

Media Kit 2026



TMCnet is the world’s leading website covering communications and technology.

TMCnet is a full-service news portal providing a multitude of updated content. Thousands of articles and exclusive features cover today’s most dynamic technologies, including, IP communications, wireless, CRM, cloud computing, WebRTC, contact center, information technology and more. This in-depth coverage comes from TMCnet’s in-house editorial team, dozens of contributing editors from around the world, and selected news feeds.

Additional content is delivered in videos, white papers, webinars and podcasts. TMCnet carries extensive archives of these formats. Visitors can download this information at their convenience.

The latest news stories in target niches are grouped together, filtering the most meaningful headlines for SMB, Enterprise, Service Provider, Reseller, Ad Developer segments.

A first-rate team of 40 bloggers includes Rich Tehrani, Erik Linask, Carl Ford, and Paula Bernier. Noted experts like Phil Edholm, Gary Kim, and Doug Mohney contribute to the quality and quantity of news, analysis and commentary.

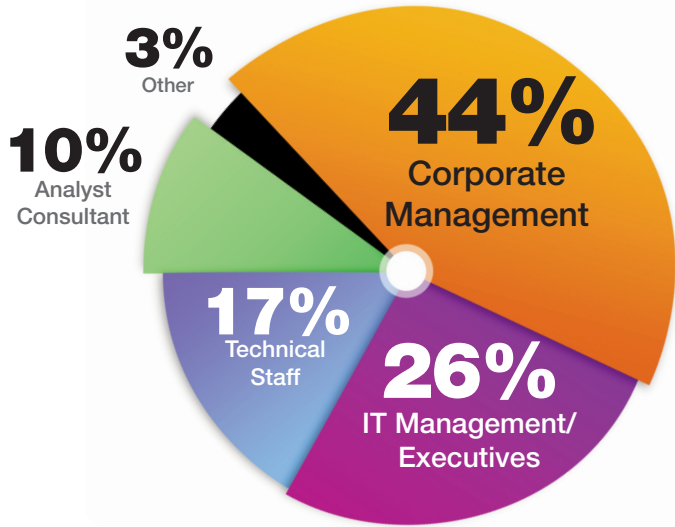
TMCnet is read by as many as 1.5 million unique visitors and has more than 60 million page views each month.

Table of Contents

TMCnet Audience Reach3
TMCnet’s Audience Purchasing Power4
Online Ads5
Ad Rates7
Webinars8
White papers10
eNewsletters11
eMail Blasts12
Content Marketing13

Connecting You with Your Target Buyers

Visitor Title



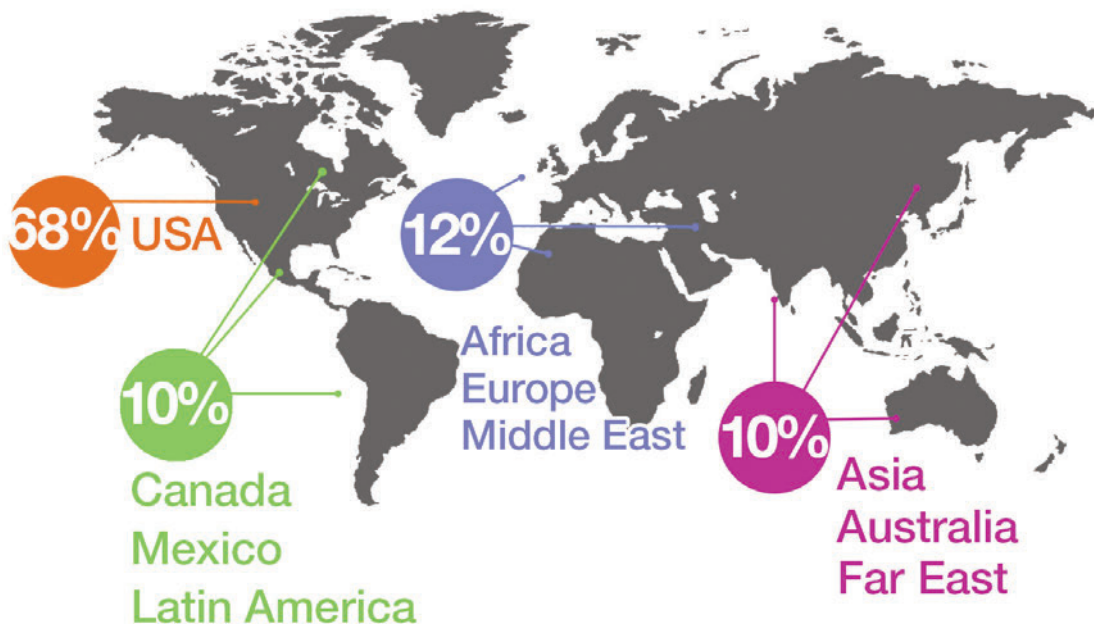
Monthly Traffic

60 Million
Page Views

1.5 Million
Unique Visitors

Source: TMCnet Analytics

Geographic Breakdown

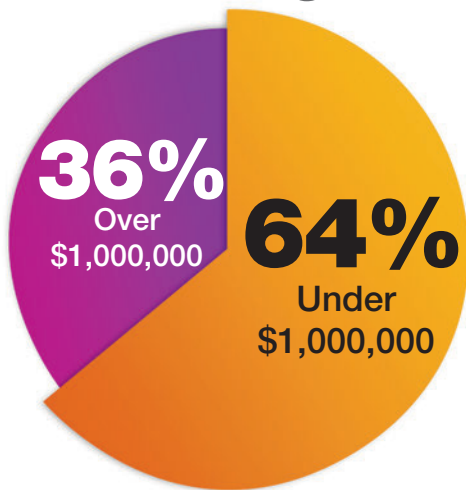


Source: TMCnet Visitor Profile Survey

Your Presence on TMCnet Influences Professionals with **NEED** and **BUYING POWER**



Annual **Communications** IT Budget



\$100 Million
Gross Revenue

44% of Visitors Report their Company Gross Revenue is More than \$100 Million

Visitors are Interested in These Solutions	
Products/Services	
Wireless/Mobility Solutions	
IP Phones	
Virtualization/Cloud	
Unified Communications	
4G Technologies	
Network Management	
IP Security	
IP PBX	
Contact Center Technologies	
Video	
SIP	
Hosted Communications	
Network Security	
Open Source	
Conferencing & Collaboration	
Telecom Expense Management	
Telepresence	
SMB solutions	
CRM	
SaaS	
Service Provider solutions	
Gateways	
FMC/IMS	

85% of Visitors

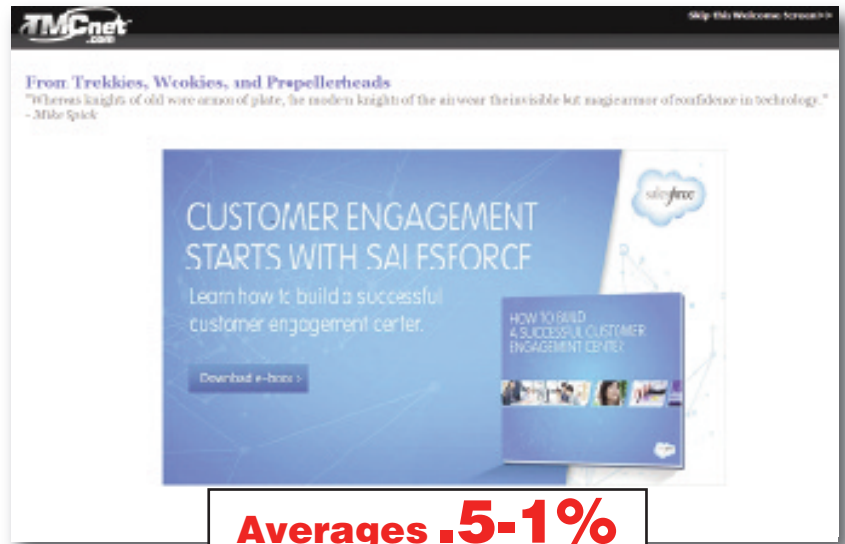
Expect Their Communications & Technology Budget to Increase in 2026 or Stay the Same

Source: TMCnet Visitor Profile Survey

TMCnet offers a variety of choices to fit your branding and your budget. With such a high volume of traffic to TMCnet, your ads are a cost-effective way to build your brand and connect with the prospects who have the budgets to act on your messages.

Splash Page

This stand-alone web page is dedicated solely to the advertiser. It appears randomly on TMCnet, between pages of content, when the visitor is browsing the site. The splash page will appear only once a day for each visitor.



Averages .5-1%
Click-Through-Rate (CTR)

Benefits

- No clutter of competition; the advertiser owns the page.
- The advertiser can have animation in the ad to create excitement or curiosity, and increase click-thru's.
- The larger size format enables the advertiser to provide more detail. (Dimensions: 160 x 600)

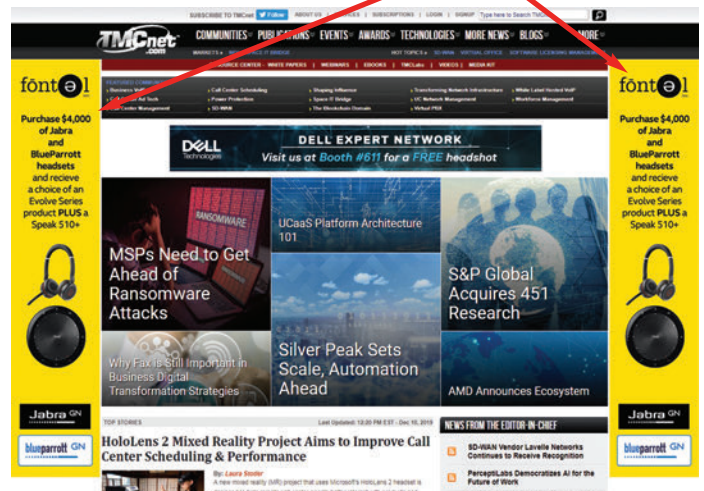


Site Road Block

A Road Block utilizes up to three ad units in feature stories to maximize exposure.

TMCnet Site Takeover

The Site Takeover is an eye-catching advertisement on the TMCnet homepage, seen by every visitor.



The screenshot shows the TMCnet.com homepage with a navigation bar at the top containing links for COMMUNITIES, CHANNELS, PUBLICATIONS, EVENTS, TECHNOLOGIES, NEWS CENTERS, and MORE. Below the navigation bar is a banner for 'Ethernet Extenders' with a 'FREE Enterprise Networking Guide' offer. The main content area features several article teasers: 'MSPs Need to Get Ahead of Ransomware Attacks', 'UCaaS Platform Architecture 101', 'S&P Global Acquires 451 Research', 'Why Fax is Still Important in Business Digital Transformation Strategies', 'Silver Peak Sets Scale, Automation Ahead', and 'AMD Announces Ecosystem'. A 'TOP STORIES' section highlights 'HoloLens 2 Mixed Reality Project Aims to Improve Call Center Scheduling & Performance' by Laura Stotler. An 'Ad Box' for Intel, McAfee, and Wind River is also visible, promoting intelligent gateways.

← **Home Page Pencil Ad:**
1000x60 pixels
 72 dpi, 100k max
 Acceptable files:
 .gif, .jpg, .swf,
 .png, I-frame

← **Ad Box:**
 Dimensions
300x250 pixels
 72 dpi, 70k max
 Acceptable files:
 .gif, .jpg, .swf,
 .png, I-frame

The screenshot shows the 'TMCNET'S ONLINE COMMUNITIES™' page. It features a 'Good2Great' banner at the top, a search bar, and a grid of content including 'Case Studies', 'Resources', and 'vtech Business Phones'. A 'LEADERBOARD' section is visible on the right side of the page.

← **Leaderboard:**
728x90 pixels
 72 dpi, 50k max
 Acceptable files:
 .gif, .jpg, .swf,
 .png, I-frame

Skyscraper: →
 Dimensions
120x600 pixels
 72 dpi, 70k max
 Acceptable files:
 .gif, .jpg, .swf,
 .png, I-frame

Ad Unit	Rate	Minimum buy
Leaderboard	\$20 CPM	Minimum 100,000 impressions
Skyscraper	\$20 CPM	Minimum 100,000 impressions
Ad Box	\$20 CPM	Minimum 100,000 impressions
Home Page Pencil Ad	\$20 CPM	Minimum 100,000 impressions
Site Takeover	\$30 CPM	Minimum 100,000 impressions
Splash Page	\$30 CPM	Minimum 100,000 impressions
Roadblock	\$30 CPM	Minimum 100,000 impressions



A Turn-Key Webinar Event Offers Powerful Lead Generation

Partnering with TMC to execute a webinar makes it easy to connect with your best prospects. We offer these events which have been proven sources of **high-quality leads** before, during and after the live event.



You can pinpoint your prospects by:

- Industry type
- Annual Revenue
- Number of Employees
- Region, State, City, both Domestic and International
- Job Function

Your webinar 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 will serve as moderator and is available to help you develop content.

During the Event: We provide the technology, utilizing the most effective conferencing software platform to deliver audio and images for visual reinforcement.

Post-Event: No detail is overlooked in the crucial wrap-up. We collect and forward actionable leads for those who logged in and those who registered.

Webinars are typically one hour long. You can also choose a 90-minute format.

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 from TMC 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.

For more Information Download The TMCnet Webinar Media Kit



Turn-Key Events

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

Benefits of Sponsoring a Webinar on TMCnet:

Pre-Event Marketing

- Web ads promoting the event on TMCnet
- Series of email blasts promoting the event to targeted lists
- eNewsletter promotion
- Editorial Coverage (Websites and blogs)
- Customized landing page & registration page

During the Event

- Respected industry moderator provided by TMC can host the event or provide commentary
- Opportunity for your company executive to speak and influence potential clients
- Deliver your message by educating the audience about your technology or service
- Engage in live Q&A with attendees

Post Event

- Receive complete database of all registrant contact information (even non-attendees)
- Web events archived for up to 12 months for prospects to access and view on-demand
- Editorial coverage in TMC websites and blogs
- Archived event promoted in print ads

Here are some of the companies that have relied upon TMCnet as their trusted webinar partner

8x8, Inc.	LiveOps
ADTRAN	Loqate
Alcatel Lucent	Marketo
Arkadin	Mitel
AT&T	Modomono Agency (Lexis Nexis)
Axeda	Nexis
Bit9	Multi-Tech Systems
Blue Jeans	Netscout
Broadview	Numerex
CableExpress	OpenMarket
Cafex	Oracle
Calabrio	Panduit
CallCopy	Phybridge
CallMiner	Red Hat
Centrify	RingCentral
CenturyLink Technology Solutions	Safenet
Citrix	Sangoma
CradlePoint	SAP
Dialogic	SmithMicro
Digitalk	Sonus
Echopass	Sprint
Emerson	Support.com
Extrahop	Surf Communications
Five9	Symphony Teleca-SAP
Fonality	Systemtech
Fonolo	Teleopti
Genband	Tone Software
Genesys	Transera
Ifbyphone	Unicom
Ingate	Vidyo
ININ	VOCalcomm
Intelepeer	VoltDelta
Internap	VSS Monitoring
intronis	Windstream
ListenUp Espanol	Yealink

TMC creates the highest-quality, effective webinars by carefully planning and executing your event from strategy sessions, to the live event, and beyond. We fully understand and offer the resources that must be dedicated to support this vehicle and to drive the best prospects to it.

Be A Thought Leader While Collecting Leads

Posting your white papers enhances your company's authority and credibility as a solution provider. It's a great means for building your brand. Your vast global exposure on TMCnet, provides valuable leads of executives responsible for specifying and purchasing IT and IP communications systems and components.

When visitors to TMCnet.com access your white paper, we capture their contact data. These valuable leads can launch your sales team on a new drive. Prospects downloading your white paper are generally seeking information to make purchasing decisions. The timing of your message couldn't be better.

- You'll reach some 1.5 million unique visitors monthly on TMCnet, the world's leading website for communications technology professionals.
- TMCnet reaches hundreds of thousands of prospects in each market segment: **Enterprise, Service Provider, Resellers, Developer, SMB, and Manufacturers.** No other site's reach captures this broad of an audience.
- TMCnet's eNewsletters and banner ads will promote your white papers, giving your company authoritative branding.



Program Details:

Acceptable Formats: White papers, case studies and other comparable documents will be accepted.

Program Duration:

30 days, but certain documents may hit their targets much sooner.

Here are some of the companies that have relied upon TMCnet as the trusted site for their white papers:

911 ETC	Cycle30	Interactive Intelligence	Panduit	Telus International
Aculab	DIGITALK	Interior Concepts	Plantronics	Tone Software
Adtran	Evolv	Intronis	Raritan Inc.	Transera
Alcatel-Lucent	Five9	IPsmarx	Red Hat	TransNexus
Angel	Flexera Software	JD Power	RedBend	Unimax
Aspect	Fonality	KANA Software, Inc.	RedHat	UNSi
AudioCodes	FrontRange Solutions	Leads360	RingCentral	USAN
Avaya	Genesys	LiveOps	Riverbed	VAR Dynamics
Biscom	Go Grid	LogMeIn	SafeNet, Inc.	Verio
BlackBerry	Hexagrid	Mitel	Salesforce.com	Virtutone
CA Technologies	Hire IQ	Monet Software	Sangoma	Vocalocity
Calabrio	Hold Free Networks	NEI	Sansay	Vodafone
CallFinder	IBM	Netop	SAP	VoltDelta
CallMiner	inContact	Opengear	Server Technology	Voxeo
Cisco	ingate	OpenMarket	ServiceMax	VSS monitoring
ClickSoftware	Intelemedia	OpenText	Sonus	West Interactive
Coyote Point Systems	Communications	OPNET	Sprint	Zendesk
CradlePoint	Intelliresponse	Panasonic	SugarCRM	



eNewsletters

TMC publishes eNewsletters covering a broad array of topics to thousands of communications and technology professionals. These newsletters are delivered at no charge to subscribers and are available for sponsorship. By sponsoring an eNewsletter, your company receives valuable exposure, improving the strength of your brand and how prospects perceive you as a leader in your market segment.

The frequency of these eNewsletters ranges from semi-weekly to monthly to bi-monthly, depending on the volume of news and interest in that given topic.

Communications

CAAS - 2x/Month
 Communications Solutions - Weekly
 Conferencing - 1x/Month
 Internet Telephony - 2x/Week
 Internet Telephony's Agent - 6x/Annual
 Lync Voice UC - 1x/Month

Next Generation Communications - 2x/Month
 Next Generation Networks 2x/Month
 SIP Phones - 1x/Month
 SIP Trunking - 2x/Month
 Techfast- 5x/Week
 TechToday- 2x/Week

Unified Communications - 2x/Week
 Unified Communications Community - 2x/Month
 VoIP Routers - 3x/Month
 Mobile Security - 1x/Month

Contact Center/CRM

Call Center Services - 2x/Month
 Call Center Software - 2x/Month
 Call Recording - 2x/Month
 Contact Center Solutions - 2x/Month
 Customer - 2x/Week
 Outbound Call Center - 2x/Month

Information Technology

Account Receivable Management - 2x/Month
 Enterprise Solutions - 1x/Month
 HTML5 Report - Weekly
 InfoTech Spotlight - Weekly
 TechZone360 - Weekly
 WebRTC - Weekly
 Apex - 1x/Month
 Wearable Technology - 1x/Month
 Content Boost - 1x/Week

Tech Sectors

Cable Spotlight - Weekly
 Financial Tech Spotlight - Weekly
 HealthTechZone - Weekly
 Insurance Tech - 2x/Month
 Robotics Wire - Weekly
 SDNZone - Weekly
 Techfast- Weekly
 TechToday- 2x/Week

Wireless

Embedded M2M- 1x/Month
 IoT Evolution - Weekly
 Machine to Machine Solutions - 1x/Month
 Mobile Commerce Insider- Weekly
 MobilityTechzone - Weekly

Market Research & Events

Astricon Updates
 ITEXPO Updates & Show Daily
 Mobility Tech Conference & EXPO Updates
 White Papers & Market Research

Networking/Broadband

Dark Fiber - 2x/Month
 Enterprise Solutions - 1x/Month
 Network Management- 1x/Month

Cloud

Cloud Communications - Weekly
 Cloud Computing - Weekly

Green/Energy

Green Technology - Weekly
 Smart Grid - Weekly
 NFV Zone - Weekly

E-Newsletter Sponsorship:

\$1000/per newsletter or
\$2500 for four newsletters

(Call or email for details)



Cost Effective, Measurable and Highly Targeted

Reach your target audience among our extensive database with customized metrics:
Business Type; Job Function; Geography; Company Size

The email will be sent from TMCnet, but you provide the content and the subject field to reflect your marketing message.

Following email deployment we will provide you with open rates and click through metrics so you can measure the effectiveness of your campaign.

Rates:

- \$4000 for three blasts
- \$3000 for two blasts
- \$2000 for one blast

Content Marketing Tailored To Your Needs

CEO Spotlight - \$4,000

Establish your company as an industry leader using a comprehensive multimedia campaign to develop credibility and influence amongst your target audience. Editors conduct an in-depth interview with your CEO (or other corporate management) to discuss your business, the industry, and your long term goals. This interview is then turned into a featured article/story with social media and email promotion.

TMC Labs Product Review - \$3000

A product review conducted by the technology industry experts at TMC Labs can provide your brand with an unparalleled opportunity to highlight your product offering to your target audience. Unbiased reviews delivered by TMC Labs reach the world's largest audience of communications and technology decision makers.

Custom written Company Spotlight - \$2000

A multi-platform marketing campaign guaranteed to deliver leads and impressions via online promotion.

Contributed Content

\$500 Content to be featured on TMCnet – Gold

Content listed as a featured article on TMCnet, Socialized accross all TMCnet Media channels and featured in the appropriate TMCnet newsletter

\$250 Content to be featured on TMCnet - Silver

Content listed as a featured article on TMCnet, Socialized accross all TMCnet Media channels.

\$100 Content to be featured on TMCnet

Testimonial



Rich,

I don't write many of these, but I wanted to take a minute and tell you how happy I am with your entire team.

We started working together in January, after Anthony called and pursued us for about 6 months. We started slowly with content generation and a site link on your channel page, but we are expanding our service each quarter based upon the job you are doing and the responses we are seeing. We recently started newsletter and case study projects as well. I am spending more and more time with your team and each consistently does a great job.

Somehow you have convinced them to treat your customers with overwhelming respect. I want to thank you for that because it must come from the top down. If you ever need a good reference from a small company let me know.

I have been doing technical marketing for 21 years, working with old timers like Network Computing, and Information Week, so I am not easily impressed.

Best Regards,

Mike Long | Marketing Manager, Tadiran Telecom Inc.
www.tadirantele.com



About TMC

Global buyers rely on TMC's content-driven marketplaces to make purchase decisions and navigate markets. This presents branding, thought leadership and lead generation opportunities for vendors/sellers.

TMC's Marketplaces:

- Unique, turnkey Online Communities boost search results, establish market validation, brands and thought leadership, while minimizing ad-blocking.
- Custom Lead Programs uncover sales opportunities and build databases.
- In-Person and Online Events boost brands, enhance thought leadership and generate leads.
- Publications, Display Advertising and Newsletters bolster brand reputations.
- Custom Content provides expertly ghost-crafted blogs, press releases, articles and marketing collateral to help with SEO, branding, and overall marketing efforts.
- Comprehensive Event and Road Show Management Services help companies meet potential clients and generate leads face-to-face.

For more information about TMC and to learn how we can help you reach your marketing goals, please visit www.tmcnet.com.