www.m2mevolution.com

TMC

MACHINE M2M MACHINE Evolution

MEDIA KIT

2010

TMC

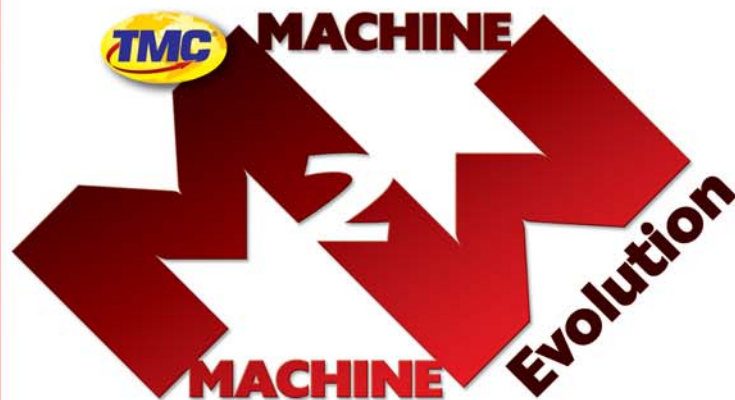## It's ALL about Connections
Connecting machines to machines, networks… possibilities

M2MEvolution.com is the source for:

- Breaking News
- Product Reviews
- Feature Articles
- Events and Event Coverage
- Prominent Blogs
- Case Studies
- In-Depth Analysis
- White Papers and Podcasts
- M2M Resources and More

Powered by:

TMCnet™

M2MEvolution.com

The Most Daily Web Content on Machine to Machine Technology

The M2M technology scope continues to evolve, with estimates of a potential global market in the $300 billion range for 2010. Telemetry use grows exponentially over increasingly available public wireless data networks. Costs of access to these networks are declining while the networks' capabilities are growing. These factors, plus the proliferation of computers, cell phones, smart phones and PDAs, are creating a market with enormous possibility.

As people connect with their devices and homes to systems, networks and suppliers, the results are increased efficiency, safety, communications speed and productivity enjoyed at lower costs. The scale of these results is even larger for organizations, institutions and enterprise. The benefits of M2M connectivity include vast market potential for the businesses that distinguish themselves as innovative leaders.

How Can Your Company Gain M2M Market Share?

…By taking advantage of the credibility and reach of M2M on TMCnet. This news-driven site is the market's connection to:

- Feature articles
- Breaking news stories
- Analysis
- Blog posts by experts
- Event coverage
- Product reviews
- Global Online Communities
- Channels
- White papers
- Webinars
- Podcasts

When your company information appears in this quality editorial environment, you enhance your image. Being associated with the provider of leading-edge news, analysis and commentary improves the perception that prospects have about your company, adding to your credibility.

And the timing couldn't be better. Professionals accessing M2M on TMCnet are gathering data, specs, notes "from the field," reviews and more to make informed purchase decisions. They are using M2M not only as a news resource, but also as a tool to prevent 'buyer's remorse.'

To Advertise Please Contact Karl Sundstrom at 203.852.6800 ext. 119 Email: ksundstrom@tmcnet.com

Expand Your Presence, Extend Your Reach

More visibility creates more opportunities to convey the benefits of your company's products, systems and software. Greater visibility on M2M is supported by more robust promotions.

Global Online Communities (GOCs)
Your custom-designed community on M2M is 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. Your community populated with exclusive content, attracting influential readers. GOCs 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, GOCs are routinely bookmarked by decision makers looking for news, product information, and partnership opportunities. (See page 6.)

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 news, while bringing information about your company's products and solutions. Your Channel is capped with your leaderboard ad and only your marketing messages appear. (See page 7.)

Space advertising on M2MEvolution.com
Grab the attention of thousands of visitors with Leaderboard, Skyscraper, Banner, Button, Page Curl, Ad Box and Splash Page ads. (See pages 4 & 5)

Webinars
Host a Live Webinar. Receive actionable, highly qualified leads from pre-registration, live event attendees, and post-event visitors who download the presentation from archives. TMC 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 M2MEvolution 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 smart product technology ideas and solutions.

eNewsletters
Deliver your marketing message in a respected editorial vehicle with an extensive reach. Whatever your marketing objectives and budget, you can harness the credibility, reach and editorial prowess of M2MEvolution to connect with decision makers.

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%

About M2MEvolution.com

M2MEvolution.com helps professionals stay on top of developments in machine to machine communications. The centralized community providing news, strategies and case studies of those who are innovating and leading the way, both in public and private sectors, this site is the go-to resource for this marketplace with enormous potential for growth.

M2M technology solutions using wireless Internet networks are covered extensively by TMCnet writers daily. M2MEvolution.com 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 professionals:

• Monitor industry news and developments
• Analyze and review new products, services and applications
• Track companies' activities and financial performances
• Monitor regulatory issues
• Understand the challenges and opportunities facing carriers

More Content + Fresh Updates = More Traffic + Higher SEO

TMC's global editorial team posts hundreds of fresh news stories to M2MEvolution.com every day. In-depth feature articles capture the pulse of the marketplace. In addition, blog posts by experts, Webinars, white papers enrich this updated content, encouraging return visits and maximizing the site's SEO.

INFLUENTIAL
64%
of TMCnet visitors
influence purchases

Page Curl

M2MEvolution'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

M2MEvolution'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 M2MEvolution 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

600x375 pixels, 72 dpi, 60k max
Acceptable Files: .gif, .jpg, .swf,
.png, I-frame

Leaderboard
728x90 px
72 dpi, 50k max
Acceptable files:
.gif, .jpg, .swf,
.png, I-frame

Ad Box
336x280 px
72 dpi, 30k max
Acceptable files:
.gif, .jpg, .swf,
.png, I-frame

Ad Box
336x280 px
72 dpi, 30k max
Acceptable files:
.gif, .jpg, .swf,
.png, I-frame

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

Global Online Communities (GOCs)

This news-driven site acts as a powerful, seamless extension of your Website. Tabbed at the top of every page on M2MEvolution and TMCnet, each Global Online Community carries your marketing messages around a continually updated stream of relevant industry news. About 16 Feature Articles weekly highlight news about your company.

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 TMC's expert team of Web designers and editors.

Within a brief time, your vibrant community can achieve top rankings on leading search engines' results pages (SERPs). This is vital since 39% of searchers believe that companies with top organic rankings are leaders in their fields.

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 M2MEvolution, appearing in the top tabs – including the M2MEvolution home page. Some GOCs attract as many as 250,000 unique monthly visitors.

GOC 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
- 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

Channels Program

A Channel is a single page on M2MEvolution carrying a company overview, featured articles, industry news, and your ads. It serves as a powerful extension of your Web site, mirroring its look and feel.

Channel owners become virtual "owners" of the keywords that label them. Channels obtain high organic search engine ranking due to the reach of M2MEvolution as well as the content of information flowing through them. Up to two exclusive articles posted each week to every Channel support the strength of their keywords.

Build a Community Around Your Keyword

The M2MEvolution Channels Program creates a customized portal for your company. You virtually "own" the keyword to it. Your Channel is positioned on the M2MEvolution home page and directly accessible from all pages on our site. The leaderboard and skyscraper ads on your Channel page are exclusively yours.

When you sign up as a Channel partner, your Channel achieves prominent – sometimes even 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. M2M's veteran editors post up to two exclusive feature stories weekly to deliver fresh, exclusive content.

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

- Daily Industry News and Weekly 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 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.
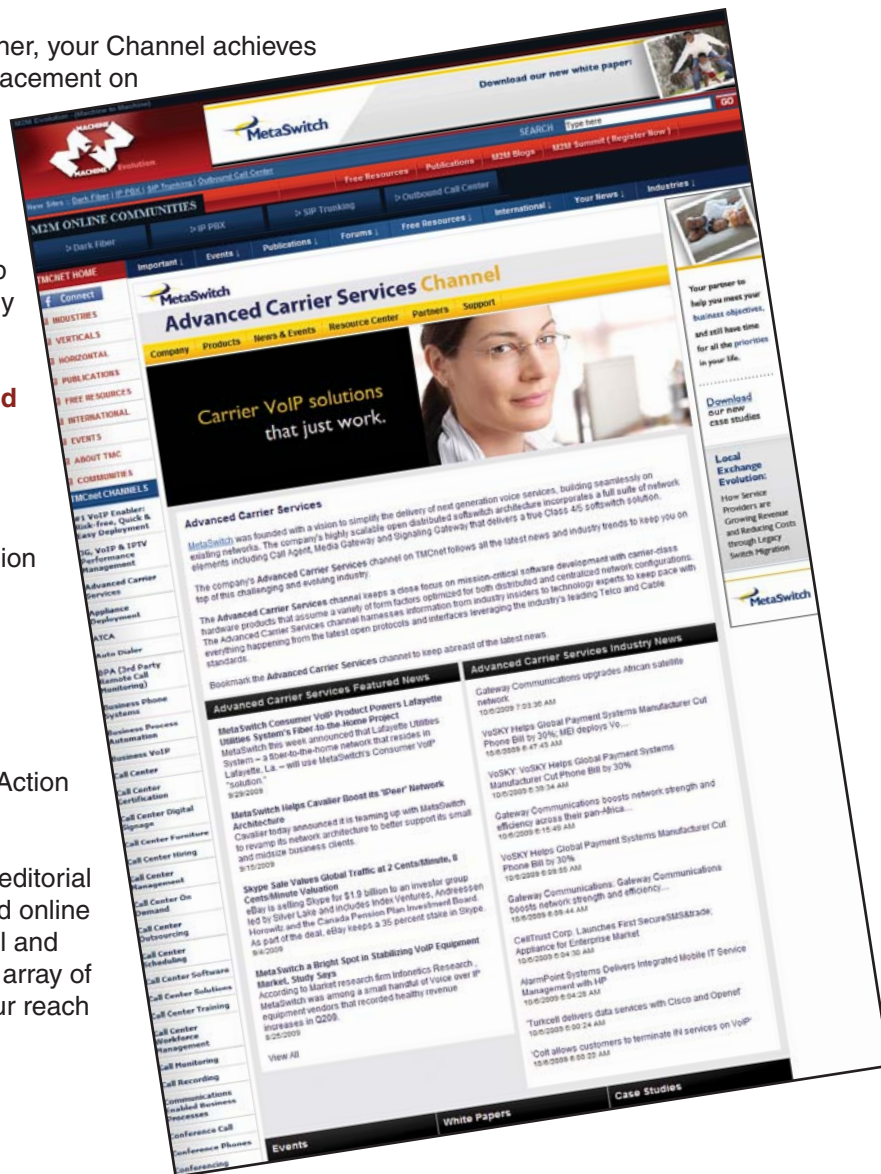
Our 100+ Member Global Editorial Team

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.

Carl Ford, Partner and Community Developer, Crossfire Media
Carl Ford develops programs that bring to light an understanding of the issues required for delivering broadband wireless Internet services with existing technologies and facilitated by a variety of smart end user devices. Carl's blog is posted on M2MEvolution.com and 4G-wirelessevolution.TMCnet.com.

Alan Clark, Ph.D, VoIP Performance Management

Alan D. Percy, The SIP Invite

Alan Rosenberg, Interactive Comm and the Enterprise SOA

Allan Baw, Spotlight on FMC

Andy Huckridge, On the Testing Edge

Anil Sharma, TMCnet Contributor

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