



SATELLITE
SATELLITE.TMCNET.COM

2009-2010 Media Kit

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

Powered by:



2009-2010



Satellite.TMCnet.com

The Most Daily Web Content on Satellite Technology

This site is a resource for professionals to keep up to date on developments in the rapidly evolving satellite marketplace. Hundreds of relevant news articles and feature stories are published daily on Satellite.TMCnet.com.

Featuring blogs by industry authorities, product announcements, case studies, event updates and hundreds of feature stories written by our staff of experts, Satellite.TMCnet.com serves C-level executives, as well as senior technical, operations and management staff. This site is a key resource for professionals looking to improve voice communications, on-demand applications, conferencing, teleworker solutions, IPTV service and more.

Satellite.TMCnet's daily updates enable professionals to:

- Monitor industry news and developments
- Analyze and review new products
- Track satellite companies' activities and developments "inside the industry"
- Monitor financial performance and M&As
- Gather information to make purchase decisions

Who joins the Satellite.TMCnet.com community?

- Satellite-based service providers including DBS satellite broadband/radio providers
- Developers and installation providers
- Programming creators, distributors and suppliers
- Hardware, software, and middleware vendors
- Analysts and consultants
- Regulatory agencies

Who visits Satellite.TMCnet.com?

- Launched in June 2008, the site generates an average 159,000+ page views each month.
- International visitors account for 31.4% of traffic.
- Unique monthly visitors increased 203% from a total of 16,485 in July 2008.
- June '09 page views increased by 200%, up from 64,931 in July '08.

June 2009 Satellite.TMCnet.com

Page Views..... 195,371
 Unique Visitors..... 49,955

May 2009 Satellite.TMCnet.com

Page Views..... 146,041
 Unique Visitors..... 37,313



To Advertise Please Contact Richard Moavero at 203.852.6800 ext. 134 Email: rmoavero@tmcnet.com

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On Satellite.TMCnet.com, gain unrivaled visibility and strengthen your brand

Reach a vast community of prospects and buyers seeking solutions.

Use Satellite.TMCnet.com to:

- Create your own robust online community
- Grow your global market share
- Advertise on the daily resource for satellite technology news, products and services
- Post your White papers, podcasts and other premium content to generate highly qualified leads and augment your reputation as a solution provider

Here are the opportunities available on Satellite.TMCnet.com:

Global Online Communities (GOCs)

Your custom-designed community on Satellite.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 layer upon layer of content in multiple media formats. It is populated with exclusive content, which attracts 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.)

Satellite.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 key news while it brings 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 Satellite.TMCnet.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 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 7.)

White Paper Program

Post your white papers on Satellite.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.

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 satellite technology ideas and solutions.

eNewsletters

Deliver your marketing message in a respected editorial vehicle with an extensive reach. (See page 7.)

About Satellite.TMCnet.com

Satellite.TMCnet.com helps professionals stay on top of satellite technology solutions, regulatory changes and programming developments. Satellite.TMCnet.com is the centralized community providing news, strategies and case studies of those who are innovating and leading the way in this growing marketplace.

Satellite technology and solutions are covered extensively by TMCnet writers daily. Satellite.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 professionals:

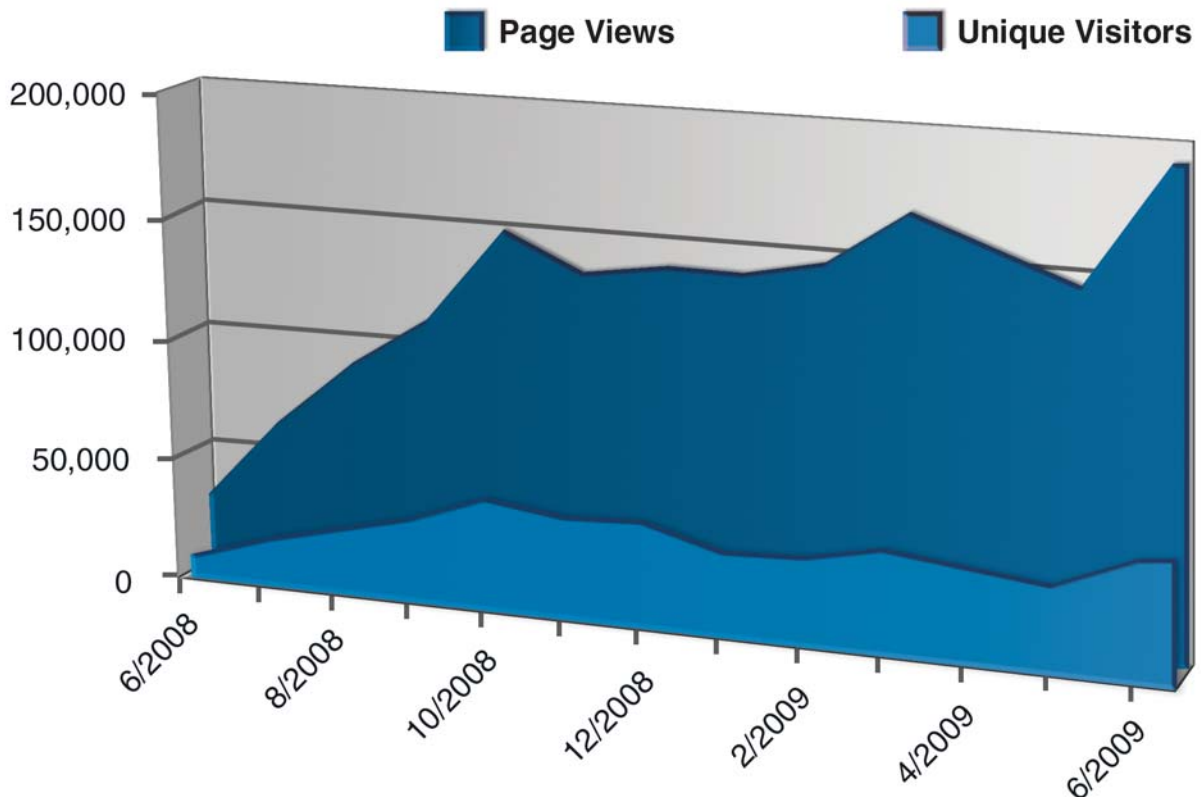
- Monitor industry news and developments
- Analyze and review new products
- Track satellite companies' activities
- Monitor financial performance and M&As

More Content + Fresh Updates = More Traffic + Higher SEO

TMC's global editorial team posts hundreds of relevant articles and fresh news stories to Satellite.TMCnet.com every day. This updated content encourages return visits and maximizes the site's SEO. As shown in the e-mailed "News Alert" below, Satellite.TMCnet stories rank very highly – even at the top – of all major search engines.

Satellite.tmcnet.com Launched June, 2008

Since its inception, satellite.tmcnet.com has amassed hundreds of thousands of visitors and continues to grow every month at a staggering rate!



Page Curl

TMCnet'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 2 million impressions monthly

Page Curl

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



Splash Page

TMCnet'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 TMCnet 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, l-frame



Leaderboard
 728x90 px
 72 dpi, 50k 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 Satellite Technology website with several advertising units:

- Leaderboard:** Located at the top, featuring a banner for "Info-Tech: Top Trends Driving CRM Innovation in 2009 and Beyond" and a "View Now" button.
- Channel Program Communities:** A sidebar menu listing various categories like Colocation, Dark Fiber, IT Cost Reduction, etc.
- Breaking News:** A section with a "TOP 10" list of articles, including "Presenting TrackerSuite Net 3.0" and "CFDC Promotes the French Connection".
- Featured Whitepapers and Podcasts:** A section with links to various documents and audio content.
- Mobile CRM – Easier Than Ever:** An advertisement for SugarCRM's mobile capabilities, featuring a "RECORDED WEBINAR" and a "View Now" button.
- Skyscraper:** A large video player titled "LATEST SATELLITE VIDEOS" with a "Click to Play" button.
- Satellite Blogs:** A section with several blog entries, including "Rich Tehrani" and "Tom Keating".
- IT RSS FEEDS:** A section with links to RSS feeds for the blog, industry news, podcast, and jobs.

*** 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)

- Create your own robust online community
- Build the daily resource for news, product information and case studies in your market
- Include interactive forums to keep visitors coming back every day
- Post white papers, podcasts and other premium content to generate inquiries
- Achieve high organic search engine prominence



Community Building

Your GOC is dedicated to community building in the b2b space by providing your target audience with extremely relevant content. Unique articles created solely for your GOC, over time, are discovered and virally spread, leading to larger amounts of targeted readers. More content yields more readers which leads to more book marking and more virally spread content.

Prime Real Estate

GOCs have the ultra-premium location at the top of 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 unique stories per week exclusively for your community. This amount of content brings a larger audience and increase search engine prominence. The average GOC receives about 28 thousand page views*.

True Multimedia Experience

A GOC is the ultimate way to position your company as the thought leader in your particular segment. A GOC is a true multimedia experience with a large amount of content and a comprehensive and layered design.

*Webtrends 2008

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%**

INFLUENTIAL

64%

of TMCnet visitors
influence purchases

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

Channels Program

Build a Community Around Your Keyword

Satellite.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 pages on our site. 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 – 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. TMC's veteran editors post two exclusive feature stories weekly to deliver fresh, exclusive content.

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

- Industry News and Daily 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

eNewsletters

TMCnet's product-focused eNewsletters deliver your marketing message in a highly credible editorial environment. Targeted, editorial-rich, e-mail newsletters are delivered daily, bi-weekly, or monthly. These achieve a vast reach among thousands of communications technology decision makers. TMCnet's eNewsletters focus on an array of topics covering numerous facets of communications and technology.

TMC Webinars Program

Host your Webinars on TMCnet – A Highly Successful Lead Generator

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 Experienced Team Makes It Seamless

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: TMC's expert team handles all the marketing, promotion and registration. A veteran TMC editor is available to serve as moderator and help you develop content.

During the Event: We provide the technology, utilizing the most effective conferencing software platform. We also offer a TMC editor to serve as 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 poses and passes along questions of the featured speaker(s). Attendees are fully engaged in this Q & A session.

Turn-Key Events

- Reach Decision Makers
- Premium Quality Lead Generation
- Connect with Customers
- Increase Product Awareness
- Multi-Channel Marketing Program
- Position Your Company as A Leader

Our 100+ Member Global Editorial Team

Editorial Leadership

David Rodriguez, *Vice President of Publications and Conferences*

David Rodriguez oversees the sales and day-to-day editorial of Satellite.tmcnet.com. 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*

Erik Linask is the Group Managing Editor of Satellite.TMCnet.com. Prior to joining TMC, Erik began his professional career at a management consulting firm Leadership Research Institute.

Richard Grigonis, *Executive Editor of TMC's IP Communications Group of magazines*

Richard Grigonis is an internationally-known technology editor and writer. He served as Editor-in-Chief of VON Magazine from its founding in 2003 until 2006. Prior to that, Richard spent nearly ten years as the Chief Technical Editor of CMP Media's Computer Telephony magazine (later called Communications Convergence). The author of five books on computers and telecom (including the Computer Telephony Encyclopedia and Dictionary of IP Communications), Richard has published articles in Dr. Dobb's Journal, TELECONNECT and Call Center magazines, also helped design and construct a testing lab used by four CMP publications.

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
Anshu Shrivastava, TMCnet Contributor
Anuradha Shukla, TMCnet Contributor
Art Rosenberg, Unified View
Barry Sher, Real-time Billing for
SIP-based networks
Biju Oommen, Telecom & Networking Solutions
Bill Durr, Call Center Management
Bob Emmerson, TMCnet European Editor
Bogdan Materna, Secure VoIP Deployment
Brendan Read, Sr. Contributing Editor, CIS
Brough Turner, Next Wave Redux
Calvin Azuri, TMCnet Contributor
Cathy Planchard, Collaboration
Charles Ciarlo, Workforce Management
Charlotte Wolter, TMCnet Contributing Editor
Chris Gatch, SIPerspective
Christa Heibel, Call Center Strategies
Christopher M. Carrington,
Home Agent Happenings
Dana Lloyd, Customer Service in the Call Center
David Cameron, Technology for
Business Processes
David Duffett, The Voice of IP
David Hattey,
Enterprise Communications Everywhere
David Levy, Now UC It
David Sims, Telecom & CRM News
David Uhlir, Presence Enabled
David Yedwab, Thinking IT Through
Divya Narain, TMCnet Contributor
Dr. Alan Solheim, The Middle Mile
Dr. Jodie Monger, The Customer Experience

Dusty Fisher, The Connected World
Ed LaBanca, Enterprise & Contact Center Comm
Eric Dean, Inside VoIP Technology
Erik Lagerway, VoIP, IM and Video
Erik Larsson, Voice, Video & data convergence
Fred Goldstein, Telecom Policy
Fred Pack, Customer Support Columnist
Gary Kim, Editorial Contributors and Columnists
Glenn Dispenziere,
Chronicles of a BPO Innovator
Grant Lenahan, Eye on IMS
Hunter Newby, VoIPeering
Jagan Jagannathan, Real-Time Insights
Jay Seaton, Mobile Messaging
Jayashree Adkoli, TMCnet Contributor
Jeff Hudgins, Tech Score
Joel M. Vincent, Networking Today and Tomorrow
John P. Joseph, Voice Solutions
Jon Arnold, Editorial Contributor
Jonathan Rosenberg, Speaking SIP
Kevin Dunetz, Telecom Expense Management
Kim Garner, Data On Demand
Larry Kesslin, Running a Business Is Easy
Lou Nardo, VoIP Management
Louise Anderson, Performance Improvement
Manuel Vexler, IMS/NGN
Marc LeClerc, Converged Views
Marc Robins, Beyond VoIP
Mark Hewitt, Mobile VoIP Expert
Mark Smith, Contact Center Research
Martin Wales, Customer Catcher
Matt Bancroft, Mobility Matters
Maurene Caplan Grey,
Messaging and Collaboration
Max Schroeder, Enterprise View
Meenakshi Shankar, TMCnet Contributor
Michael Dinan, Group Managing Editor, TMCnet
Michael Khalilian, IMS Forum
Michael Marks, Service Quality Matters
Michael Stanford, Packet Voice over Wireless

Murli Menon, Contact Center Analysis
Narayan Bhat, TMCnet Contributor
Niladri Sekhar Nath, TMCnet Contributor
Ozzie Fonseca, Call Center Comics
Patrick Barnard, Senior Web Editor, TMC
Paul Segre, Contact Center Assets
Penny Reynolds, The Call Center School
Peter Brockmann, Out of the Box
Phil Hill, Hosted Hearsay
Radhika Raghunath, TMCnet Contributor
Raju Shanbhag, TMCnet Contributor
Randy Savicky, Strategy + Communications
Richard Grigonis, Senior Editor
Rick Bye, Broadband Evolution
Rick Graves, Customer Experience Management
Ronald Guia, Analyst's Corner
Rosanne D'Ausilio, Ph.D., Call Center Training
Sandra M. Gustavsen, TelecomTactics
Scott M. Broetzmann,
Customer Care Measurement & Cons.
Shamila Janakiraman, TMCnet Contributor
Sridhar Ramachandran, Session Management
Stefania Viscusi, TMCnet Web Editor
Steve Shaw,
UMA: Mobile Convergence & Beyond
Susan J. Campbell,
Communications and Broadband
Thierry Grenot, WAN Optimization
Thomas K. Crowe, VoIP and Telecom Regulation
Tim Gray, TMCnet Web Editor
Tom Cross, CrossTalk
Tom Wheeler, Wireless Musings
Tony Rybczynski, Inside Networking
Wes Hayden, Contact Center Assets
William B. Wilhelm, Jr., Regulation Watch
Xavier Van de Lanotte, The Strategy Corner
Yuval Ben-Itzhak, Web Security

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.

