

Global Online Community Program

Build Your Own Community of Dedicated Readers on TMCnet



Global Online Community Program

- Your Own Dedicated Team Of Editors
- Minimum of 15 Original, Exclusive Articles Posted Weekly
- Hundreds of Relevant News Stories Posted Daily
- Leading Organic Ranking on Major Search Engines
- Thousands of Monthly Visitors Guaranteed
- Monthly Online Promotions Reaching 2 Million+ Professionals
- 24/7 Tracking
- Print Promotions Inviting 600k + Professionals to your Community
- Prominent Product Showcase Display
- Calls to Action for Immediate Inquiries and Leads



2009



www.TMCnet.com

Your Community on TMCnet Builds Market Share

- Position your company as an authority in your market
- Deliver relevant news that is updated consistently throughout each business day
- Provide strategies and ideas that can improve how your customers do business
- Enable daily communications to strengthen awareness of your products and services
- Showcase your advertisements in an environment strictly your own

TMCnet's Global Online Communities™ (GOCs) are robust news platforms, built with layer upon layer of content in multiple media formats.

Your GOC focuses on your specified market area, and is populated and designed in conjunction with TMCnet's expert team of Web designers and editors.

Within a brief time, your vibrant community can achieve top rankings on leading search engines.

Based on the tight focus of its content and resources, your GOC is bookmarked by decision makers who join these communities seeking solutions, including specific product and service information and partnership opportunities.

All GOCs are highlighted on every page on TMCnet, appearing in the top tabs - including the TMCnet home page.

INFLUENTIAL

64%

of TMCnet visitors influence purchases at their companies

POWERFUL

Company Size for TMCnet Visitors:

\$1 Billion+ 24.4%

\$500M - \$999M 9.6%	\$10M - \$99M 16.4%
\$100M - \$499M 9.2%	Up to \$10M 40%

- Annual Revenues



Reach An Influential Audience in a Powerful Way

Global Online Community Features:

- Introductory paragraph describing your company and explaining the purpose of the community
- Dedicated News Feed - Improves SEO and prompts bookmarking
- Video Player - Post interviews, product demos, relevant news feeds
- An "Ask the Expert" column
- Your own company blog to communicate important news, announcements, product releases, and partnerships
- Product Showcase area
- Partner Spotlight area
- Calls to Action (for lead generation)
- Bi-weekly eNewsletter
- Links to important sections of your own corporate website
- Site is constantly surrounded by your corporate banner ads and messaging

Community Building

Your GOC is dedicated to community building by providing your target audience with extremely relevant content. Unique articles created solely for your GOC, are discovered and virally spread, leading to larger numbers of targeted readers. More content yields more readers, which leads to more bookmarking and more virally spread content, and ultimately, more qualified sales leads for you.

Prime Real Estate

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

More Content, More Visitors

TMCnet editors publish at least 15 unique stories per week exclusively for your community. This amount of content brings a larger audience and increases search engine prominence. The average GOC receives about 28,000 monthly page views*.

True Multimedia Experience

A GOC is the ultimate way to position your company as the thought leader in your particular segment. A GOC is a true multimedia experience with authoritative, focused content and a comprehensive and layered design.

Webtrends 2008*



AUDIENCE

GOC Design: How It Works Before and After Launch

Building Your Global Online Community (GOC) on TMCnet

What's the first step in creating your GOC?

A kick off meeting will be arranged immediately upon signing your contract. After an introduction to your team of GOC experts, the procedures will be reviewed, timelines created and the function/messaging of your GOC will be established. We will encourage brainstorming and collaboration for your GOC features. Then, we will determine and execute them.

Who creates and builds the site?

One of TMC's experienced Web designers will work exclusively with you and your creative team to create a site that will complement your company's own Web site - incorporating the reflective of your own site while building in strategic SEO to maximize its presence on major search engines. We will work together to include your messaging and branding, logos, images and offline contact information.

Once designed, TMCnet's team of editors will start populating the site with original content specific to your community topic.

When will our community 'go live'?

Your own customized community will be ready within about 30 days from our initial consult.

Can we edit design after our community goes live?

Your designer will continue to work with you after your GOC goes live to maintain, update, modify, and optimize the performance of your GOC. Continuous updates are made to ensure SEO is maximized.

TMCnet's team is always available and ready to accommodate changes to your GOC as necessary or requested. It is our goal to ensure the ultimate success of your GOC. Improvements and adjustments can be made at any time as a team effort. We will maintain the best and most effective GOC for its topic dominance and your company's recognition and sales growth.



GOC Content: What is Behind the Site's Driving Force

More Content Means More Traffic

A seasoned TMC editor will be assigned to your GOC and will be dedicated to posting exclusive, original articles to your GOC daily. At least 15 articles will be posted to your GOC every week. This keeps the content fresh, compelling return visits. This frequently updated content is also the key driver for the SEO of your community. Most GOCs rank in the first five organic results on all major search engines.

Where does the content come from?

TMCnet's editorial team creates exclusive editorial content from numerous authoritative sources around the globe to post to your GOC every single day.

How many articles will be posted?

At least 15 new, original articles will be posted to your GOC every week, delivering fresh content and increasing the value of your GOC to attract new visitors and keep current visitors returning. The ultimate goal is to create a content-rich community that will prompt visitors to bookmark and return to your GOC often.

When do articles start being added?

Our team of editors begins populating the site with content specific to your community topic the day it goes live.

Is an editor specifically assigned to your GOC?

Yes. Your GOC will be assigned to an editor who will continually oversee the content. This editor will also work with you to ensure your company's news and messaging is covered prominently in your community. The editor will reach out to you every week via email or by phone for new stories, approvals, releases, interviews, etc. to expand the depth and breadth of content.

What's the process for new articles written about your company?

Your editor will be in touch with you regularly to exchange newsworthy ideas and write stories relevant to your company. TMC offers top-level service to convey your messages.

39% of search engine users believe that the companies whose web sites are returned among the top search results are the leaders in their field.

Testimonial

TMC and its GOC's have helped us communicate our value proposition effectively and has been a large part of our success. TMC has enabled us to spread the word about Open Source Telephony and our role in assisting its adoption.

This in turn has resulted in double-digit quarter-over-quarter growth rates for Sangoma and increased returns to our shareholders, many of whom are also customers and partners.

Sangoma's revenue grew 24 per cent in Q3 relative to our previous record Q2 numbers as new products gained traction in the marketplace. It is gratifying to see that with the help of TMC we are increasingly meeting customer needs.

David Mandelstam
Sangoma Technologies President and CEO



GOC Promotion: How We Make Your Community Known

TMC Promotional Vehicles Drive Traffic to Your GOC

When do promotions for our GOC begin?

The day your GOC goes live on TMCnet, promotional efforts are up and running.

What promotions will be implemented?

- TMC's creative team will create full-page print ads to run every month in relevant TMC publications, the leaders in their markets.
- An online banner ad is built and posted on TMCnet, promoting your community to TMCnet's nearly 3 million monthly visitors.
- Your community and its description are listed on the Global Online Community page on TMCnet.
- A dedicated eNewsletter is created and distributed based on your community's topic. A subscription box is prominently displayed on your community, providing a steady stream of new subscribers month after month.

What kind of promotions are implemented on day one?

- A press release announcing your new community is posted to TMCnet on your launch date. This release is frequently picked up in 'News Alerts' and often appears on the 'News' pages of these search engines.
- Announcement e-mail blast is sent to the appropriate TMC e-mail distribution lists, reaching thousands of key prospects.

Will our community be promoted via TMC's leading publications?

Customized full-page ads will run in all relevant TMC print vehicles. (Combined readership of over 600,000.) *INTERNET TELEPHONY*, *Customer Interaction Solutions*, and *Unified Communications* provide a powerful way to reach high-level decision makers who are looking for solutions for their company. Your GOC ad in our magazines will drive traffic to your site as well as increase your brand recognition.

Banner ads reinforce your brand on your GOC.

Web Banner



- Ad Box
- Leaderboard
- Skyscraper



Email Blast

eNewsletter

GOC Results/Tracking: Measuring Its Reach and Performance

Keeping Tabs on Your GOC

TMC's team will send you regular reports of the traffic flowing through your GOC. In addition, access to "24/7" data will be made available so you can monitor results more closely on your own.

How is the success of our community measured?

TMC uses 24/7 to monitor and track every aspect of your GOC.

Are periodic reports provided about the performance of our GOC?

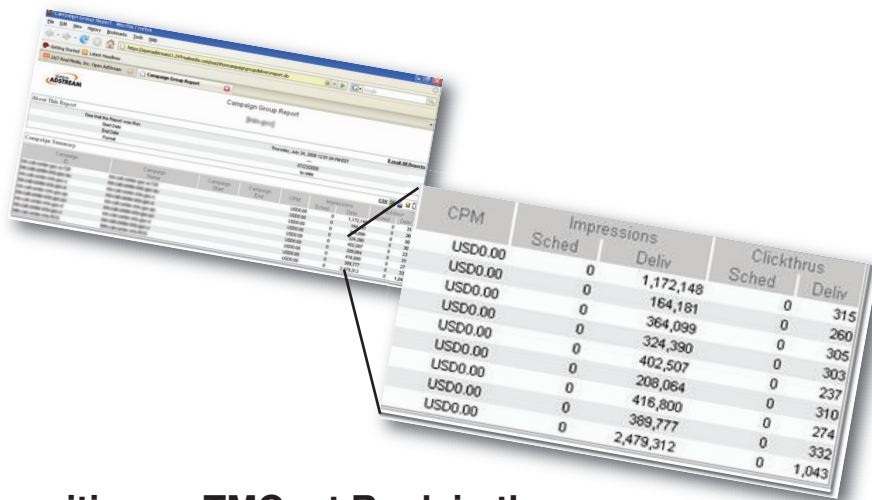
Yes. A weekly report will be provided to you via e-mail. This will contain detailed traffic and click through rate information on specific areas and links on your GOC. Additionally, a monthly report monitors traffic of your GOC.

Can I have access to "24/7" reporting?

Yes. You will be provided with your own access to your GOC's tracking on 24/7 which is available to you 24/7/365.

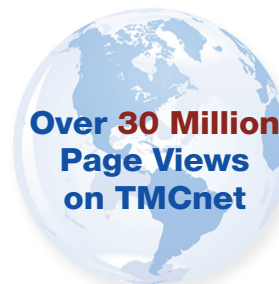
Can we make adjustments to improve performance of our community?

Absolutely. Our team will work collaboratively with you to constantly optimize your community. Our team will make suggestions to help bring better results.



Many Global Online Communities on TMCnet Rank in the Top 5 Organic Results on Major Search Engines - Many are #1.


- Your TMCnet Global Online Community (GOC) reaches more prospects to drive more quality leads, faster.
- Many TMCnet GOCs Rank #1 or first page for relevant searches on the three major search engines.
- Many TMCnet GOCs achieve higher counts of unique visitors worldwide than their sponsors' own Web sites.
- Quantcast data proves TMCnet GOCs outreach other entire communications and technology media sites.



Global Online Communities Owners on TMCnet



About TMCnet & Contact Information

 **Technology Marketing Corporation (TMC) is a full-service integrated global media company helping our clients build communities in print, in person and online.**

TMC publishes *Customer Interaction Solutions*, *INTERNET TELEPHONY*, *Unified Communications*, and *IMS Magazine*. TMC is also the first publisher to test new products in its own on-site laboratories, TMC Labs.

TMCnet, TMC's Web site, is the leading source of news and articles for the communications and technology industries. TMCnet is read by nearly one million US visitors according to Quantcast* and by two to three million unique visitors each month worldwide, according to Webtrends.

In addition, TMC produces INTERNET TELEPHONY Conference & EXPOs (ITEXPO) East and West, Call Center 2.0 Conference and Communications Developer Conference.

Partner with TMCnet to Take Advantage of:

- **A first-rate team of industry expert bloggers**
- **80+ contributing editors**
- **More than 3,000 relevant news items and articles posted daily**
- **Superior SEO ranking many pages in Top Five on major search engines**
- **2-3 million unique visitors every month according to Webtrends**
- **Over 30 million page views every month according to Webtrends**


Testimonial

At Broadvox, we're very happy with our Global Online Community. It has dramatically increased our visibility in IP Communications. About 95% of our unsolicited contacts come through Google where we're listed near the top. Our GOC has gone from 40,000 unique visitors per month to as high as 93,000 in only five months. Plus our partners have gained visibility, using our site to post their articles, press releases and white papers. When these items are downloaded, the users' access information is captured just for them.

The TMC team has been fantastically responsive in design, posting new items and removing competitive information. Typically everything our partners send gets posted the same day. We've seen true professionalism at every level.

David Byrd, V.P. of Marketing and Sales
Jill Howard, Marketing Communications Specialist
Broadvox

For more information about TMC, visit www.tmcnet.com or call 203-852-6800.

 TMCnet is the world's leading communications and technology Web site. 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 make TMCnet 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 two to three million unique visitors each month worldwide, according to Webtrends. TMCnet is also proud to have received commendation regarding our editorial quality from legend Warren Buffet regarding a Geico article (<http://blog.tmcnet.com/blog/richtehrani/warren-buffett-sends-a-letter-to-tmcs-tracey-schelmetic.html>). (*Quantcast is an independent Web site that monitors U.S. Web traffic).