

infoTECH

SPOTLIGHT



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 homepage. At the top, there's a navigation bar with categories like HOME, SOFTWARE, HARDWARE, SECURITY, NETWORKING, RESOURCES, POPULAR, and BLOGS. A search bar is also present. The main content area features a large banner for Intel's new smaller chips, followed by 'Information Technology Headlines' with several news items. A sidebar on the left promotes 'TMCnet's White Paper Library' and offers a 'FREE InfoTech eNewsletter'. The bottom section includes 'Information Technology Whitepapers' and a 'Software' section with various news items.

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%

April 2010

Page Views..... **2,788,673**
Unique Visitors..... **133,542**

March 2010

Page Views..... **2,212,508**
Unique Visitors..... **118,275**

February 2010

Page Views..... **1,943,663**
Unique Visitors..... **113,653**

Launch July 2008

Page Views..... **216,547**
Unique Visitors..... **18,235**

Source: Webtrends 2009

MARKETPLACE ADVANTAGE

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

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

The screenshot shows the InfoTech website layout with several advertising units highlighted in red. At the top is a navigation bar with categories like HOME, SOFTWARE, HARDWARE, SECURITY, NETWORKING, RESOURCES, POPULAR, and BLOGS. Below this is a search bar and social media icons. The main content area is divided into several sections: 'Communities' with links for File Transfer, SharePoint, etc.; 'Channels' with links for Network Management, Managed Networks, etc.; 'Breaking News' with a list of recent articles; 'Information Technology Headlines' with a list of news items; 'Information Technology Whitepapers' with a list of documents; and 'Information Technology' with a list of news items. There are also several banners and sidebars, including 'TMCnet's WHITE PAPER LIBRARY' and 'Microsoft Exchange Online'. The footer contains contact information and a list of resources.

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

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



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

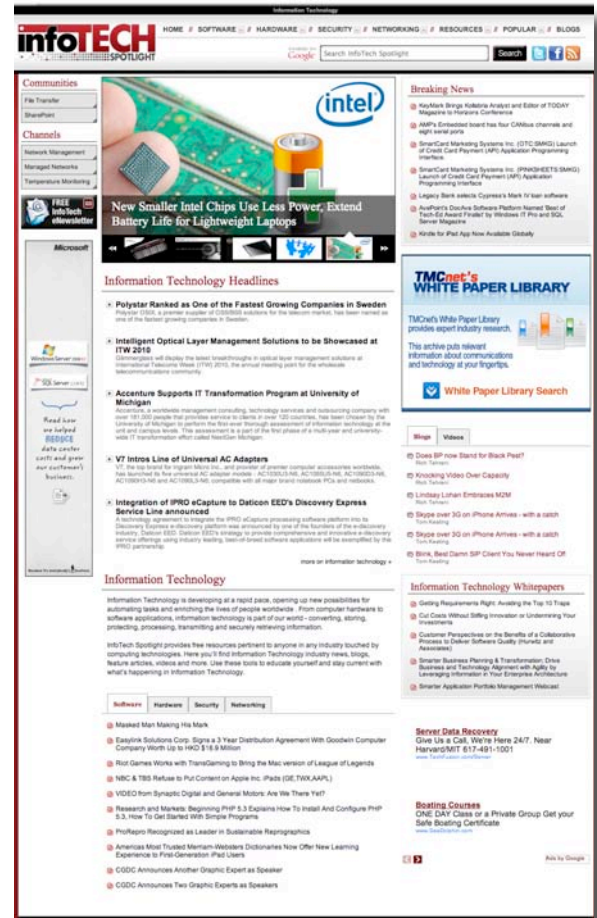
TMCnet editors publish at least 15 Featured Articles per week exclusively for your community. These articles highlight your company's products, services, applications, management, partnerships and other news. This amount of content brings a larger audience and increases search engine prominence. The 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.



Channel

SEO, Brand Recognition and Lead Generation with IT.TMCnet.com

Channels Program Build a Community Around Your Keyword

IT.TMCnet's Channels Program creates a customized portal for your company. You virtually "own" the keyword to it. Your Channel is positioned on the TMCnet home page and directly accessible from all of the millions of pages on TMCnet. The leaderboard and skyscraper ads on your Channel page are exclusively yours.

Because of the extensive reach of TMCnet and its millions of visitors, your Channel will gain tremendous visibility. When you sign up as a Channel owner, your Channel achieves prominent – often top – placement on leading search engines.

Your Channel acts as an exclusive portal to communicate your marketing messages in a highly credible, respected, up-to-date editorial format. TMC's veteran editors post up to two exclusive Featured Articles weekly to deliver fresh, exclusive content.

This powerful vehicle, a customized microsite for your company, can include:

- Industry News and Daily Featured 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 Web site



TMC's expert marketing, design and editorial teams have created over one hundred online Channels, 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 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.

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
 Rich Tehrani - CEO
 Dave Rodriguez - President
 Erik Linask - Group Editorial Director
 Michael Dinan - Group Managing Editor
 Tom Keating - CTO and Executive Editor
 Paula Bernier - Executive Editor,
 IP Communications Group
 Brendan B. Read - Senior Contributing Editor

Stefania Viscusi - Assignment Desk Editor
 Erin Harrison - Senior Editor, TMC
 Marisa Torrieri - TMCnet Editor
 Patrick Barnard - Senior TMCnet Editor
 Gary Kim - Contributing Editor
 Bob Emmerson - TMC European Editor
 David Sims - TMCnet Contributing Editor
 Susan J. Campbell - TMCnet Contributing Editor

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Bloggers

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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.

