

IT
IT.TMCNET.COM



The Community for what's happening daily in the fast-paced IT industry providing:

- Breaking News
- Event Updates
- Feature Stories
- Prominent Bloggers
- Case Studies
- Topic Specific Channels
- Resources and More...



2010



IT.TMCnet.com

Expand Your Reach With The Fastest-Growing Community of IT Professionals on the Web

IT assets are vital to any organization.

Data and the ability to share and manipulate it better and faster are key competitive advantages. IT solutions affect countless aspects of how we work, communicate, travel, educate and live.

IT changes so rapidly, even daily. If IT professionals fall behind, they jeopardize their employers' success.

IT.TMCnet.com gives IT professionals and corporate management the resources to stay ahead of the IT market.

This portal helps them capitalize on developments that boost efficiency, increase security, lower costs, and ultimately, improve the bottom line.

This site is the eminent resource for professionals who need to keep up to date on changes in the swiftly evolving IT marketplace. Hundreds of relevant news stories and featured articles are published daily on IT.TMCnet.com, covering IT's numerous facets such as hardware, software, architecture, security, storage, networking, automation, virtualization, cloud computing and more.

Delivering breaking news, blogs by industry authorities, case studies, event updates and hundreds of featured articles written by our staff of experts, IT.TMCnet.com serves professionals at the C-level and their employees in public and private sector organizations around the world.

IT is an economic driver.

The need for organizations of all sizes to invest in IT continues, even while various sectors of the economy face uncertainty. Developments in technology – particularly security, networking, automation, virtualization, mobility and wireless segments – drive demand. IT.TMCnet offers you a powerful means to connect with those acquiring new technology solutions.

IT.TMCnet's daily updates enable professionals to:

- Monitor industry news and developments
- Analyze and compare new products, services, applications and platforms
- Track IT companies' activities and developments "inside the industry"
- Monitor financial performance and M&As
- See where the movers and shakers are heading
- Follow regulatory issues
- Gather information to make RFPs and decisions regarding purchases and services

Who relies on IT.TMCnet.com?

- C-Level and senior IT professionals; IT staff
- C-Level and senior Business Management
- Developers
- Service and installation providers
- Analysts and consultants
- Regulatory agencies
- Investors

Your company belongs on IT.TMCnet if you offer technology solutions in:

- Hardware, devices and storage
- Architecture and networking
- Security
- Automation
- Virtualization
- Mobility and wireless
- Software, middleware and development

The screenshot displays the IT.TMCnet.com website. At the top, there's a navigation bar with 'IT CHANNELS' and 'COMMUNITIES'. Below this, there are several featured articles and sections. On the left, there's a 'BREAKING NEWS' section with headlines like 'China Cationism to Report Third Quarter 2009 Financial Results' and 'TrendMicro Announces New Addition to Server Management Team'. In the center, there's a 'PHYSICAL INFRASTRUCTURE MANAGEMENT' section with a 'PANDUIT' logo and a headline 'Drive Sustainable Cost Savings with Real-Time Monitoring and Management Solutions'. On the right, there's a 'LATEST IT NEWS' section with a 'Aurora Networks' logo and a headline 'Aurora Networks Intros New QAM Transmitter'. At the bottom, there's a 'GENERAL INFO' section with contact details for Technology Marketing Corporation.

For advertising information please contact:
 Eastern Region: John Grogan, Director of Business Development – jgrogan@tmcnet.com or 203-852-6800 ext. 133
 Western Region: Matt Weiner, VP of Business Development – mweiner@tmcnet.com or 203-852-6800 ext. 118

IT.TMCnet is supported by TMCnet and its dominant resources

IT.TMCnet.com is hosted by TMCnet, by far the world's largest communications and technology Web site. With more than 100 successful Channels and Global Online Communities carrying 4 million pages of content, TMCnet has a powerful, extensive online presence.

TMC's proprietary content-targeting technology and its massive team of experienced editors, bloggers and global contributors provide a formidable amount of focused content across an array of market niches. These unrivaled assets can cost-effectively extend your company's reach to prospects at all stages of purchase research, comparison, specification, and finally, authorization.

What traffic does IT.TMCnet.com obtain?

- Launched in June 2008, the site has experienced steady growth.
- Average page views per visit: 3.97
- Average visit duration: 24.25 minutes
- Since April 2009, page views on IT.TMCnet.com have increased by 198% and visitors have jumped by 271%

October 2009

Page Views..... 1,455,823
 Unique Visitors..... 459,033

September 2009

Page Views..... 1,368,005
 Unique Visitors..... 348,537

August 2009

Page Views..... 841,944
 Unique Visitors..... 213,638

July 2009

Page Views..... 741,090
 Unique Visitors..... 187,334

June 2009

Page Views..... 560,344
 Unique Visitors..... 143,274

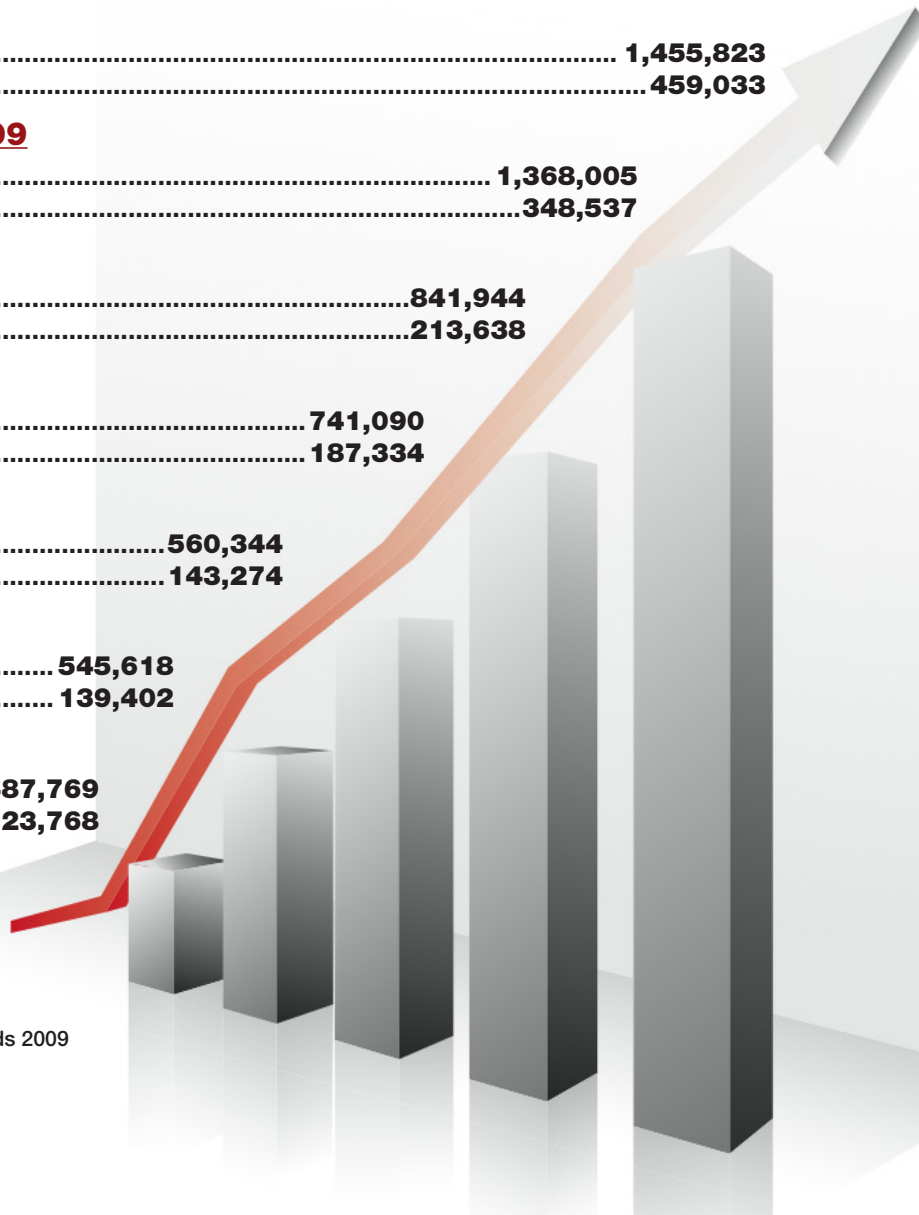
May 2009

Page Views..... 545,618
 Unique Visitors..... 139,402

April 2009

Page Views..... 487,769
 Unique Visitors..... 123,768

Source: Webtrends 2009



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On IT.TMCnet.com, gain unrivaled visibility, strengthen your brand, gain fresh leads and nurture them

Reach a vast community of prospects and buyers seeking solutions. Use IT.TMCnet.com to:

- Create your own robust online community and gain top SEO
- Grow your global market share
- Advertise on the daily resource for IT news, products and services
- Post your White papers, Podcasts and other premium content to generate highly qualified leads and augment your reputation as a thought leader and solution provider

Harness the power of the growing IT.TMCnet.com audience with these resources:

Global Online Communities (GOCs)

Why pay per click when you can hold a very high - often the #1 - organic position on search engine results pages? Your custom-designed community on IT.TMCnet.com, labeled with your select keywords, focuses on your specific market segment and carries only your online ads. These robust editorial platforms are built with layers of information in multiple media formats. It is regularly populated with exclusive content, attracting influential readers. Based on the tight focus of content and value of their resources, GOCs are routinely bookmarked by decision makers looking for news, product information, and partnership opportunities. See page 8.

IT.TMCnet.com Channels

Become a search engine powerhouse! You virtually “own” optimized keywords to bring qualified prospects from major search engines to your fully customized page. A Channel is a powerful instrument to develop a community for professionals seeking specific information while it brings content about your company’s products and solutions. Your Channel is capped with your leaderboard ad and only your marketing messages appear. See page 9.

Space advertising on IT.TMCnet.com

Grab the attention of thousands of visitors with Leaderboard, Skyscraper, Banner, Button, Page Curl, Ad Box and Splash Page ads. See pages 6 & 7.

Webinars

Host a Live Web Event. Receive actionable, highly qualified leads from pre-registration, live event attendees, and post-event visitors who download the presentation from TMCnet Archives. TMC provides experienced support every step of the way with this turn-key marketing tool to ensure your success. See page 10.

White Paper Program

Your fresh ideas will generate fresh leads! Post your white papers on IT.TMCnet.com 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. White papers are archived for 18 months.

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 IT technology ideas and solutions. Consider a podcast in another language to extend your reach into developing nations.

eNewsletters

Deliver your marketing message in a respected editorial vehicle with an extensive reach. See page 10.

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About IT.TMCnet.com

IT.TMCnet.com helps professionals stay on top of developments in the market for IT technology solutions. This is the centralized portal providing news, strategies and case studies of those who are innovating in this competitive marketplace. IT.TMCnet covers technology developments that positively affect so many facets of our professional and personal lives.

IT devices and solutions are covered extensively by TMCnet writers daily. IT.TMCnet is published as a part of TMCnet, by far and away the most visited communications and technology Web site in the world.

This site helps IT professionals and users:

- Monitor industry news and developments
- Analyze and compare new products, applications and services
- Track IT companies' activities
- Monitor financial performance and M&As

More Content + Fresh Updates = More Traffic + Higher SEO

TMC's global editorial team posts hundreds of relevant articles and fresh news stories to IT.TMCnet every day. This updated content prompts return visits, builds links and maximizes the site's SEO.

TMCnet is read by as many as 3 million unique visitors every month, drawing upwards of 30 million page views monthly. Visitors to TMCnet explore its various market segment portals, including IT.TMCnet, Global Online Communities and Channels. Take advantage of its vast reach and power!

Web Site Visitors/Month

TMCnet.com	1,971,598 *
IT.TMCnet.com	348,537 *
Informationweek.com	251,000
Eetimes.com	123,000
eWeek.com	232,000
Bitpipe.com.....	48,600
PCmagazine.com.....	2,000



* Source: Webtrends, 2009.
All other data: Quantcast, 2009, est. for USA traffic.

POWERFUL

Company Gross Sales for IT.TMCnet Visitors

\$1 Billion+ 18%

\$500M - \$999M 6%	\$50M - \$99M 5%
\$100M - \$499M 14%	\$10M - \$49M 12%
	\$1M - \$9.9M 17%

INFLUENTIAL

79% of IT.TMC.net
visitors influence
purchases

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Leaderboard

728x90 px
72 dpi, 50k max
Acceptable Files:
.gif, .jpg, .swf,
.png, l-frame

Skyscraper

125x600 px
72 dpi, 70k max
Acceptable Files:
.gif, .jpg, .swf,
.png, l-frame

Ad Box

336x280 px
72 dpi, 30k max
Acceptable Files:
.gif, .jpg, .swf,
.png, l-frame



Most advertising units can be customized to “expand and contract” giving your advertising message mega presence and the ability to highlight more pertinent information.

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Page Curl

Info Tech'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

Page Curl

640x480 pixels
 Live area is smaller
 72 dpi, 75k max
 Acceptable files: .gif, .jpg, .png, Rich Media Enabled



Splash Page

Info Tech's Splash Page is a standalone 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 Info Tech 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.
- Has the ability to animate the advertisement to create excitement and increase click throughs.
- Create a complex advertising message.

Splash

640x375 pixels
 72 dpi, 60k max
 Acceptable files: .gif, .jpg, .swf, .png, 1-frame



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Global Online Communities (GOC's)

Your custom-designed resource does it all:

- Builds awareness with your robust online community
- Serves as the daily resource for news, product information and case studies in your market segment
- Achieves high - often top - organic search engine prominence
- Generates leads and nurture them with exclusive content
- Educates prospects with a dedicated biweekly eNewsletter
- Outperforms PPC ads for value
- Seamlessly integrate with your Web site

Global Online Communities have proven their value repeatedly. They deliver superior organic results on the leading search engines.

- **68%** of search engine users click results on the first page.¹ With the growth of mobile search, this number is likely to increase.
- **39%** of those conducting searches believe that companies whose Web sites are among top results are the leaders in their field.¹
- **3 out of 4 user "click-throughs"** from search engines to a Web site are the result of that site's optimized, organic search results, rather than a pay-per-click ad.²
- **71%** of clicks on PPC ads are navigational with the ad serving as an easy way to reach an already familiar Web site, rather than reaching new prospects.³

1(IProspect/Jupiter)

2(Clickstream American Internet User Survey)

3(Atlas Institute)

Community Building

Your GOC is dedicated to community building in your market segment by providing your target audience with extremely relevant, helpful content. Featured articles created solely for your GOC are discovered and virally spread over time, leading to larger numbers of targeted readers. More content attracts more readers which leads to more bookmarking and more link building.

Prime Real Estate

GOCs have the ultra-premium location at the top of all of the 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 Featured Articles per week exclusively for your community. These articles highlight your company's products, services, applications, management, partnerships and other news. This amount of content brings a larger audience and increases search engine prominence. The depth of articles enables being found through long-tail searches. Within the first 6 months of launch, a GOC typically attracts 100,000 page views. Some GOCs gain 20x the traffic of the sponsor's own Web site.

True Multimedia Experience

A GOC is the ultimate way to position your company as the thought leader in your particular segment. They can post video demos and interviews, white papers, spec sheets and brochures, podcasts and more content. This additional content can be accessed when interested readers supply their demographic and contact data, giving your sales team fresh, actionable leads.

Obtain Excellent ROI

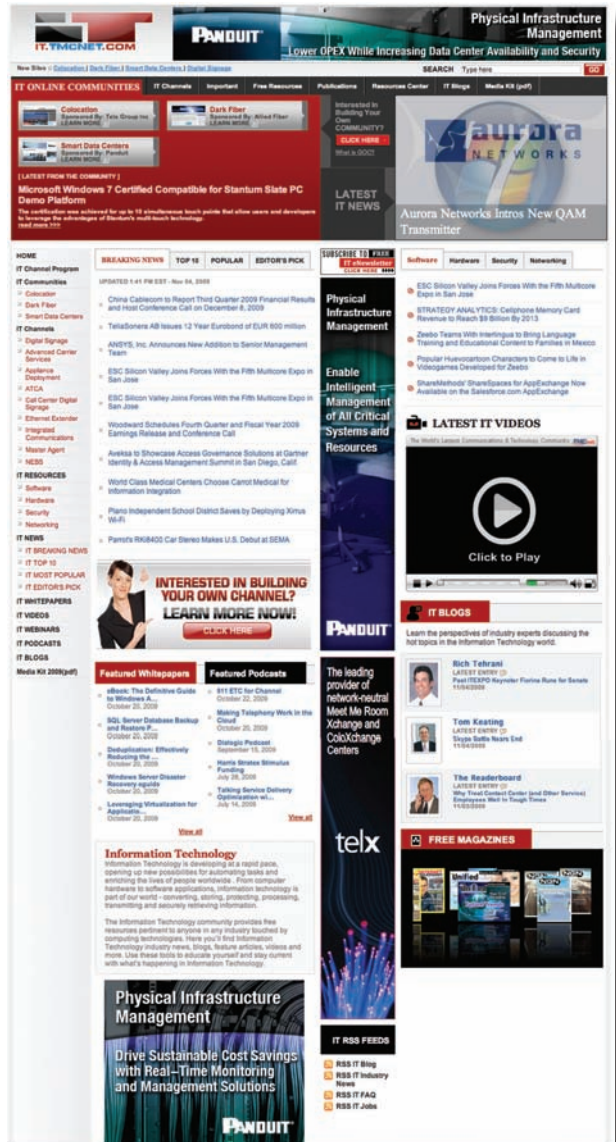
GOC sponsors have renewed their communities 90% of the time their contract expires. They realize that the superior SEO results, exclusive editorial content, customized design, bi-weekly eNewsletter and powerful reach of TMCnet deliver outstanding value in their marketing portfolio.

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Webinars Program

Host your Webinars on IT.TMCnet - A Highly Successful Lead Generator

Our Experienced Team Makes It Seamless

IT.TMCnet makes 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: Our expert team handles all the marketing, promotion and registration. A veteran IT.TMCnet editor is available to help you develop content.

During the Event: We provide the technology, utilizing the most effective conferencing software platform. We also offer an experienced IT.TMCnet 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 online, and often in TMC magazines as well. The event is available in our Webinar Archive on TMCnet long afterward.

Live Web Events are typically one hour long. We also offer 90-minute events, since the Q & A period often prompts lively interaction.

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

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

Brand Recognition and Lead Generation

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

eNewsletters

IT.TMCnet's product-focused eNewsletters deliver your marketing message in a highly credible editorial environment. Targeted, editorial-rich, e-mail newsletters are delivered daily, weekly, bi-weekly, or monthly. They are subscribed to on a strictly opt-in basis.

These achieve a vast reach among thousands of communications and technology decision makers. IT.TMCnet's eNewsletters focus on an array of topics covering numerous facets of technology and communications. Becoming a sponsor of an eNewsletter positions your company as a thought leader and reinforces your branding.

Grab market share in the competitive IT marketplace

Use the editorial expertise, marketing experience, design skills and SEO expertise of the team behind IT.TMCnet.com

Please contact us today to discuss how we can put our proven means to connect with marketplace decision makers to use for your company.

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Our 100+ Member Global Editorial Team

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.

Tom Keating, Executive Technology Editor

Tom Keating, CTO of TMC and Executive Technology Editor for TMC Labs, has over 10 years of experience within the communications industry. In fact, Tom helped to launch the industry's first magazine covering the VoIP industry and wrote the first product review of a VoIP product from VocalTec. When he isn't testing communications, wireless, and call center products, he writes quite copiously for his renowned blog: <http://blog.tmcnet.com/blog/tom-keating/>.

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.

Michael Dinan, Group Managing Editor, TMC

Michael Dinan joined TMCnet's editorial team in April 2008. He worked the previous four years as a reporter for the Greenwich Time newspaper, covering social services, health, housing and the waterfront.

TMC's Editorial Team

Nadji Tehrani - Chairman	Amy Tierney - TMCnet Web Editor
Rich Tehrani - CEO	Erin Harrison - Senior Editor, TMC
Dave Rodriguez - President	Kelly McGuire - TMCnet Editor
Erik Linask - Group Editorial Director	Marisa Torrieri - TMCnet Editor
Michael Dinan - Group Managing Editor	Patrick Barnard - Senior TMCnet Editor
Tom Keating - CTO and Executive Editor	Gary Kim - Contributing Editor
Paula Bernier - Executive Editor, IP Communications Group	Bob Emmerson - TMC European Editor
Brendan B. Read - Senior Contributing Editor	David Sims - TMCnet Contributing Editor
Stefania Viscusi - Assignment Desk Editor	Susan J. Campbell - TMCnet Contributing Editor

Contributors

Aaron Sipper	Brough Turner	Jai C.S.	Narayan Bhat	Scott Guthery
Dr. Alan Solheim	Calvin Azuri	Jason Lackey	Nathesh	Seamus Hourihan
Anamika Singh	Carl Ford	Jay Seaton	Nitya Prashant	Shamila Janakiraman
Andreas Potyka	Carolyn J. Dawson	Jayashree Adkoli	Olga Yashkova	Shidan Gouran
Andrew R. Thomas	Craig Collins	Jeff Hicks	Paul Lohnes	Shireen Dee
Anil Sharma	Craig Settles	Jeff Hudgins	Peter Brockmann	Siegfried Luft
Anita B.	Cynthia S. Artin	Jeff Orr	Peter Schmitt	Steve Shaw
Anshu Shrivastava	Dan Miller	Jon Arnold	Pramila S. Raj	Steven Johnson
Anuradha Shukla	Dave Ginsburg	Jyothi Mahalingham	Radhika Raghunath	TeleTech
Ari Zoldan	David H. Yedwab	Jyothi Shanbhag	Raja Singh Chaudhary	Thierry Grenot
Art Rosenberg	Divya Narain	Kevin G. Coleman	Rajani Baburajan	Tim Passios
Arun Satapathy	Ed LaBanca	Kevin Sheehan	Raju Shanbhag	Tom Cross
Arvind Arora	Fred Goldstein	Lance Whitney	Ranjit Nayak	Tom Tovar
Barkha Bathwal	Guenter Brast	Mani Soundararajan	Renga Prakash	Tom Wheeler
Barlow Keener	Harald Zapp	Marc Wildner	Richard Watson	Tony Rybczynski
Barry Sher	Hunter Newby	Mark Hewitt	Rob Duncan	Vinti Vaid
Bernd Ottow	Ian Geoffrey Dent	Dr. Mary Cronin	Robin Wright	Vivek Naik
Berthold Hofmann	Indicus Analytics	Matt Bancroft	Rodney Joffe	Zig Fekete
Biju Oommen	J.R. Sloan	Michael Leo	Ronald Gruia	
Brian Protiva	Jagdish Kumar	Michael Stanford	Sandra M. Gustavsen	

Bloggers

Alan D. Percy	Chuck Rutledge	Francis Carden	Michael Dinan	Scott Snyder
Allen Miller	Clinton Fitch	Frank Grillo	Patrick Barnard	Scott Wharton
Anders Eriksson	Dave Rodriguez	Graham Francis	Paul McMillan	Sean Wilder
Ari Zoldan	David Byrd	Greg Galitzine	Peter S. Buswell	Shawn Shadfar
Bogdan Materna	David Duffett	Hunter Newby	Peter Radizeski	Suzanne Bowen
Brendan Read	David Gehringer	Jan Linden	Pierre Kerbage	Terry Caterisano
Brian Spencer	David Schenkel	Jeff Wiener	Rehan Allah Wala	Tom Cross
Carl Ford	David Sims	John Glossner	Rich Tehrani	Tom Keating
Carolyn Schuk	Eric Hernaez	John Premus	Robert Messer	Tony Rybczynski
Charles Wu	Erik Linask	Kim Devlin-Allen	Scott Bouchard	Tsahi Levent-Levi
Chris McGugan				

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Who's on TMCnet

TMCnet is a Who's Who of industry leaders and rising stars.

Hundreds of companies already profit from TMCnet's dominant industry reach.



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