

Media Kit 2015



SMARTGRID
SMART-GRID.TMCNET.COM

Bringing Together
SMART GRID
Development, Deployment
and Opportunity

The definitive website for Smart Grid

Delivering:

- Breaking News
- Feature Articles
- Event Coverage and Highlights
- Prominent Blogs
- Case Studies
- In-Depth Analysis
- White Papers and Podcasts
- Smart Grid Resources and More



Brought to you by TMC and Crossfire Media

2015 Technology Marketing Corporation. All Rights Reserved.

Powered by:



Empower Our Readers With Your Smart Solutions

Building out the smart grid is the single most significant national infrastructure project since the build out of the Internet itself. In many ways, it's about bringing the same type of communications and control capabilities enabled by the Internet to all components of, what is recognized as, the largest, most distributed and complex machine: the National Grid.

Besides the low-hanging fruits of increased grid reliability, security and cost savings, the grid can enable a host of applications which will fundamentally change the energy economy and our path to a sustainable future.

Just as the power grids took decades to develop, these changes won't happen overnight. So the vast potential for smart grid enabling devices, network infrastructure and game-changing applications is only limited by the imagination of innovators and pioneers in making the smart grid vision a reality.

This resource carries the latest news and insights about smart grid products and services, particularly the connection into smart homes, businesses and institutions.

Smart-grid.tmcnet.com

Offering the most daily news and expert analysis of new:

- smart grid product and application developments
- alliances and competitive strategies
- security
- financial deals
- industry trends
- government regulation and stimulus spending
- commentary and more.

In-depth Coverage: Companies Leading the Way to Maximizing Smart Grids

The smart grid portal highlights the innovators whose two-way communication enabling devices, platforms and applications are improving energy consumption.

Smart-grid.tmcnet.com covers break-through developments on the usage end of smart grids, whether customers are residential, commercial or public sector. This portal also provides insights about the progress marketplace leaders are making and the ecosystem of companies joining forces.

The screenshot displays the Smart Grid website homepage. At the top, there's a navigation bar with 'Smart Grid' and 'deviceWISE Global Summit 2015' (January 27, 2015 | Miami, Florida). Below this is a search bar and a 'REGISTER' button. The main content area is divided into several sections: 'SMART GRID HOME NEWS', 'EDITOR'S PICK', 'BREAKING NEWS', 'TOP 10 PHONE SYSTEMS 2015', 'LATEST SMART GRID VIDEOS', and 'FEATURED WHITEPAPERS'. A prominent article titled 'Landis+Gyr Partners with Colorado Springs Utilities' is featured. The interface includes various filters and options for users to explore content.



Carl Ford, CEO, 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 also blogs at <http://blog.tmcnet.com/carl-ford>.

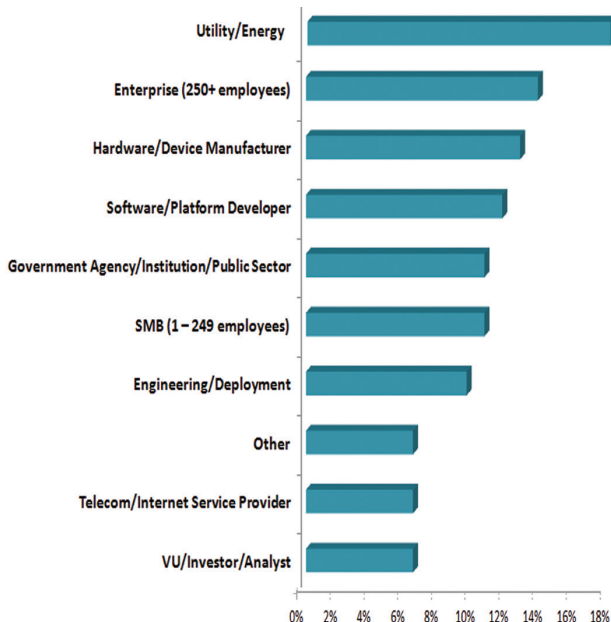
Smart Grid Demographics

Reach a Vast Community of Prospects

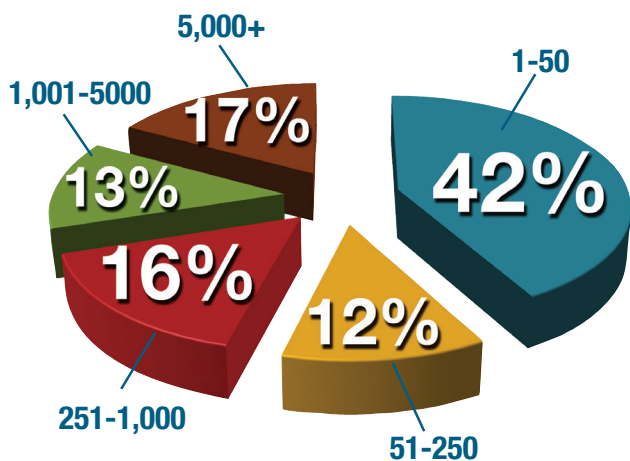
Purchases That Visitors Will Be Involved With Their Company

| | |
|---------------------------------|-----|
| Application Software | 44% |
| Network Connectivity | 37% |
| Security | 30% |
| Engineering Services | 28% |
| Application Middleware/Platform | 16% |
| 2-Way Monitors/Meters | 16% |
| External Hardware | 15% |
| Deployment Services | 15% |
| Embedded Software | 13% |
| Embedded Hardware | 13% |
| RFID/Wireless Sensor Networking | 11% |
| Logistics Services | 10% |
| Offsite Diagnostics | 7% |

Representing Global Business

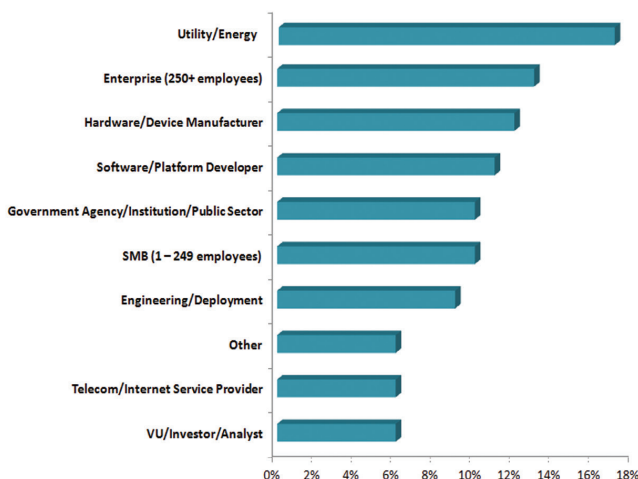


Number of Employees



Source: TMCnet Visitor Profile Survey

Global Reach



66% of visitors determine company needs, recommend products/services and/or approve purchases.

Source: TMCnet Visitor Profile Survey

Opportunities Available on Smart-grid.tmcnet.com

Online Communities (OCs)

Your custom-designed community on the Smart Grid site, 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 populated with exclusive content, attracting influential readers. OCs are vibrant communities that, in a short time, achieve very high rankings on leading search engines. 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.

Online Banner Advertising

Grab the attention of thousands of visitors with Leaderboard, Skyscraper, Ad Box, Site Takeover and Splash Page ads.

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. Smart Grid provides experienced support every step of the way with this turn-key marketing tool to ensure your success.

White Paper and eBookProgram

Post your white papers on Smart-grid.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 smart product technology ideas and solutions.

eNewsletters

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



To advertise, please contact Client Services at inquiry@tmcnet.com or 203-852-6800

© 2015 Technology Marketing Corporation. All Rights Reserved.

Online Community

This news-driven site acts as a powerful, seamless extension of your website. Tabbed at the top of every page on the Smart Grid site and TMCnet, each Online Community carries your marketing messages around a continually updated stream of relevant industry news.

Online Communities™ (OCs) are robust news platforms, built with layer upon layer of content in multiple media formats. Your OC 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 high rankings on leading search engine result pages (SERPs). This is vital since 39% of searchers believe that companies with top organic rankings are leaders in their fields, and 68% of searchers click on a result within the first page of results.

Based on the tight focus of its content and resources, your OC is tabbed with your exclusive keyword term, and bookmarked by decision makers who join these communities seeking solutions, including specific product and service information and partnership opportunities.

All OCs are highlighted on every page on TMCnet, appearing in the top tabs – including the TMCnet home page. This creates millions of impressions every month.

OC 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
- Product Showcase area
- 60+ Featured Articles per month drive SEO, even in long-tail searches
- Partner Spotlight area
- Call to Action (for lead generation)
- Dedicated eNewsletter
- Links to important sections of your own corporate website
- Site is constantly surrounded by your corporate banner ads and messaging

The screenshot displays the Smart Grid Online Community website. At the top, there is a navigation bar with 'SMART GRID' and various menu items like 'Important', 'Free Resources', 'Publications', 'Smart Grid Blogs', 'Videos', and 'Contact Us'. Below this is a search bar and a 'GO' button. The main content area features a large article titled 'GE and Trilliant to Provide Smart Grid Solutions to City of Holly Springs' with a video player. To the right, there is an 'EDITOR'S PICK' section with several news items. On the left, there are sections for 'BREAKING NEWS', 'TOP 10', and 'POPULAR'. At the bottom, there are sections for 'Featured Whitepapers' and 'LATEST SMART GRID VIDEOS'. The website is decorated with various banners and ads, including one for 'M2M & IoT Strategies' and another for 'H&R BLOCK FILE FOR NADA, ZILCH, ZIP'.

To advertise, please contact Client Services at inquiry@tmcnet.com or 203-852-6800

© 2015 Technology Marketing Corporation. All Rights Reserved.

BUILDING COMMUNITIES

Smart Grid Webinar Program

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 Webinar event is completely turn-key. Every step of the process is managed with the utmost professionalism.

Pre-Event: Smart Grid's expert team handles all the marketing, promotion and registration.

During the Event: We provide the technology, utilizing the most effective conferencing software platform. We also offer a professional 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 the event is available for download in our Webinar Archive on TMCnet for 12 months.

Live webinars 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

Smart Grid'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.

Smart grid's product focused eNewsletters achieve a vast reach among thousands of technology decision makers.

Grab market share in the nascent smart technology marketplace.

Use the editorial expertise, marketing experience, design skills and SEO of the team behind Smart-grid.tmcnet.com.

White Paper

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 Smart Grid will promote to over 30,000 professionals via:

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

Splash Page

Smart Grid's 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 the Smart Grid site the splash page appears randomly, between pages of content, when the visitor is browsing. The splash page will appear once a day for each visitor.

Benefits:

- No clutter or competition, the advertiser owns the page.
- The ability to animate the advertisement to create excitement and increase click-throughs.
- Creates a complex advertising message.

Splash Ad

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

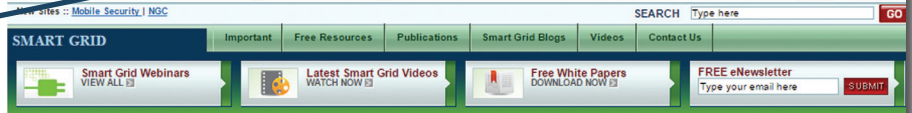


Banner Ads



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

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

To advertise, please contact Client Services at inquiry@tmcnet.com or 203-852-6800

© 2015 Technology Marketing Corporation. All Rights Reserved.

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.

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.

Carl Ford, CEO, Crossfire Media

Carl Ford has been exploring internetworking issues his entire career. From the development of private networks, SONET Rings and fiber optics to special AIN features, Carl's 20+ years have always focused on satisfying customers' needs. This focus has given him a unique grasp on the impact that cost, regulatory and marketing issues have on rolling out new services. Carl is developing programs that bring to light an understanding of smart grid issues, regulation and implementation.

Contributors

Rich Tehrani - CEO

Bob Emmerson - TMC European Editor

Erik Linask - Group Editorial Director

David Sims - TMCnet Contributing Editor

Paula Bernier - Executive Editor

Susan J. Campbell - TMCnet Contributing Editor

Peter Bernstein - Senior Editor

Linda Dobel - TMCnet Contributing Editor

Stefania Viscusi - Assignment Desk Editor

Allison Boccamazzo - TMCnet Web Editor

Gary Kim - Contributing Editor

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

Karl Sundstrom
Vice President, Business Development
203-852-6800 x119
ksundstrom@tmcnet.com
www.tmcnet.com



Technology Marketing Corporation
800 Connecticut Avenue
Norwalk, CT 06820

To advertise, please contact Client Services at inquiry@tmcnet.com or 203-852-6800

© 2015 Technology Marketing Corporation. All Rights Reserved.

RESPECTED SOURCE