



# MSPNews™

A background image showing a silver pen resting on a document with various charts and graphs, including bar charts and line graphs, with numerical data points.

# ROI

# MEDIA KIT

<http://mspnews.com>



Managed Services Providers (MSPs) play an integral role in the reliability and dependability of IT services. Through network administration, support and centralized services for end customers, MSPs are able to manage IT for clients - off premise, and for a fraction of the cost. Managed services can include IP telephony, VPNs, monitoring and reporting, and more. MSPNews offers MSP professionals and the end user community up-to-date news and headlines on the latest happenings in the Managed Services industry.

## The Most Current Content on Managed Service Providers

This site is the eminent resource for professionals who need to keep up to date on changes in the swiftly evolving managed services marketplace.

### Hundreds of relevant news stories and featured articles are published daily on MSPNews, covering:

- Financial and Business Matters Facing Cloud and MSPs
- Managed Services Professionalism & Ethics
- Strategies for Evaluating Vendors
- Managed Security
- Cloud Infrastructure Development, Management, and Provisioning
- Managed Services NOC & Help Desk Practices – Proven Best Practices
- Effective Marketing & Sales Practices for MSPs
- Managed Services Pricing Models
- Certifications – What You Need To Know About Your Partners & Vendors



Delivering breaking news, blogs by industry authorities, case studies, event updates and hundreds of featured articles written by our staff of experts, MSPNews helps MSPs, vendors, and end--users alike by providing unequalled access to cutting-edge information analysis, marketing, and business development opportunities to its audience.

**MSPNews** offers a variety of unique solutions all tailored around the exceptional reputation and brand awareness MSPAlliance has created by serving the managed services global community for over a decade.

MSPNews **is the source for professionals to:**

- Monitor industry news and developments
- Analyze/review new products, services & applications
- Track companies' activities and financial performances
- Monitor regulatory issues

**MSPNews offers you a powerful means to connect with managed services professionals.**

### Popular Marketing Strategies Include:

- Online Communities
- Webinars
- Online Advertising
- White Papers

MSPNews is powered by TMCnet, the World's largest communications and technology website. With more than 150 successful Channels and

Online Communities carrying 5 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.

ONLINE PRESENCE



Dear Marketing Professional,

More than fifteen years ago, TMCnet was launched as a website, serving a narrow audience of online magazine and newsletter readers. It has grown into a powerful vehicle carrying over 5 million pages of news, blogs and industry analysis. TMC is dedicated to exceeding customer expectations. More than ten years ago we invested in community building, which is SEO boosting technology which today powers more than 150 paid, monthly online communities for our customers/marketing partners.

These areas of our site are viral, news generated portals which not only allow our customers to rank high on search engines, but are also able to power their social networking initiatives with links back to pages with marketing messages they control. Millions of visitors come to TMCnet each month to view news-oriented, product-focused content specifically designed to attract purchasing decision-makers.

As our online customer base of advertisers has grown into the hundreds, we have never lost sight of what has made TMCnet one of the most popular B2B technology and communications sites in the world...reinvestment.

Over the years, we have invested in proprietary content-targeting systems which matches viewers with the correct content. This engine has been infused with a decade of SEO experience focusing on tens of thousands of relevant keywords giving us SEO best practices unrivaled outside the walls of the search engine companies themselves.

We sincerely look forward to exceeding your expectations.

Cordially,

Rich Tehrani  
CEO

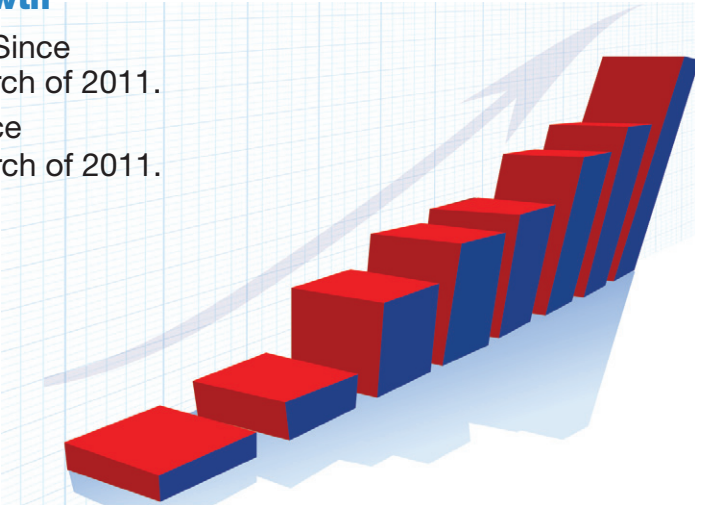
# MSPNews™

ONLINE PRESENCE

## MSPNews Demonstrates Steady Growth

**180%** Increase in Unique Visitors Since MSPNews Launched in March of 2011.

**275%** Increase in Page Views Since MSPNews Launched in March of 2011.



### October 2011 MSPNews

Page Views ..... 1,306,039

Unique Visitors ..... 43,990

### March 2011 MSPNews

Page Views ..... 347,016

Unique Visitors ..... 15,727

Source: Webtrends 2011

## Communities on MSPNews Rank Highly on Major Search Including

### MSPNews Online Communities Include:

- Research
- Cloud
- Mergers
- Standard/Certifications



All are Available for Sponsorship or you can create your own.

**68%**

of search engine users click results on the first page.<sup>1</sup> With the growth of mobile search, this number is likely to increase.<sup>1</sup>

**39%**

of those conducting searches believe that companies whose websites are among top results are the leaders in their field.<sup>1</sup>

<sup>1</sup>(Prospect/Jupiter)

<http://mspnews.com>

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

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## Gain Unrivaled Visibility, Strengthen Your Brand, Collect Fresh Leads and Nurture Them

Reach a vast community of prospects and buyers seeking solutions.

### Use MSPNews to:

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

We are proud to offer the following marketing, lead generation, and consulting offerings to your organization.

### Online Communities (OCs)

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 MSPNews, 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, OCs are routinely bookmarked by decision makers looking for news, product information, and partnership opportunities. . See page 6 & 7.

### Space Advertising

Grab the attention of thousands of visitors with Leader board, Skyscraper, Banner, Button, Page Curl, Ad Box and Splash Page ads. See pages 10 & 11.

### Webinars

Host a Webinar. Receive actionable, highly qualified leads from pre-registration, live event attendees, and post-event visitors who download the presentation from the MSPNews archives. MSPNews provides experienced support every step of the way with this turn-key marketing tool to ensure your success. See page 8.

### White Paper Program

Your fresh ideas will generate fresh leads! Post your white papers on MSPNews 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. See page 9.

### 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 ideas and solutions. See page 9.

### eNewsletters

Deliver your marketing message in a respected editorial vehicle with an extensive reach. See page 8.

BUILDING COMMUNITIES

### Online Community Program Overview



MSPNews Online Communities are content-generated, information-rich portals designed to position

your company as the leading, “go-to” resource for your industry group.

With an Online Community you will be found at the top of search results - **Organically**. Most people begin their search queries for purchase information online, so prominent and organic placement is vital in helping your potential customers “see through the clutter” and find your products.

MSPNews Online Communities rank on the first page of search engines like Google and Bing. Organic search ranking is key, as it positions your company as the thought leader in your industry as opposed to a search click ad, which anyone can purchase.

### Partner With a Full-service, Integrated Global Media Company

MSPNews is powered by TMCnet has been building Online Communities within its well-respected 3rd party media environment for more than 10 years, and has built over 200 successful sites.



Communities are promoted on over 5 million high-quality Web pages from the moment they launch.

### Integrate and Streamline Your Online Marketing Initiatives

Today, consumers are getting wiser and pickier about how, where and when they want to receive information. If you’re like most companies, you are going to the Cloud to find innovative ways to reach your target audience and using various SEO, branding, or social initiatives to do so. But how do you bring it all together in a streamlined, cost-effective way?

You need to not only connect to the cloud, but forge connections in it, and Online Communities are the best way to bring all your online marketing initiatives together in one, powerful place.

# 39%

**of Search Engine users believe that the companies whose websites are returned among the top search results are the leaders in their field**

(Source: IDG Research, 2010)

# 52%

**of Marketing Budgets Are Allocated to Online Initiatives. Are you spending in the right places?**

(Source: IDG Research, 2010)

# 89%

**of Visitors Expect 2012 Budget for Communications and Technology Solutions to INCREASE or Stay the Same**

(Source: Visitor Profile Survey 2011)

## Receive a High-Volume of Quality Content Every Month

The content for your Community will be provided by MSPNews editors and designers who will frequently post exclusive, original pieces, such as news articles, to your Community. The content may include information about your company, your industry, or other relevant news. This content keeps your community fresh, compelling return visits and driving high SEO.

## Content Created for Your Community May Include:

- News Articles and Press Releases
- Product Reviews and Demos
- White Papers and eBooks
- Webinars and Videos
- Catalogs and Brochures
- Promotional Campaigns
- Podcasts
- Blogs
- Surveys
- Social Media Integration
- eNewsletter
- And More!

## Get Ads and Promotions to Boost Your Brand

In addition to the “promotional blitz” your site will receive the day it launches, the MSPNews creative team will also create promotional ads such as a leaderboard, skyscraper and ad box to post on MSPNews, promoting your Community, company branding and messaging. These ads will also be the only ones visible on your dedicated Community page.

## Be in Control of Your Community, and Have Options

MSPNews Online Community monthly costs are consistent and transparent. Plus, unlike search ads, you won't “pay per click” or for each visitor to your site. You choose your Community term. Community keywords are exclusive and are an extremely lucrative asset to companies who purchase them – as they have first right of renewal. As a result, most of our clients choose to renew their Communities year per year.

You can choose the content, multimedia and social media elements to incorporate into your Community; the possibilities for content are endless.

## Measure ROI and See Real-time Results

Every Community comes with detailed reporting that tracks every page view and click on your site, giving you comprehensive statistics on your Community's performance.

You will also be provided any lead information your site assets generate by your MSPNews team.



# MSPNews™

WEBINARS & ENEWS

## Webinar & ENews

### Host your Webinar on MSPNews – 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:** MSPNews expert team handles all the marketing, promotion and registration. A veteran MSPNews 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 MSPNews 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, The event is available in our Webinar Archive on MSPNews.

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 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.

### 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

MSPNews product-focused eNewsletter delivers 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.**

MSPNews eNewsletters focus on an array of topics covering numerous facets of communications and technology. Your company’s sponsorship and ads gain a reach into “in-boxes” that would otherwise be difficult to access.



<http://mspnews.com>

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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 hundreds of thousands of prospects in each market segment:

**Enterprise, Service Provider, Reseller, Developer and Manufacturer.**

- 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:

#### Promotion

You may submit up to **6 white papers** which MSPNews will promote to over **1 million** professionals via:

- E-mail blasts
- Ads on a network of industry leading sites
- Promotion in eNewsletters
- Editorials in group print publications and MSPNews
- Ad placements in 4 print publications



## Podcasts



Providing information in a Podcast format enhances your company's credibility as a solution provider. By posting your Podcast on MSPNews, you also generate cost-effective leads of executives responsible for specifying and purchasing Communications components, at any point when they are gathering information.

You can select the exact criteria you want your prospects to meet. As MSPNews readers access your podcast, you receive only the leads who fit your criteria. These targeted leads fill your profitability. These targeted leads can launch your sales team on a new drive.



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WHITEPAPER & PODCASTS

# MSPNews™

MARKETPLACE ADVANTAGE

## Page Curl

The MSPNews 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 it. This will cause the page to unfold and reveal the full ad message.

### Benefits:

- Eye-catching ad
- Seen on every page

### Page Curl

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



## Splash Page

The MSPNews 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 MSPNews 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
- The ability to create a complex advertising message

### Splash

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



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Banner Ads

Leaderboard

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

Skyscraper

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

Ad Box

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

ADVERTISING UNITS

3 of 4  
71%

from search engines to a website are the result of that site's optimized, organic search results, rather than a pay-per-click ad.<sup>2</sup>  
of clicks on PPC ads are navigational with the ad serving as an easy way to reach an already familiar website, rather than reaching new prospects.<sup>3</sup>

<sup>2</sup>(Clickstream American Internet User Survey)  
<sup>3</sup>(Atlas Institute)

# MSPNews™

**30 YEARS**  
in publishing

## Highly Credible Editorial Backdrop

For 30 Years, TMC has been serving communications technology professionals, leading the way through technological evolutions.

Our editorial team covers all the latest advancements and the leaders on the forefront of this evolving technology by analyzing innovative tactics, critical information technology and proven techniques.

## Editorial Team



### **Rich Tehrani, Chief Executive Officer, Group Editor-in-Chief**

Since 1982, Rich has led TMC® in many capacities. Rich is an IP Communications industry expert, visionary, author and columnist. He founded *INTERNET TELEPHONY*® magazine in 1998, launched ITEXPO in 1999 and is the founder of TMCnet, the most popular communications/technology site in the world.

A well-respected voice of the communications industry, Tehrani has served as an expert witness and been quoted frequently in such prestigious publications as the Economist and New York Times. Rich is a computer engineer who graduated from the University of Connecticut with a hardware/ software Bachelor of Science degree.



### **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.



### **Tom Keating, Executive Technology Editor**

Tom Keating is TMC's Vice President & CTO of TMC, as well as an Executive Technology Editor. Tom founded TMC Labs, the premier IP communications testing lab. Tom has over 15 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. He also broke the story of the famous Skype outage of 2007 before any other news outlets. Tom holds a Bachelor of Science in Computer Science & Engineering from the University of Connecticut. When he isn't testing commu-

nications, wireless, and call center products, he writes for his renowned blog: <http://blog.tmcnet.com/blog/tom-keating/>.



### **Erin Harrison, Executive Editor, Strategic Initiatives, TMC**

Erin brings more than 11 years of experience to her role as executive editor at TMC, where she covers information technology and IP communications. Erin's focus is on product development, delivering insight into how emerging technologies compare to today's most trusted solutions.

RESPECTED SOURCE



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# MSPNews™



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

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