

MEDIA



SMARTGRID
SMART-GRID.TMCNET.COM

BRINGING TOGETHER
Smart Grid
DEVELOPMENT, DEPLOYMENT
AND OPPORTUNITY

The definitive web site for Smart Grid products and services development, innovation and deployment

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 Intelligent Communications Partners

2011

©2010 Technology Marketing Corporation. All Rights Reserved.

Powered by:



Today's Developments for Smarter Future Power Consumption

Building out the Smart Grid is the single most significant national infrastructure project since the buildout 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

will offer 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 shows the Smart Grid website interface. At the top, there are logos for SMART GRID and MegaPath. A banner for a 'FREE WEBINAR' titled 'MPLS with Voice + Security - Planning for the Future and Taking Your Network to the Next Generation of Cloud-based Communications' is visible, scheduled for Tuesday, October 27, 2009, at 2:00pm ET. The main content area features a large article titled 'ComEd Could Receive \$5 Million in ARRA Funding for Smart Grid Solar Pilot' with a photo of power lines. Below this are sections for 'BREAKING NEWS', 'TOP 10', and 'POPULAR'. A sidebar on the right contains 'SMART GRID FEATURED ARTICLES', 'REGISTER NOW' for the webinar, and 'All-in-one research reports'. At the bottom, there are sections for 'LATEST SMART GRID VIDEOS', 'SMART GRID BLOGS', and 'FREE MAGAZINES'.

Here are the opportunities available on Smart-grid.tmcnet.com

Global Online Communities (GOCs)

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. 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 focused, relevant 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 Smart-grid.tmcnet.com

Grab the attention of thousands of visitors with Leaderboard, Skyscraper, Banner, Button, Page Curl, Ad Box and Splash Page ads. (See pages 8 & 9.)

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 archives. TMC provides experienced support every step of the way with this turn-key marketing tool to ensure your success. (See page 10.)

White Paper Program

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. (See page 10.)

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%**



The Marketplace for Smart-grid.tmcnet.com

The potential market for devices, services and applications harnessing Smart Grids is enormous and is still in its infancy. Professionals involved from the concept stage throughout the Smart Grid product/service/application lifecycle to energy suppliers and utilities stand to benefit from the portal's resources.

Visitors will see the results of innovation and collaboration. While the Smart Grid product landscape evolves and grows, visitors will gain an in-depth understanding of who are the dominant players and partners, in addition to up-and-comers. Smart Grid enablers will learn more about opportunities on the horizon ... and missteps to avoid.

As enterprise, SMBs, organizations and consumers learn of smart energy-saving devices, applications and services, they will seek additional, detailed information to make purchase decisions. Since these purchase decisions can require multiple parties' involvement over a span of time, decision makers will turn to the Smart Grid portal frequently – even daily – as a trusted news provider.

Your Company's Visibility on Smart Grid Gives You a Marketplace Advantage

By having your marketing messages and logos in the Smart Grid portal's rich editorial environment, your company is viewed as a thought leader. Being associated with a leading-edge portal conveys that your company is enabling the provision of a valuable news service. You will extend your reach to thousands of decision makers across a span of industries, bringing you many opportunities to establish contacts.

Repeat visibility on Smart Grid enhances your credibility simply through familiarity. There are a number of means for enhancing your brand strength, telling your company's story, and otherwise illustrating your company's competitive advantages.

Robust Traffic and Steady Growth

Smartgrid.TMCnet.com

July 2010

Page Views 2,020,004

Unique Visitors 75,485

June 2010

Page Views 778,475

Unique Visitors 34,868



The Audience for Smart-grid.tmcnet.com

In addition to analysts, venture capitalists and investors, the Smart Grid portal serves:

- C-level executives in management and technology enabling smart homes, buildings and facilities
- product managers
- business development executives
- technology strategy directors
- product design engineers
- software and platform engineers
- application developers

Collaboration by Technology Authorities

Smart-Grid.tmcnet.com is a joint effort of TMC and Intelligent Communications Partners, offering experience in providing educational media, analysis and resources in technology.

Intelligent Communications Partners (ICP) is a strategic advisory consultancy focused on the emerging **Smart Grid** opportunities. The consultancy was co-founded by veteran communications entrepreneurs, Shidan Gouran and Jon Arnold. Shidan is a serial entrepreneur whose current venture, Home Jinni Inc., is developing a solution for home media management and media content distribution. His past accomplishments include founding an award-winning PBX company, developing a popular DRM solution and founding a provisional Canadian CLEC.

Jon is the Principal of J Arnold & Associates, an industry analyst consultancy focused on disruptive communications technologies and emerging Telco 2.0 business models. Building on the independent thought leadership of his Analyst 2.0 blog, his Service Provider Views column on TMCnet, and active profile at leading telecom events as well as with the business press, Jon brings a vital perspective to ICP's vision of integrating the worlds of telecom, IT and energy into the Smart Grid opportunity.



For advertising information please contact Karl Sundstrom at ksundstrom@tmcnet.com or 203-852-6800 ext. 119

© 2010 Technology Marketing Corporation. All Rights Reserved.

Global Online Community

This news-driven site acts as a powerful, seamless extension of your Web site. Tabbed at the top of every page on the Smart Grid portal and TMCnet, each Global Online Community carries your marketing messages around a continually updated stream of relevant industry news. Roughly 16 weekly Featured Articles highlight your company's news.

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 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 GOC 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. Some GOCs garner as many as 250,000 unique monthly visitors.

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

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

The screenshot displays the TMCnet website interface for the Smart Data Centers community. At the top, there are logos for SMARTGRID and MegaPath, along with a 'FREE WEBINAR' registration link. The main navigation bar includes categories like 'Global Online Communities', 'Publications', 'Industries', and 'International'. A search bar is located on the right. The left sidebar contains a list of industry categories such as 'INDUSTRIES', 'VERTICALS', 'HORIZONTAL', 'PUBLICATIONS', 'FREE RESOURCES', 'INTERNATIONAL', 'EVENTS', and 'ABOUT TMC'. The main content area features a 'Featured Editorial' section with several articles, including 'Panduit and Gartner Unite to Spread Message, Vision for Smart Data Centers' and 'Unified Physical Infrastructure Benefits for Mid-Market Businesses'. Below this is a 'Breaking Data Center News' section with a list of recent news items. The right sidebar contains a 'Physical Infrastructure Management' section with a Panduit banner, a 'Discussing Data Centers' section with a video player, and a 'High Speed Data Transport' section with a list of links. At the bottom, there is a 'Green Data Cabinets' section with a Panduit banner.

Channel

A Channel is a single page on the Smart Grid portal 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 sponsors become virtual “owners” of the keywords that label them. Channels obtain high organic search engine ranking due to the reach of the Smart Grid portal and TMCnet as well as the voluminous, yet focused information flowing through them. One to two exclusive articles posted each week to every Channel, in addition to continually updated news, support the strength of their keywords and draw visitors.

Channel Program

Build a Community Around Your Keyword

The Smart Grid portal Channel Program creates a customized site for your company. You virtually “own” the keyword to it. Your Channel is positioned on the Smart-grid.tmcnet.com home page and directly accessible from all pages on our portal. The leaderboard and skyscraper ads on your Channel page are exclusively yours.

When you sign up as a Channel partner, your Channel achieves prominent – often 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. The Smart Grid site’s veteran editors post up to two feature articles weekly to deliver fresh, exclusive content about your company and its offerings.

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

- Daily Industry News and Weekly Featured 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
- Links to your Company Web site

TMC’s expert marketing, design and editorial teams have created over one hundred successful 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.



CHANNEL PROGRAM

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

Smart Grid'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

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



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



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 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 Smart Grid 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 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 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 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

TMC'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. TMC's eNewsletters focus on an array of topics covering numerous facets of communications and technology. Becoming a sponsor of an eNewsletter positions your company as a thought leader and reinforces your branding.

Grab market share in the nascent smart technology marketplace.

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

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

Executive Director of Business Development

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.

Shidan Gouran, Intelligent Communications Partners (ICP)

This strategic advisory consulting firm focuses on the emerging Smart Grid opportunity. The consultancy was co-founded by veteran communications entrepreneurs, Shidan Gouran and Jon Arnold. Shidan is a serial entrepreneur whose current venture, Home Jinni Inc., is developing a solution for home media management and media content distribution. His past accomplishments include founding an award-winning PBX company, developing a popular DRM solution and founding a provisional Canadian CLEC.

Jon Arnold, Principal, J Arnold & Associates

This industry analyst consultancy is focused on disruptive communications technologies and emerging Telco 2.0 business models. Building on the independent thought leadership of his Analyst 2.0 blog, his Service Provider Views column on TMCnet, and active profile at leading telecom events as well as with the business press, Jon brings a vital perspective to ICP's vision of integrating the worlds of telecom, IT and energy into the Smart Grid opportunity.

TMC's Editorial Team

Nadji Tehrani - Chairman

Rich Tehrani - CEO

Dave Rodriguez - President

Erik Linask - Group Editorial Director

Patrick Barnard - Group Managing Editor

Tom Keating - CTO and Executive Editor

Paula Bernier - Executive Editor, IP Communications Group

Brendan B. Read - Senior Contributing Editor

Stefania Viscusi - Assignment Desk Editor

Erin Harrison - TMC Executive Editor, Strategic Initiatives

Marisa Torrieri - TMCnet Contributing Editor

Erin Monda - TMCnet Editor

Gary Kim - Contributing Editor

Bob Emmerson - TMC European Editor

David Sims - TMCnet Contributing Editor

Susan J. Campbell - TMCnet Contributing Editor

Ed Silverstein - TMCnet Web Editor

Juliana Kenny - TMCnet Web Editor

Contributors

Aaron Sipper

Dr. Alan Solheim

Anamika Singh

Andreas Potyka

Andrew R. Thomas

Anil Sharma

Anshu Shrivastava

Anuradha Shukla

Ari Zoldan

Art Rosenberg

Arun Satapathy

Barkha Bathwal

Barlow Keener

Barry Sher

Bernd Ottow

Berthold Hofmann

Biju Oommen

Brian Protiva

Brough Turner

Calvin Azuri

Carl Ford

Carolyn J. Dawson

Craig Collins

Craig Settles

Dan Miller

Dave Ginsburg

David H. Yedwab

Divya Narain

Ed LaBanca

Fred Goldstein

Guenter Brast

Harald Zapp

Hunter Newby

Ian Geoffrey Dent

Indicus Analytics

J.R. Sloan

Jagdish Kumar

Jai C.S.

Jason Lackey

Jay Seaton

Jayashree Adkoli

Jeff Hicks

Jeff Hudgins

Jeff Orr

Jon Arnold

Jyothi Mahalingham

Jyothi Shanbhag

Kevin G. Coleman

Kevin Sheehan

Lance Whitney

Marc Wildner

Mark Hewitt

Dr. Mary Cronin

Matt Bancroft

Michael Leo

Michael Stanford

Narayan Bhat

Nitya Prashant

Olga Yashkova

Paul Lohnes

Peter Brockmann

Peter Schmitt

Pramila S. Raj

Radhika Raghunath

Raja Singh Chaudhary

Rajani Baburajan

Raju Shanbhag

Ranjit Nayak

Renga Prakash

Richard Watson

Rob Duncan

Robin Wright

Rodney Joffe

Ronald Gruia

Sandra M. Gustavsen

Scott Guthery

Seamus Hourihan

Shamila Janakiraman

Shidan Gouran

Shireen Dee

Siegfried Luft

Steve Shaw

Steven Johnson

TeleTech

Thierry Grenot

Tim Passios

Tom Tovar

Tom Wheeler

Tony Rybczynski

Vinti Vaid

Vivek Naik

Zig Fekete

Bloggers

Alan D. Percy

Allen Miller

Anders Eriksson

Ari Zoldan

Bogdan Materna

Brendan Read

Brian Spencer

Carl Ford

Carolyn Schuk

Charles Wu

Chris McGugan

Chuck Rutledge

Clinton Fitch

Dave Rodriguez

David Byrd

David Duffett

David Gehringer

David Schenkel

David Sims

Eric Hernaez

Erik Linask

Francis Carden

Frank Grillo

Frank Francis

Greg Galitzine

Hunter Newby

Jan Linden

Jeff Wiener

John Glossner

John Premus

Kim Devlin-Allen

Patrick Barnard

Paul McMillan

Peter S. Buswell

Peter Radizeski

Pierre Kerbage

Rehan Allah Wala

Rich Tehrani

Robert Messer

Scott Bouchard

Scott Snyder

Scott Wharton

Sean Wilder

Shawn Shadfar

Suzanne Bowen

Terry Caterisano

Tom Keating

Tony Rybczynski

Tsahi Levent-Levi

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.

