



2009 Media Kit

# Harness the Power of TMCnet

## The World's Leading Communications and Technology Web Site



Dear Marketing Professional,

### I am proud.

I am so pleased with the strength and growth of TMCnet. A decade ago, TMCnet was launched as a Web site serving a narrow audience of online magazine and newsletter readers. It

has grown into a powerful vehicle carrying thousands of news stories, a multitude of exclusive articles, and blogs by 40 commentators.

TMCnet's multimedia content includes videos, papers, Webinars, podcasts, forums and more. TMCnet's far-reaching influence extends around the globe, attracting as many as 3 million unique monthly visitors.

The content on TMCnet covers a growing array of topics in the communications and technology markets. Global Online Communities and Channels offer daily information on subjects ranging from IP communications, VoIP, CRM, wireless, and contact center in addition to an increasing number of technology topics.

I am proud of how TMCnet helps thousands of professionals gain leading-edge information, and how that leads, in turn, to purchase decisions for the items they learn of on our site and on the sites we build for clients.

### And I'm restless.

Two factors weigh on me. First, that there's always more TMCnet can cover. Just as communications and technologies evolve and proliferate, TMCnet can parallel their growth. There are professionals and markets that stand to gain from TMC's leading-edge content, reliable news and insightful commentary.

Second, I feel restless about the economic uncertainty of our time which is stifling innovation and risk-taking. Many entrepreneurs are finding it difficult to get financial backing. However, organizations just playing it safe, maintaining the status quo may not be around in the

future. Companies that fail to explore alternative ways of finding and connecting with customers will lose business to those who do.

TMCnet practices what I am preaching. We continue to explore ways we can improve and strive to add value.

### I am also hopeful.

Despite the downturn across so many industries, communications and technology still have success stories. More than a few are still delivering value to their shareholders. Businesses which come across as thought leaders are taking market share from also-rans. The ones who are doing better than merely staying afloat are delivering products, services and applications that serve a loyal and growing customer base. They are actively communicating their competitive advantages, touting their innovations.

Along those lines, TMCnet partners with established and up-and-coming businesses to deliver their marketing messages. We surround these with our respected news and analysis. In addition to our team's superlative editorial strength, we offer top-tier design, promotion and search engine optimization.

I am hopeful that TMCnet can partner with more companies, such as yours, to foster commerce and dialogue within your market segment. I am confident that TMCnet's influence will continue to spread. And above all, I am optimistic that those of us who continue to innovate and take risks will come out of this downturn even stronger and more agile than before.

I look forward to working with you.

Cordially,

Rich Tehrani



President

Group Publisher and Group Editor-in-Chief



## **Table of Contents**

What is TMCnet? .....	4
TMCnet's Audience .....	5
TMCnet's Traffic and Ranking .....	6
Global Online Communities on TMCnet .....	7
Channels on TMCnet .....	11
Webinars .....	13
Podcasts .....	15
White papers .....	16
eNewsletters .....	17
Advertising Units .....	18
Differentiation Points .....	21
What Others Say About TMC .....	22

## What is TMCnet?

TMCnet is the world's leading communications and technology Web site. It is one of the most flexible, useful and fastest-growing b-to-b technology sites. TMCnet's capability to provide RSS feeds and email alerts by keyword make TMCnet an extremely user-friendly, relevant resource.

TMCnet is a full-service news portal providing a multitude of updated content. Thousands of articles and exclusive features cover VoIP, 4G wireless, IP communications, CRM, contact center and information technology. This in-depth coverage comes from TMCnet's in-house editorial team, dozens of contributing editors from around the world, and selected news feeds.

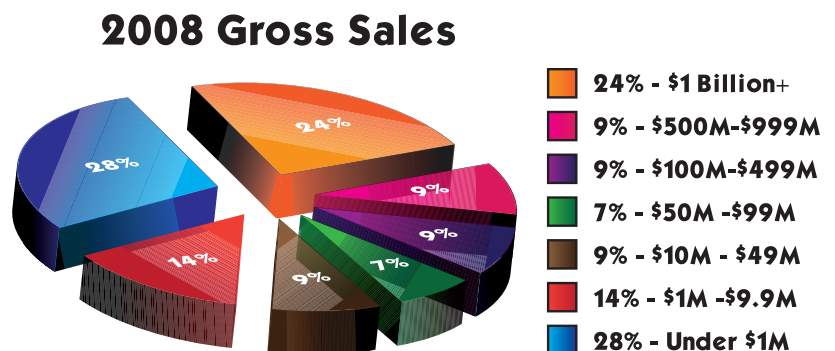
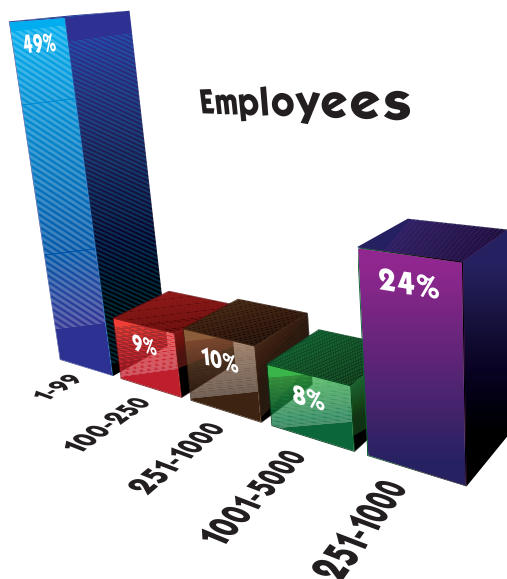
Additional content is conveyed in videos, white papers, Webinars, and podcasts. TMCnet carries extensive archives of these formats. Visitors can download this information at their convenience.

The latest news stories in target niches are grouped together, filtering the most meaningful headlines for VoIP, CRM, Unified Communications, IMS, Call Center, Wireless and Service Provider segments.

A first-rate team of 40 bloggers includes Rich Tehrani, Tom Keating and Richard 'Zippy' Grigonis. Noted experts Jon Arnold, Brough Turner and Gary Kim, contribute to the quality and quantity of news, analysis and commentary.

TMCnet is read by nearly one million US visitors according to Quantcast and by as many as three million unique visitors monthly, according to Webtrends. Reports from Webtrends document TMCnet garners as many as 34 million page views monthly.

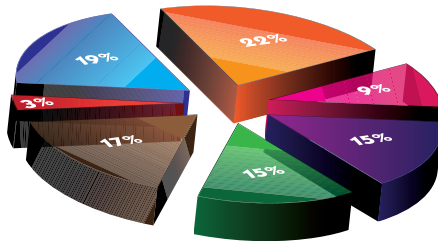
As a provider of current news across a span of market segments, TMCnet serves professionals from enterprises, small- to medium-sized businesses and an array of organizations.



## TMCnet's Audience

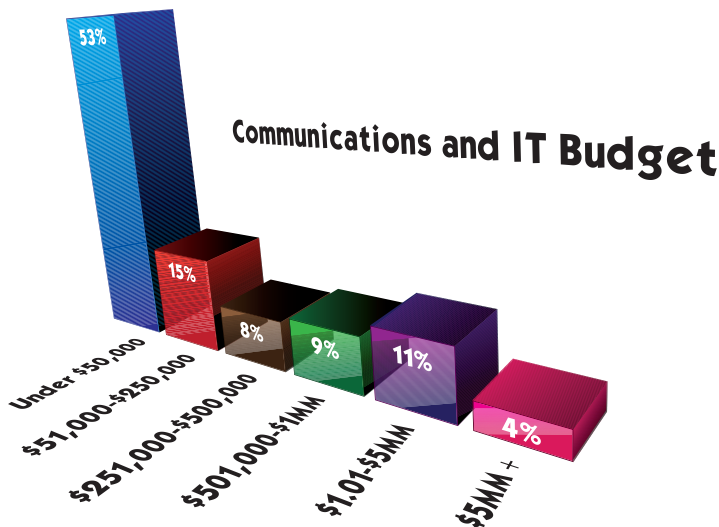
They are decision makers: **64%** of TMCnet visitors authorize, recommend and influence purchases at their workplaces. A third of visitors are from the ranks of uppermost management.

### Job Function



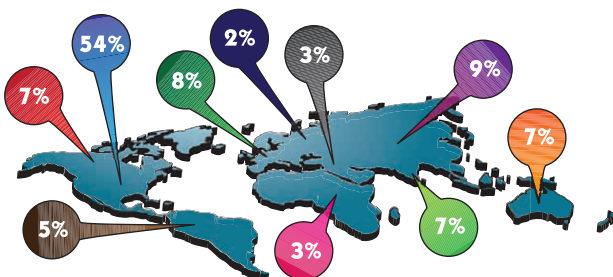
- 22% - Corporate Management (C-level, Pres., VP, Owner)
- 9% - Executive Level IT (CIO, CTO, etc.)
- 15% - Technical Management
- 15% - Technical Staff
- 17% - Sales/Marketing Management
- 3% - Call Center Management
- 19% - Other Staff

TMCnet visitors have capital expenditure budgets, some of them sizeable:

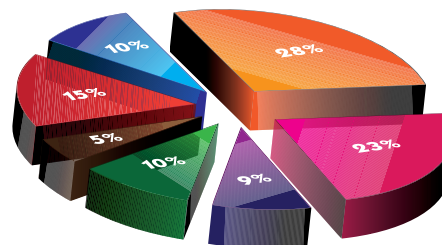


TMCnet visitors span the globe:

TMCnet visitors come from an array of organizations:



### Company Type



- 28% - Enterprise
- 23% - SMB
- 9% - Government Agency
- 10% - Service Provider
- 5% - Contact Center
- 15% - Manufacturer/Developer
- 10% - Reseller/Agents

## TMCnet's Traffic and Ranking

TMCnet outperforms other Web sites aiming to serve communications, technology and CRM professionals.

<b>TMCnet In IP Market</b>	
<b>TMCnet.com</b>	<b>6,106*</b>
NetworkWorld.com	12,632
Informationweek.com	15,018
eWeek.com	19,076
CRN.com	29,386
ITWorld.com	34,846
LightReading.com	36,523
Voxilla.com	57,419
TelephonyOnline.com	61,028
Xchangemag.com	148,690
CRM2day.com	156,886
Phoneplusmag.com	234,525
Totaltele.com	241,910
Cable360.net	322,167
FierceTelecom.com	324,089
Telecommagazine.com	342,141
NoJitter.com	342,944
GlobalTelecomsbusiness.com	1,259,796
IPBusinessmag.com	1,366,508
Telecomreseller.com	3,775,594

\* All stats generated through Alexa.com. Alexa ranks Web sites according to traffic volume. The site ranked #1 is Google.com, followed by Yahoo.com at #2, YouTube at #3, and so on. The lower the Alexa rank, the more traffic. Rankings shown are as of March 2009.

<b>TMCnet In Call Center &amp; CRM markets</b>	
<b>TMCnet.com</b>	<b>6,106*</b>
CRM2day.com	156,886
Callcentermagazine.com	470,755
CRMxchange.com	498,346
Contactprofessional.com	1,916,816

\* All stats generated through Alexa.com. Alexa ranks Web sites according to traffic volume. The site ranked #1 is Google.com, followed by Yahoo.com at #2, YouTube at #3, and so on. The lower the Alexa rank, the more traffic. Rankings shown are as of March 2009.



## Global Online Communities on TMCnet

Global Online Communities are sponsored, information-rich portals that are built with layers of content in various media formats. Each community (or GOC) focuses on a specific market area, and is populated and designed by TMC's expert team of editors and Web designers. It is labeled with your exclusive keywords.

A GOC is a customized, powerful, seamless extension of your Web site.

### Your Community on TMCnet builds market share by:

- Positioning your company as an authority in your market
- Surrounding news of your industry, even your competitors, with your banner and skyscraper ads
- Delivering relevant news that can point to opportunities
- Providing strategies and ideas that can improve how your customers do business
- Enabling daily communications to strengthen awareness of your products and services
- Showcasing your advertisements in an environment strictly your own

Based on the tight focus of its content and resources, your GOC is bookmarked by decision makers who join these communities seeking solutions. They are looking for specific product, service and application information. As a resource to track developments in a particular market segment, visitors use a GOC as both a buying guide and means to find partnership opportunities.

All GOCs are highlighted on every page on TMCnet, appearing in the top tabs – including the TMCnet home page.

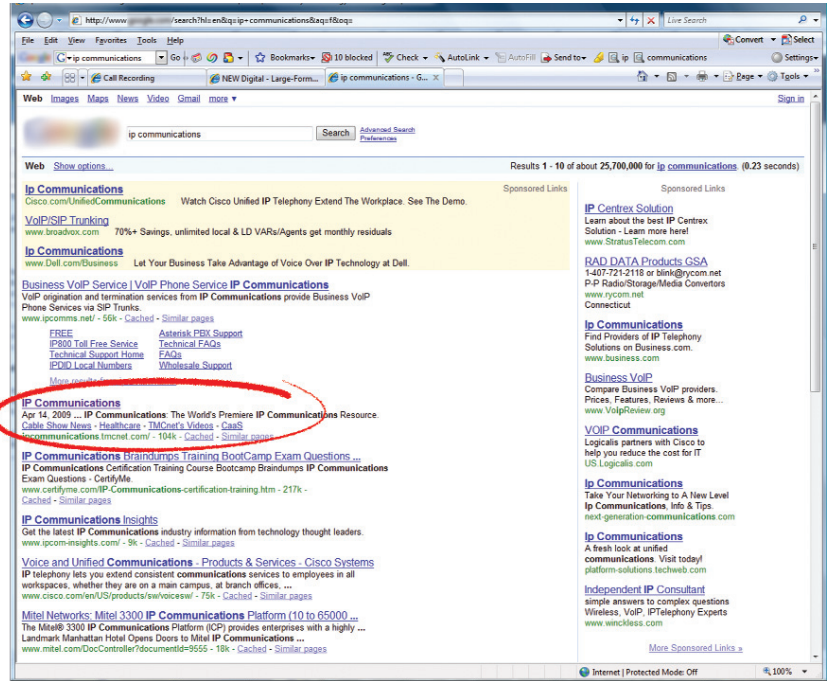


Source: Quantcast February 2008

## Achieve Organic Search Engine Optimization

Each GOC receives 15 feature articles each week. This unique content, plus the volume of news articles flowing through, drive organic search engine optimization. Many GOC's rank highly – even #1 – on search results from leading search engines. This is vital.

Research has shown that 39% of search engine users consider the top results to be leaders in their fields. Fully 91% of leading search engine users don't look at results beyond the first page.



## Attract Voluminous Traffic

The high search engine ranking, plus the quality and quantity of content, attract numerous interested visitors. GOCs' content gets spread virally, on blogs and other sites. This creation of links to and from the community further boosts SEO. Ultimately, since your GOC typically ranks higher than your competitors' sites, you stand to gain increased sales that come from online searches.

TMCnet attracts some 2 million visitors per month. Having a Global Online Community on TMCnet is like having a store in the world's busiest tech mall. Many TMCnet GOC's reach 20x the audience of the sponsor's own site. Some reach as many as 250,000 unique monthly visitors.

## TMCnet Adds Third Party Validation

Externally-generated news positions your company as a valuable information source. Your GOC is providing a service, going far beyond dishing up internal press releases. Third party validation adds substantial credibility. Your GOC will be the "go-to" resource for those seeking information about your market segment.

GOCs offer RSS feeds. Visitors can sign up for these feeds to stay on top of news as it is reported. This ongoing stream of content reinforces your brand with repeated visibility.

### **Your Messaging Surrounds News of Your Market Segment**

Your GOC carries your banner and skyscraper ads. Your company name will be prevalent, as will your logo. When visitors come to your community, your marketing messages surround news that's relevant for your market segment, even news about your competitors.

### **GOCs Offer Social Networking Benefits**

Visitors to GOCs can post comments on any of the blogs that run on them and on TMCnet. Forums on various topics allow ongoing discussions and shared ideas, tactics and more.

All communities allow Twitter and Facebook integration. This is akin to adding additional entrances to your GOC. Followers and prospects can keep up with news, comments and links shared by social network participants. This leads network users to GOCs to obtain detailed information.

### **Invest As Much or As Little Time As You Like**

Some GOC owners are active participants in their communities, posting messages, videos, and more. Others rely on the team at TMC to carry out the task of adding meaningful content. They use their community as an outsourced means of driving SEO for their company or brand.

### **A GOC Owner Receives Detailed Reports**

A Global Online Community is the most measurable outreach investment you can make. Data about your GOC is monitored and fully captured.

TMC's team provides detailed weekly reports. Every page view, IP address and click is tallied. These reports have been vetted by Fortune 100 companies and their highly sophisticated advertising agencies. Each GOC owner gets access to "24/7" data, allowing an up-to-the-minute look at the community's performance.

However GOCs aren't strictly for Fortune 100 companies. They are custom-designed for SMBs and growing businesses.



## Every GOC Is Regularly Promoted

Promotions for your community go wide and long. As soon as a GOC goes live, we execute a promotional blitz. We employ digital and print channels.

**Press Release:** On the launch day of your new community, we post a press release announcing your site on TMCnet. This release is frequently picked up in 'News Alerts' and appears on the 'News' pages of major search engines. Thousands of members of your market will learn of your newly live GOC.

**Email Blast:** An e-mail blast announcing your new GOC is sent to the appropriate TMC e-mail distribution lists. This invitation to your site lands in the in-boxes of C-level and senior staff members who have the authority and influence to purchase your products and services.

**Full-page Ads:** TMC's creative team will craft full-page ads to run every month in relevant TMC publications. This additional coverage can garner as many as 600,000 impressions, both in print and online. These ads for your GOC will drive traffic to your site as well as increase brand recognition.

**TMCnet Listing:** Your GOC is added to the TMCnet page listing communities. This is a brief description of what your community is about, pictures its home page, and offers a link.

**eNewsletter:** A dedicated eNewsletter is delivered to subscribers twice a month with important stories from your community. This regular email builds your brand presence and reinforces your position as an information provider.

## TMC Offers Community-Building Expertise

For over 10 years, TMC has been designing, populating, launching and promoting highly successful online communities. Some GOC owners have renewed their communities without question annually - proof that the monthly fees deliver true ROI.

Sign Up for FREE:  
[Subscribe](#)  
[Website](#)  
[Free Premium Content](#)

Free Premium Content | Internet Telephony: 5/12/2009 | eNewsletter

**Featured Articles**

- ▶ [Intellicor, Teax Partner for ReachSuite](#)
- ▶ [Supplier QA on Headsets with Plantronics](#)
- ▶ [Supplier QA on Headsets with OH Telecom](#)
- ▶ [Hosted Solutions Can Breathe New Life Into Legacy Systems](#)
- ▶ [Business Media Phones - What's New?](#)

**Sponsored By TNCI**

Don't sacrifice quality for price. TMCnet™ Advantage is the IP convergence solution your business has been waiting for. Delivered over a private IP nationwide network, TMCnet™ Advantage includes integrated access, SIP Trunking, and Hosted PBX solutions. Learn more by visiting the TNCI Custom Catalog on TMCnet.com.

**Top Stories**

- ▶ [Vodafone Launches App Store](#)
- ▶ [Paycom Enhances Video, Streamline and Content Management](#)
- ▶ [Voice Makes Datacenter Shortlist of IIP Vendors](#)
- ▶ [Comarch Demonstrates Management Platform for Next-Generation Optical Networks](#)
- ▶ [Ableva's Hosted VoIP Solution Enables Telework With Reliability, Ableva CEO](#)

**From The Expert Corner**

May 12, 2009  
**Alcatel-Lucent Launches Broadband Stimulus Support Program**

By [Gary Kim](#)  
 Contributing Editor

Alcatel-Lucent ([Blog](#) - [Alert](#)) has launched an advisory service providing telecommunications companies, municipalities and developers assistance in applying for broadband stimulus funds as part of the American Recovery and Reinvestment Tax Act (ARRA) of 2009.

The new Alcatel-Lucent Broadband for All program provides a team of specialists able to support rural service providers, municipal customers, and private developers with such services as funding application preparation and follow-up, advocacy with the key stakeholders and agencies (National Telecommunications and Information Administration (NTIA) and the U.S. Department of Agriculture's Rural Utilities Service (RUS) which are administering the funds), technology consulting and solutions, regional seminars and webinars to educate customers and consultants about the funding and application process.

Occam Networks has created a blog on the broadband stimulus.

Other industry suppliers, such as Cisco ([Blog](#) - [Alert](#)), have launched efforts that appear less extensive. Most of the sites offer information about the \$7.2 billion broadband stimulus program. Cisco has a wider effort, though, as it is expected to benefit from other stimulus programs representing additional spending.

The ARRA also authorizes the spending of \$39.8 billion for education, \$2.1 billion for Head Start, \$2 billion for early childhood education, \$450 million for educational technology, \$750 million for worker training, \$200 million for computer centers, \$500 million for adult training, \$1.2 billion for youth activities.

Cisco is expecting some percentage of all those projects will involve spending on software, training and hardware it sells.

More than 6,200 small service providers, municipalities, utilities and developers provide communications services to residents of rural areas throughout the United States. Alcatel-Lucent notes, and few have sufficient internal resources to create winning grant applications as fast as will be required for the first round of applications, expected to be sought sometime in June.

So the Broadband for All program offers telecom providers a turnkey service to apply for government funding including grant application assistance, as well as technology solutions to enable them to upgrade networks.

The Act provides more than \$7 billion in grants, loans and loan guarantees to unbanked and underserved rural areas, offering them broadband access and services that have been previously limited or unavailable.

Gary Kim ([Blog](#) - [Alert](#)) is a contributing editor for TMCnet. To read more of Gary's articles, please visit his [column](#).

Edited by [Jessica Koster](#)

Read more about [GOCs](#), [GOCs](#), [Information Technology](#)

**TMCnet Free Premium Content**

- ▶ [Five Key Ingredients for Successful Mobile Services](#)
- ▶ [HP ESC: Brings a Unique Value Proposition to Operational Transformation](#)

**Latest Blogs**

- ▶ [It's Not the Technology, Stupid!](#)
- ▶ [UC2: From Announcements to Real Practices for UC/CCP/UC Site Planning](#)
- ▶ [Unified Communications in the Cloud](#)

**Featured Channels**

- ▶ [eS11](#)
- ▶ [Voicemail Replacement](#)
- ▶ [Wireless Backhaul](#)

**Webinars**

Download One of Our Webinars Today to learn about new opportunities to enhance your business.  
<http://www.tmcnet.com/webinars/>

**Contact Us**

[Company Directory](#) | [All Editors' Info](#)

**Become a TMCnet Columnist!**

Become a TMCnet columnist! Want to contribute your expertise to a growing audience of IP Communications professionals? Become a writer, blogger or columnist for the TMCnet Web site and this newsletter. Contact TMCnet Editorial Director, Greg Calkins, at [gcalkins@tmcnet.com](mailto:gcalkins@tmcnet.com) for details.

This email was distributed by Technology Marketing Corporation, 1 Technology Plaza, Norwalk, CT 06854. As a valued reader or affiliate of TMC's products and services, you will occasionally receive carefully-crafted offers and free product information via email. If you no longer wish to receive this type of email, please go to <http://www.tmcnet.com/privacy-policy.html> to adjust your preferences.

## Channels on TMCnet

Rather than spending tens of thousands of dollars on pay-per-click ads, investing in a Channel on TMCnet is a cost-effective way to connect with potential buyers.

A Channel on TMCnet is a customized portal. This micro-site achieves a high, even the top, position on keyword searches. Labeled with your exclusive keywords, your Channel can be the primary resource for prospects seeking current, reliable information about your market segment.

### How Does a Channel Work?

A Channel on TMCnet is populated and designed by TMC's expert team of editors and Web designers. Among the dozens of news stories it provides, each Channel carries two exclusive feature articles per week. This content fuels SEO, boosting the organic rankings your Channel receives on leading search engines. Since so many queries for purchase information begin online, and in leading search engines, prominent placement is vital, and positions you as a leader.

The higher a Channel ranks, the more likely it is to garner traffic. Each day, thousands of professionals from across the spectrum of communications and technology visit TMCnet to get the latest news, analysis, blogs, white papers and other relevant content to help them do their business better. Whether it's finding ways to cut costs, improve efficiency, or most effectively employ new technologies and applications, the Channels on TMCnet deliver this wealth of information.

### What a Channel Can Provide

A Channel can offer more than a stream of news, exclusive articles and your marketing messages. It can also carry:

- White papers
- Webinars
- Access to Free Trials
- Demonstrations
- Case Studies
- Brochures
- Podcasts
- Link to Free Consultation Sign-up
- RSS Feeds
- Company and Product Awards
- Press Releases

... and other content to convey your competitive advantage. TMC's team of seasoned editors and skilled Web designers work with you to create a Channel that puts your company and your products or services in the best possible light.



## Your Channel Is Launched With Vigorous Promotion

When your Channel is ready to go live, a press release announcing the new Channel is posted on TMCnet. This gets picked up by News Alerts and often appears in the "News" pages of leading search engines. In addition, your Channel gets promoted in TMC's relevant leading magazines, inviting as many as 600,000+ communications and technology professionals to visit.



Your Channel is listed to the Channel page on TMCnet, carrying a link and option to sign up for RSS feed.

The tab for your Channel is added to the tabs running down the left side of the TMCnet home page, and every one of the 3 million pages on TMCnet. With nearly 2 million unique monthly visitors, and even as many as 3 million, coming to TMCnet, your Channel tab can gain substantial repeat visibility.


## Great ROI

Channels on TMCnet are available for a low monthly fee. For a fraction of what you could spend on paid keyword ads to attain high SEO, you can virtually "own" that keyword term with a Channel on TMCnet.

Our team is eager and available to work with you to build a successful, highly-ranked Channel that builds your brand, positions your company as a leader, and delivers great ROI.

**Introducing the Telecommunications Training Channel**



The Telecommunications Training channel promotes online certifications and formal, in-person training that support industry best practices and processes for enterprise telecom management.

Visitors will find the latest news and features, white papers, training information, and valuable resources to keep with this dynamic, increasingly important industry.


The Telecommunications Training channel can be found at: [www.tmcnet.com/channels/telecommunications-training/](http://www.tmcnet.com/channels/telecommunications-training/)

**About AOTMP**  
As an authority on telecom environment management, AOTMP drives efficiency in enterprise telecom and IT environments through standards and best practices, certification programs, industry research and intelligence, benchmarking data, performance metrics, and advisory services. Our standards and best practices drive efficiency and enhance the skill set and contribution of telecom and IT staff. With unrivaled industry experience, AOTMP delivers insight, advice, and timely information on creating and maintaining an effective and efficient enterprise telecom environment.

**Featured Articles**

- » [AOTMP University is a Premier Development Program](#)
- » [Certification Training for Telecommunications Pro: Essential to Success](#)
- » [AOTMP Says Staff Development and Training Key in Telecommunications Environment Management](#)

**Introducing the All-in-one IP PBX Channel**



Technology Marketing Corporation (TMC) is proud to introduce the All-in-One IP PBX channel, sponsored by Grandstream Networks, as the newest addition to the TMCnet channel program.

The All-in-One IP PBX channel promotes next generation IP-based voice and video products for broadband networks solutions, and includes an overview of Grandstream's products. In addition, visitors can find valuable resources, including user and developer forums, training videos, daily news alerts, feature articles, and more.

The All-in-One IP PBX channel can be found at: [www.tmcnet.com/channels/all-in-one-ipcbx](http://www.tmcnet.com/channels/all-in-one-ipcbx)

**About Grandstream Networks**  
Grandstream Networks, Inc. is an award-winning designer and ISO 9001 certified manufacturer of next generation IP voice & video products for broadband networks. Grandstream's products deliver superb sound and picture quality, rich telephony features, full compliance with industry standards, and broad interoperability with most service providers and 3rd party SIP based VoIP products. Grandstream is consistently recognized in the VoIP industry for their innovation, affordability and superior value in their products.

**Featured Articles**

- » [Grandstream Networks Launches All-in-One IP PBX Channel on TMCnet](#)
- » [Grandstream IP PBX VoIP Co. Bolsters Gateways' Performance, Security](#)
- » [Grandstream, RNK Bring Complete VoIP Solution to SMEs](#)

**About TMCnet**  
TMCnet is the world's leading communications and technology Web site. TMCnet is one of the most flexible, useful and fastest growing b-to-b technology sites on the Internet. Providing news, features and commentary covering IP communications, CRM, contact center and information technology topics, TMCnet is read by nearly three million monthly unique visitors, according to Webtrends. For more information about TMC, visit [www.tmcnet.com](http://www.tmcnet.com).

**About Channels**  
TMC's channel program is a community-building vehicle assisting our partners in building their brands. Channel topics feature a diversity of important topics in the IP Communications, VoIP, IP Telephony, CRM, Call Center and Information Technology industries.

**Learn More**  
Click to learn more about creating your company's own custom channel or contact Tim Goins, 203.852.6800 ext. 229 or [tgoins@tmcnet.com](mailto:tgoins@tmcnet.com).

**View All TMC Channels**  
For more information about TMC, visit [www.tmcnet.com](http://www.tmcnet.com).

This email was distributed by: Technology Marketing Corporation, 1 Technology Plaza, Norwalk, CT 06854  
As a valued reader or attendee of TMC's publications and events, you will occasionally receive carefully-sourced offers and free product information via email. If you no longer wish to receive this type of email, please go to [http://www.tmcnet.com/news/subs.aspx?eml=\[email\]](http://www.tmcnet.com/news/subs.aspx?eml=[email]) to adjust your preferences.

## Webinars

### **A Turn-Key Live Web 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 ward.

You can pinpoint your prospects by:

- Industry type (SP, Enterprise, Resellers, etc.)
- Annual Revenue
- Number of Employees
- Region, State, City, both Domestic and International
- Job Function

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 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.

Live Web Events 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 of the featured speaker(s). Attendees are fully engaged in this Q & A session.

The screenshot shows a Microsoft Internet Explorer browser window displaying a webinar. The address bar shows the URL: <http://event.on24.com/clients/default/presentation/default.html?titlecolor=000000&eventid=111115&sessionid=1&username=&partnerref=&format=wmaudio&key=>. The page title is "Event Console (EVENT: 111115) - Microsoft Internet Explorer provided by Technology Marketing Corporation". The main content area features a slide titled "A Comprehensive, All-in-One Platform" with a diagram of an "Interaction Center Platform" showing components: Fax, WFM, Recorder, Dialed, VM, IVR, ACD, and PBX. Below the diagram is the text "Administration" and "Interaction Center Platform®". The interface includes a video player on the left showing "AUDIO ONLY" and a "Submit Question" box. The bottom of the browser shows "Internet | Protected Mode: Off" and "100%".

## 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 Live Web Event on TMCnet:**

#### Pre-Event Marketing

- Print ads in TMC publications
- Web ads promoting the event on TMCnet
- Series of email blasts promoting the event to targeted lists
- eNewsletter promotion
- Editorial Coverage (Web sites and blogs)
- Customized landing page

#### During the Event

- Respected industry analyst provided by TMC can host the event or provide commentary
- Opportunity for your company executive to speak and influence
- 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 18 months for prospects to access and view on-demand
- Editorial coverage in TMC Web sites and blogs
- Archived event promoted in print ads

Here are some of the companies that have relied upon TMCnet.com as the trusted site for their Webinars:

Aculab	Interphase
AMC Technology	Intervoice
Aricent	Jaduka
Aspect Software	Maximizer Software
AT&T	MERA Systems
AudioCodes	Microsoft
Aumtech	Mu Dynamics
AVST	Netcomp Communications Group
BEA	Newport Networks
Belgacom ICS	NMS Communications
Blade Network Technologies	NTRglobal North America
BPT Partners	Nuance
Broadvox	OpenSpan
CFI Group	Pactolus Communications
CosmoCom	Software Corp.
Dialogic	Performix
Digium	Primus Telecommunications
Dimension Data	Canada
DPCF	RADVISION
D2 Technologies	Reignmaker Communications
Eclipsis	Sentillion vBusiness
8x8, Inc.	Sipera Systems
Empirix	Solid Information Technology
Enkata	Speakeasy
Envox	The SSPA
Espial	Sugar CRM
Fonality	Tekelec
Forrester Research	TelcoBridges
First Data Voice Services	Texas Instruments
FreedomIQ	Transera
GENBAND	Veraz Networks
Grandstream Networks	VOIPSA
IBM	VoltDelta
IDC	Voxify
IEX	Yankee Group
Ingate Systems	

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.

## Podcasts

### A Highly Successful, Targeted Lead Generator

In today's economy, it's vital to obtain new leads since repeat business is harder to come by, budgets are slashed, and more time goes into closing sales.

A proven, cost-effective source of fresh leads is a Podcast. Providing information in a Podcast format enhances your company's credibility as a solution provider and strengthens recognition of your brand.

By posting your Podcast on TMCnet.com, you also gain cost-effective leads. Executives responsible for specifying and purchasing systems and components will listen to your message at a key point when they are gathering information. The timing can be ideal to explain your competitive advantages.

### Here's how it works

1. Choose your topic.
2. Feature your own speaker. Or, work with an experienced TMCnet Editor who can lead the interview for you. Then we can get your Podcast up and running at your earliest convenience.
3. Select a target audience by designating criteria.
4. TMCnet delivers your message to qualified, receptive prospects. We filter these leads.
5. Receive bonus leads of everyone who downloads your Podcast.

### Here's how you benefit

- Deliver your message in an easy-to-understand, conversational manner.
- Offer your Podcast in another language to connect with international prospects.
- Prospects can hear your Podcast whether at work or in transit, at their convenience.
- TMCnet's global traffic of some 2 million unique monthly visitors provides vast exposure in the U.S. and abroad.
- TMCnet reaches hundreds of thousands of prospects in each market segment: Enterprise, SMBs, Service Provider, Resellers, Developer, and Manufacturers. No other site's reach captures this broad an audience.
- Tackle FAQ's before they even arise.
- Collect quality, targeted leads.
- Solid ROI for less than the cost of multiple sales calls.



## White Papers

Posting your white papers enhances your company's authority and credibility as a solution provider. It's a great means for building your brand. By your vast global exposure on TMCnet, you also gain 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.

### Gain Unrivalled Visibility

- You'll reach some 2 million unique visitors monthly on TMCnet (according to WebTrends), the world's leading Web site for communications technology professionals.
- TMCnet reaches hundreds of thousands of prospects in each market segment: Enterprise, Service Provider, Resellers, Developer, and Manufacturers. No other site's reach captures this broad an audience.
- TMCnet's eNewsletters 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.com as the trusted site for their white papers:

Aberdeen Group	CoreTrace Corporation	Microsoft	Speakeasy
Active Voice	CSI World	Mitel	SPSS
Aculab	D2 Technologies	MR Technologies	Stealth Communications
ADTRAN	Digium	Mu Security	Strategic Contact
Allworx	Double-Take Software	Nortel	Stratus Technologies
AMC Technology	Enkata	Onyx Software	Tekelec
Amcat	FreedomVOICE	Packet 8	TelecomTactics
AOTMP	HigherGround, Inc.	Paradial	Teleformix
Aspect Software	HP Software	PerSay	Tell Me
AudioCodes	HughsNet	Polycom	Texas Instruments
Avaya	IEX	Rack-Soft	Tone Software
Broadvox	Inside CRM	Ring 9	UNIMAX Systems Corp.
CFI Group	InsideSales.com, Inc.	RYLA	VoIP News
CollabGen	Interactive Intelligence	Salesforce.com	Vonexus
Comarch	Interior Concepts	Sangoma	Vovici
CommuniGate Systems	ION-Networks	Shunra Virtual Enterprise	Voxify
Converse	Merced Systems	Solid Information Technology	VPI (Voice Print Intl.)



## **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.

**Below is a list of TMC's eNewsletters with their descriptions to attract subscribers:**

### **TMC's Most Popular e-Newsletters:**

#### **Internet Telephony - Weekly**

The next-gen network is here—find out what you need to reap the benefits and sell the services it makes possible.

#### **Internet Telephony's Agent - Weekly**

#### **Customer Inter@ction Solutions - 2X/Weekly**

Customer contact happens 24/7 in the 21st Century, and if you're not there to take care of your customer, someone else will be. Keep up with the new economy, and keep your customers satisfied.

### **Industry-Specific eNewsletters:**

#### **Biometritech - Monthly**

Get the latest news and information on biometric technology solutions for secure access and authentication.

#### **Communications Developer - Weekly**

In an industry evolving at Internet speed, communications developers need reliable information in a timely manner. We'll keep you up to speed on standards, platforms, APIs, app gens, and more.

#### **Communications Solutions - Bi-Weekly**

Your weekly communications supplement of news and trends, helping you to stay on top of the convergence of voice and data—for the enterprise, the call center and the service provider.

#### **Consumer Electronics - Bi-Monthly**

Up-to-the-minute news for the Consumer Technology Industry. Get the latest information to select and purchase products ranging from portable audio devices to mobile phones, plasma televisions to digital cameras.

#### **IMS - Bi-Monthly**

As the IP multimedia subsystems grows, it's extremely important to be in tune with the latest news and information in the IMS industry. Get updates as the future of the telecom world evolves.

#### **Next-Gen Service Providers - Bi-Weekly**

Convergence for convergence's sake? Yeah, right! The next-gen network offers service providers new revenue streams and new ways to attract and keep customers.

#### **Planet PDA - Weekly**

Updates in mobile computing including the latest news on PDAs, add-ons, peripherals and services plus cell phones with PDA-like features, smartphones, rugged mobile computing devices. Bar code scanners with integrated communications are also covered.

#### **Show Daily**

Get the breaking news for the most important events in the industry and know everything happening whether you're attending or at your desk.

#### **Speech Technologies - Monthly**

Covers the latest information on speech technology and how it enhances the quality of customer care, customer service and teleservices (inbound and outbound). If you're considering adding voice to your Web mix, this is the place to start.

#### **TMCnet OCS - Bi-Monthly**

Get the latest on all aspects of systems and technologies related to Microsoft's entry into the Internet telephony business. Receive news on OCS implementations, challenges, new approaches, innovations and more.

#### **Unified Communications - Bi-Monthly**

Unified communications solutions can improve employee productivity, simplify operations and reduce capital expenditures. Stay informed on this important subject and learn about new solutions that can help your business.

#### **VoIP Reseller - Monthly**

VARs, integrators, resellers—get the scoop on tools, standards, testing equipment, channel development, and marketing/sales strategies.

#### **What's hot in CRM - Weekly**

The hottest news of the week in all things CRM.

#### **What's hot in VoIP - Weekly**

The hottest news of the week in all things VoIP.

#### **WiFi Revolution - Bi-Monthly**

As WiFi (802.11a, b, g, i, etc.) makes its way into homes, businesses, and the world at large, it enables a host of applications and services. Keep up with developments in the WiFi space.

#### **WiMAX**

Learn the latest news in fixed and mobile WiMAX, applications and technical information in this exploding telecommunications technology arena.

#### **Next Generation Networks**

Get the latest coverage on Next Generation Networks. Discover new applications, how to improve service and critical information on making the transition to NGN. Communications service providers, equipment providers, system integrators, and solutions developers will find this newsletter a valued resource.

## Advertising Units

TMCnet offers a variety of choices to fit your creative 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.



**Packet8**

**VoIP Hosted Phone Service for Small Business**

Packet8 Virtual Office is a Voice over IP (VoIP) hosted PBX service providing small to medium sized businesses a cost effective alternative to traditional business phones.

**Service Includes:**

-  **Unlimited Calling** to the US & Canada for \$49.99 per month/per extension
-  **PBX Features** like Auto Attendant, music on hold, extension to extension dialing anywhere in the world, and much more...
-  **Business Class Handset** that includes handsfree and headset controls, speed dials, personal directory, and much more...

### 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 details.

**Page Curl**

A Page Curl ad on TMCnet is nearly impossible to ignore. The top right corner of the Web page carries a teaser of your ad to prompt the reader to mouse over. This causes the page to unfold and reveal the full ad.

**Benefits**

- Eye-catching, prominent ad
- Seen on every page
- As many as 2 million impressions monthly

# Advertising Units

TMCnet offers a variety of units to fit your creative and budget.


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

**Skyscraper:**  
 125x600 pixels  
 72 dpi, 70k max  
 Acceptable files:  
 .gif, .jpg, .swf, .png,  
 I-frame

**Ad Box:**  
 336x300 pixels  
 72 dpi, 70k max  
 Acceptable files:  
 .gif, .jpg, .swf, .png,  
 I-frame

**Button:**  
 125x125 pixels  
 72 dpi, 30k max  
 Acceptable files:  
 .gif, .jpg, .swf, .png,  
 I-frame

# Differentiation Points

Online Marketing			Von Magazine	IP Business	Telephony Magazine	Telecommunications Magazine
Traffic	As many as 3 million visitors each month	<input checked="" type="checkbox"/>				
Maximum Impressions	Skyscrapers, leaderboard, road block, page curl	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Targeted Impressions	Article ad box, splash page	<input checked="" type="checkbox"/>			<input type="checkbox"/>	<input type="checkbox"/>
Webinars	74 Live Web Events produced in 2008	<input checked="" type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>
White Paper	100 white papers in stock	<input checked="" type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>
Channels	100 live channels, majority on 1st page of Google	<input checked="" type="checkbox"/>				
e-Newsletters	A dozen industry-specific e-news	<input checked="" type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>
Podcast	Search Engine Optimization	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>	

Yes     Partially

## What Others Say About TMC:

“ At Broadvox, we're very happy with our Global Online Community. It has dramatically increased our visibility in IP Communications. About 95% of our unsolicited contacts come through Google where we're listed near the top. Our GOC has gone from 40,000 unique visitors per month to as high as 93,000 in only five months. Plus our partners have gained visibility, using our site to post their articles, press releases and white papers. When these items are downloaded, the users' access information is captured just for them.

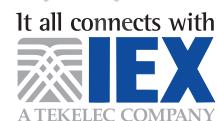
The TMC team has been fantastically responsive in design, posting new items and removing competitive information. Typically everything our partners send gets posted the same day. We've seen true professionalism at every level.”

— David Byrd  
V.P. of Marketing and Sales



“ The TMCnet Webinar package proved to be an exceptional value. The team's service and support was wonderful. In fact, both event registration and actual turnout exceeded our expectations.”

— Brian Henson



“ Our entire team at IBM was extremely satisfied with the IP Convergence Webinar we produced in conjunction with TMCnet. The staff at TMCnet assisted us in conducting a well-attended webinar, with more than 1,000 pre-registrants and nearly 400 live attendees. TMCnet provided us with an excellent forum to discuss how IBM, and our partners, can help telecommunications organizations leverage convergence with the IBM BladeCenter family of systems, by combining the best from the telecom and IT industries - yielding flexible deployment options, improved network efficiency, and lower operating costs and capital expenditures. We are looking forward to working with TMCnet in the future.”

— Bruce Anthony,  
Distinguished Engineer and Chief Technical Officer for  
Next Generation Networks and Convergence

