the most effective ways to enhance your company's authority and credibility as a solution provider and reach key decision makers at a time when they are actively researching solutions for their company.

- Your white paper will be viewed by prospects in each market segment: Enterprise, Telecom, Broadband, Broadcast, Government/Military.
- You receive complete contact information for everyone who downloads your white paper. These valuable prospects who are downloading are seeking information to make purchasing decisions.



## How the White Paper Program Works:

You may submit up to 6 white papers which Cable Spotlight will promote to over 30,000 professionals via:

- E-Mail blasts
- Ads on a network of industry leading sites
- Promotion in eNewsletters
- Editorials on Cable Spotlight



## eNewsletters

Cable Spotlight's product-focused eNewsletters deliver your marketing message in a highly credible editorial environment. Targeted, editorial-rich, email newsletters are delivered daily, weekly, biweekly, or monthly. These achieve a vast reach among thousands of communications and technology decision makers who actively opt-in to subscribe.

Your exclusive eNewsletter sponsorship includes your 50 word description, logo and a banner. (468x60 pixels)





# High Impact Advertising

## Splash Page

Cable Spotlight'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 Cable Spotlight's splash page appears randomly, between pages of content, when the visitor is browsing the site.

### 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 throughs.
- Create a complex advertising message.

### Splash

Dimensions

600x375 pixels, 72 dpi,  
60k max

Acceptable Files: .gif, .jpg,  
.swf, .png, l-frame



### Leaderboard

Dimensions

728x90 px  
72 dpi, 100k max

Acceptable files:  
.gif, .jpg, .swf,  
.png, l-frame



### Skyscraper

Dimensions

125x600 px  
72 dpi, 100k max

Acceptable files:  
.gif, .jpg, .swf,  
.png, l-frame

### Ad Box

Dimensions  
336x280 px

72 dpi, 40k max  
Acceptable files:  
.gif, .jpg, .swf,  
.png, l-frame

### Button

Dimensions  
336x125 px

72 dpi, 40k max  
Acceptable files:  
.gif, .jpg, .swf,  
.png, l-frame

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## Editorial Leadership



### David Rodriguez, President

David Rodriguez identifies new areas of opportunity for TMC while ensuring effective execution of editorial and sales missions, and ultimately, client satisfaction. Under his direction, TMC online media vehicles have earned market-leading positions by constantly growing revenue and market share for their clients.



### Erik Linask, Group Editorial Director, TMC

Erik Linask oversees the editorial content and direction of TMC's online and print vehicles. He was previously Group Managing Editor. Prior to joining TMC, Erik began his career at management consulting firm Leadership Research Institute.

## TMC's Editorial Team

Rich Tehrani - CEO

Erik Linask - Group Editorial Director

Paula Bernier - Executive Editor

Peter Bernstein - Senior Editor

Stefania Viscusi - Assignment Desk Editor

Gary Kim - Contributing Editor

Bob Emmerson - TMC European Editor

David Sims - TMCnet Contributing Editor

Susan J. Campbell - TMCnet Contributing Editor

Linda Dobel - TMCnet Contributing Editor

Tony Rizzo - TMCnet Web Editor

Robbie Pleasant - TMCnet Web Contributor



### Rich Tehrani - CEO

You can rely on the reach and expertise of Cable Spotlight. With a Cable Spotlight marketing campaign, you will have individualized attention from our expert marketing team who will support your needs to develop and execute a top-notch marketing program, custom designed to match your needs. We look forward to exceeding your expectations.

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