



Your Launching Pad To Success.

**OUT**  
of this **WORLD**  
**MARKETING**  
Means:

- Lead Generation
- Branding
- Thought Leadership

A large satellite with two blue solar panel arrays is shown in orbit over the Earth. The satellite is white and cylindrical with a conical antenna at the front. The Earth's surface shows green land and blue oceans, with a bright sun visible on the horizon.

**2014**  
**Media Kit**

Powered by:



## Find Your Next Customer Here

### The Most Daily Web Content on Satellite Technology

Reach C-level executives as well as senior technical, operations and management staff who are looking to improve telecommunications, broadcast, government/military, broadband and satellite industries.

Satellite Spotlight provides you with ways to reach our audience of 30,000 business decision makers. Learn more how you can optimize your marketing dollars with a custom campaign to match your needs. Please take a minute to review our media kit and discover branding and lead generation opportunities that will provide you with the ROI your company demands. This site is a resource for professionals to keep up to date on developments in the rapidly evolving satellite marketplace. Pertinent news articles and feature stories are published daily on Satellite Spotlight.

### Satellite Spotlight's Daily Updates Enable Professionals to:

- Monitor industry and regulatory news and developments
- Keep up with changing technologies
- Learn about applications
- Gather information to make purchasing decisions

### Satellite Spotlight Provides Free Resources

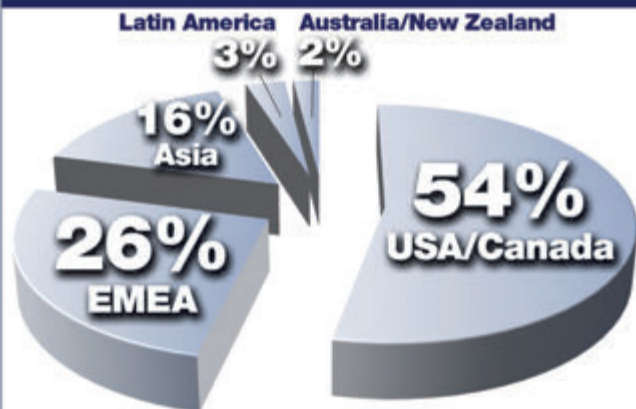
- Satellite-based service providers
- Developers and installation providers
- Programming creators, distributors and suppliers
- Hardware, software, and middleware vendors
- Analysts and consultants
- Regulatory agencies

### Readers are Interested In:

- Antennas
- Ka Band
- Ku Band
- Uplink
- Broadcast Satellite Services
- Engineering Services
- Broadband
- Mobile Data
- Network Management
- Routers
- Satellite Networks
- Signal Transmission Management
- Transmissions Services
- VoIP
- WiFi
- And more...



### Representing Global Business



### Type of Business

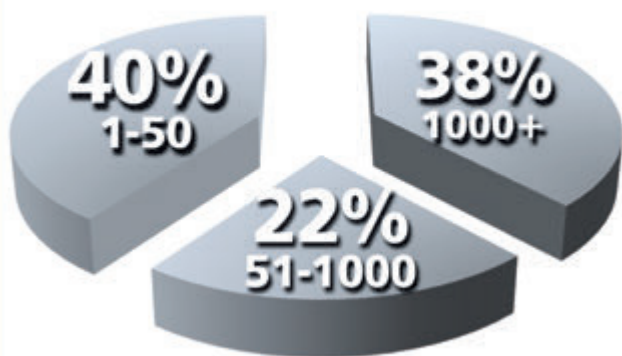
Enterprise.....	5,000+ visitors/month
Satellite Service Provider.....	6,500+
Telecom/Internet Service Provider.....	4,000+
Systems Integrator/Reseller.....	4,000+
Government/Military.....	4,500+
Hardware/Software/Middleware.....	3,500+
SMB.....	2,500+
Broadband Wireless Provider.....	2,500+
Broadcast/Cable Network Programmer.....	2,000+
Cable Service Provider/MSO.....	2,000+

### Product/Services

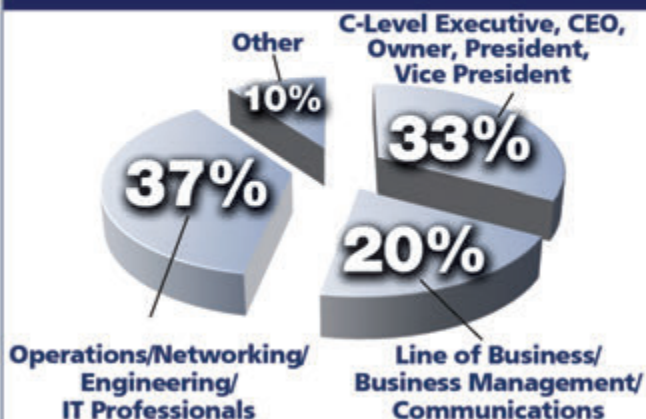
% of Readers  
Planning to buy  
within 12 months

Vertical SatCom Markets	24%
Applications	24%
Technology Adoption	24%
Development	22%
IP Networking	22%
Operations	22%
HDTV	16%
Wireless Backhaul	16%
WiMAX & Broadband	14%
Emerging Markets	14%
Finance	14%
Mobile TV	8%
Programming/Development/ Licensing	8%
IPTV	5%
Special event/ Remote satellite transmission	5%
Regulations/Legislation	3%
M&As	3%

### Employees



### Job Function



Source: 2012 Satellite Spotlight Visitor Profile Survey

**Gain unrivaled visibility, strengthen your brand,  
obtain & nurture fresh leads.**

**Reach a vast community of relevant buyers seeking solutions.  
Use Satellite Spotlight to:**

- Create your own robust online community and gain top organic SEO
- Grow your global market share
- Advertise on the daily resource for Satellite Spotlight 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 Satellite Spotlight audience with  
these resources:**

### **Space Advertising on Satellite Spotlight**

Grab the attention of thousands of visitors with Leaderboard, Skyscraper, Banner, Button, Page Curl, Ad Box and Splash Page ads. See pages 5 & 6.

### **White Paper Program**

Your fresh ideas will generate fresh leads! Post your white papers on Satellite Spotlight and receive a steady flow of top quality leads. Not only will this enhance your company's reputation as a solutions provider, it will also build brand awareness and generate leads at the time when a purchase is being considered. White papers are archived for 12 months. See page 8.

### **eBooks**

Your exclusive Satellite Spotlight branded eBook deliver your message and product information in a highly credible format. A Satellite Spotlight editor will contribute See page 8.

### **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 Satellite Spotlight, labeled with your select keywords, focuses on your specific market segment and carries only your online ads. These robust editorial platforms are regularly populated with exclusive content, attracting influential readers. OCs are routinely bookmarked by decision makers looking for news, product information, and partnership opportunities. See pages 9.

### **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 Satellite Spotlight Archives. Satellite Spotlight provides experienced support every step of the way with this turn-key marketing tool to ensure your success. See page 7.

### **eNewsletters**

Deliver your marketing message in a respected editorial vehicle with an extensive reach. Readers are strictly opt-in subscribers, assuring a high-quality, interested audience. See page 7.

**MORE THAN**  
**1 Million**  
**PAGE VIEWS**

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

© 2013 Technology Marketing Corporation. All Rights Reserved

## Advertising Units

Satellite Spotlight delivers fresh content every day to 40,000+ unique visitors covering daily news, market research and analysis and generates over 1 million page views every month. Your online space advertising campaign on Satellite Spotlight will be noticed and we have several options that will fit your needs and your budget.

Banner Ad

### Leaderboard

Dimensions

728x90 px

72 dpi, 50k max

Acceptable files:

.gif, .jpg, .swf,

.png, I-frame

### Skyscraper

Dimensions

125x600 px

72 dpi, 70k max

Acceptable files:

.gif, .jpg, .swf, .png, I-frame

### Ad Box

Dimensions

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.

### Page Curl

Satellite Spotlight'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
- Nearly 1 million impressions monthly

#### Page Curl

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



### Splash Page

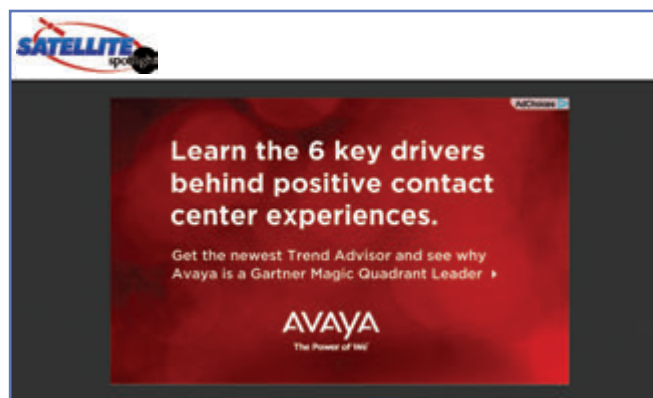
Satellite Spotlight's Splash Page is a standalone Web page dedicated solely to the advertiser. The splash advertisement is designed to capture the user's attention for a short period of time. On Satellite Spotlight the splash page appears randomly, between pages of content, when the visitor is browsing 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

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



### Webinar

#### Host your Webinar on Satellite Spotlight – 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:** Satellite Spotlight's expert team handles all the marketing, promotion and registration. A veteran Satellite Spotlight 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 Satellite Spotlight 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 Satellite Spotlight long afterward.

#### 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

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.

### eNewsletter Sponsorship

Satellite Spotlight's product-focused eNewsletters deliver 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.

Your exclusive eNewsletter sponsorship includes your 50 word description, logo and a banner. (468x60 pixels)



### 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, Telecom, Broadband, Broadcast, Government/Military
- 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:

You may submit up to 6 white papers which Satellite Spotlight will promote to over 30,000 professionals via:

- E-mail blasts
- Ads on a network of industry leading sites
- Promotion in eNewsletters
- Editorials on Satellite Spotlight

### eBook

Our Satellite Spotlight editorial team, will 'co-author' your article on the topic of your choice. This editorial format drives extra credibility and adding power to your marketing message. Our experienced team, drawn from editorial and marketing, works with your company to put together a custom marketing message that resonates with the customer and meets your goals.

#### eBook Includes:

- 1, 2 or 3 page editorial
- Your logo and product featured on the cover
- Your full page 4-color ad
- Posted on Satellite Spotlight
- e-Newsletter sponsorship ad
- e-mail promotion
- PDF for your sales team and use at trade shows



## Rank Organically on Major Search Engines

Satellite Spotlight's Online Communities are content-generated, information-rich sites 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.

Satellite Spotlight's Online Communities rank on the first page of search engines like Google, Yahoo!, 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.

The content for your Community will be provided by Satellite Spotlight's editors and designers who will frequently post exclusive, original pieces, such as news articles, to your Community.



## 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

### Current Satellite Communities\*

Aeronautical Communications  
SATELLITE CHANNELS  
Broadcast Modulator  
Emergency Response  
GPS  
Maritime Communications  
Military Satellite Communications  
Portable Satellite Antenna  
Satellite Communications  
Satellite Optimization  
Satellite TV

\*Available for Sponsorship

## Ads and Promotions will Boost Your Brand

Satellite Spotlight's creative team will also create promotional ads such as a leaderboard, skyscraper and ad box to post on Satellite Spotlight, promoting your Community, company branding and messaging. These ads will also be the only ones visible on your dedicated Community page.

## Control Your Community

Satellite Spotlight's 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. 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.

## 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.

### Doug Mohnney, Contributing Editor

Doug Mohnney has over 20 years in the ICT arena between working in real-world businesses and writing about them. He has written for a diverse group of publications over the past dozen years, including Boardwatch, Mobile Radio Technology/Urgent Communications, The Inquirer, and VON Magazine, covering telecommunications, the Internet, and online video. Most recently, he has served as Editor in Chief of the Telecom and Digital Media Group at an online media publisher and Editor-in-Chief at VON Magazine (the pulvermedia incarnation).

His hands-on/real-world experience includes stints at two high-tech start-up companies, one that went public (DIGEX) and one that didn't (SkyCache/Cidera).

## TMC's Editorial Leadership

**Rich Tehrani** - CEO

**Tom Keating** - CTO and Executive Editor

**Erik Linask** - Group Editorial Director

**Paula Bernier** - Executive Editor

**Peter Bernstein** - Senior Editor

**Stefania Viscusi** - Assignment Desk Editor

**Gary Kim** - Contributing Editor

**Bob Emmerson** - TMC European Editor

**Susan J. Campbell** - TMCnet Contributing Editor

**Linda Dobel** - TMCnet Contributing Editor

**Laura Stotler** - TMCnet Web Editor

**Tony Rizzo** - TMCnet Web Editor

**Rachel Ramsey** - TMCnet Web Editor

**Brooke Neuman** - TMCnet Copy Editor

**Robbie Pleasant** - TMCnet Web Contributor

**Allison Boccamazzo** - TMCnet Web Editor

**Amanda Ciccattelli** - TMCnet Web Editor

## Contact

Contact us now to discuss how we can put our reach in the marketplace to use for your company.

**Please contact client services at  
[inquiry@tmcnet.com](mailto:inquiry@tmcnet.com) 203-852-6800  
<http://satellite.tmcnet.com>**



**Technology Marketing Corporation  
800 Connecticut Avenue, 1st Floor  
Norwalk, CT 06854**

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

© 2013 Technology Marketing Corporation. All Rights Reserved