

**InfoTech.TMCnet.com**

**http://IT.TMCnet.com**



**The community for what's happening daily in IT providing:**

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



2009

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# InfoTech.TMCnet.com

## The Most Daily Web Content on Information Technology!

This site is the eminent resource for professionals who need to keep up to date on changes in the rapidly evolving IT marketplace. Hundreds of relevant news articles and feature stories are published daily on InfoTech.TMCnet.com, covering hardware, software, security, networking and more.

Featuring blogs by industry authorities, in-depth product reviews, news about security and reliability, case studies, event updates and hundreds of feature stories written by our staff of experts, InfoTech.TMCnet.com serves professionals at the C-level and their employees.

This vital news is an invaluable resource for those looking to improve and expand IT service and its efficiency, the cornerstones of increasing market share.

### InfoTech.TMCnet's daily updates enable professionals to:

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

### Who joins the InfoTech.TMCnet.com community?

- Enterprises, SMBs and government agencies
- IT equipment, software and service providers
- Hardware, software, and middleware vendors
- VARs and VADs
- Developers and installation providers
- Analysts and consultants

### Who visits InfoTech.TMCnet.com?

- Launched in June 2008, the site generates some 400,000 page views per month.
- Average page views per visit: 6.35
- Average visit duration: 37.15 minutes
- Traffic continues to increase dramatically, now attracting over 27,500 unique visitors.



#### March 2009 InfoTech.TMCnet.com

Page Views..... 542,662  
 Unique Visitors..... 36,709

#### February 2009 InfoTech.TMCnet.com

Page Views..... 396,102  
 Unique Visitors..... 28,839

#### January 2009 InfoTech.TMCnet.com

Page Views..... 442,263  
 Unique Visitors..... 33,093

Source: Webtrends 2009.

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

Reach a vast community of prospects and buyers seeking solutions.  
Use InfoTech.TMCnet.com to:

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

Here are the opportunities available on InfoTech.TMCnet.com

## Global Online Communities (GOCs)

Your custom-designed community on InfoTech.TMCnet.com, labeled with your select keywords, focuses on your specific market segment and carries only your online ads. These robust editorial platforms are built with 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.)

## InfoTech.TMCnet.com Channels

Become a search engine powerhouse! You virtually “own” optimized keywords to bring qualified prospects from major search engines to your fully customized page. A Channel is a powerful instrument to develop a community for professionals seeking specific 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 InfoTech.TMCnet.com

Grab the attention of thousands of visitors with Leaderboard, Skyscraper, Banner, Button, Page Curl, Ad Box and Splash Page ads. (See pages 4 & 5.)

## Webinars

Host a Live Web Event. Receive actionable, highly qualified leads from pre-registration, live event attendees, and post-event visitors who download the presentation from TMCnet Archives. TMC provides experienced support every step of the way with this turn-key marketing tool to ensure your success. (See page 7.)

## White Paper Program

Post your white papers on InfoTech.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 IT technology ideas and solutions.

## eNewsletters

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

VISIBILITY VISIBILITY VISIBILITY

## About InfoTech.TMCnet.com

InfoTech.TMCnet.com helps professionals stay on top of developments in the market for IT technology solutions. This is the centralized community providing news, strategies and case studies of those who are innovating and leading the way in this competitive marketplace.

IT technology and solutions are covered extensively by TMCnet writers daily. InfoTech.TMCnet is published as a part of TMCnet, by far and away the most visited communications and technology Web site in the world.

### This site helps professionals:

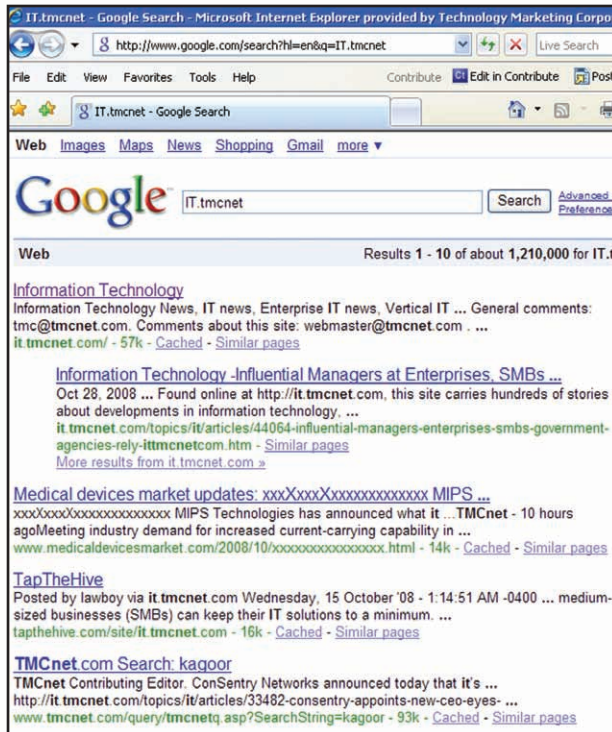
- Monitor industry news and developments
- Analyze and review new products and services
- Track IT companies' activities
- Monitor financial performance and M&As

### More Content + Fresh Updates = More Traffic + Higher SEO

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

**TMCnet is read by as many as 3 million unique visitors every month. Take advantage of its vast reach and power!**

## IT.TMCet.com Launched July, 2008



According to Quantcast, Webtrends:	
Web Site	Visitors/Month
TMCnet.com	1,971,598 *
Informationweek.com	598,574
Eetimes.com	298,109
eWeek.com	240,811
Fiercewireless.com	28,874
IT.TMCnet.com	27,542 *
Lightreading.com	25,907
PCmagazine.com	2,362
Telecommagazine.com	NO DATA
NOTE: NO DATA = Traffic too low to be measured Source: Quantacast.com. *Source: Webtrends 2009.	

## Page Curl

TMCnet's Page Curl is an eye-catching advertisement.

The top right corner of the Web page reveals a teaser of your ad to prompt the reader to mouse over.

This will cause the page to unfold to reveal the full ad message.

### Benefits:

- Eye-catching ad
- Seen on every page
- Some 2 million impressions monthly

### Page Curl

640x480 pixels

Live area is smaller

72 dpi, 75k max

Acceptable files: .gif, .jpg, .png,

Rich Media Enabled



## Splash Page

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

### Benefits:

- No clutter or competition, the advertiser owns the page.
- The advertiser has the ability to animate the advertisement to create excitement and increase click thru's.
- Create a complex advertising message.

### Splash

600x375 pixels, 72 dpi, 60k max

Acceptable Files: .gif, .jpg, .swf,

.png, I-frame



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

**Ad Box**  
 336x280 px  
 72 dpi, 30k max  
 Acceptable files:  
 .gif, .jpg, .swf,  
 .png, I-frame

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

**Skyscraper:**  
 125x600 px  
 72 dpi, 70k 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.

# Global Online Communities (GOCs)

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



## Community Building

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

## Prime Real Estate

GOCs have the ultra-premium location at the top of millions of TMCnet pages. This is the best positioning available on the world's leading communications and technology site.

## POWERFUL

Company Size for IT.TMCnet Visitors:

**\$1 Billion+ 24.4%**

\$500M - \$999M 9.6%    \$10M - \$99M 16.4%

\$100M - \$499M 9.2%    Up to \$10M 40%

## INFLUENTIAL

**73%**

of IT.TMCnet visitors influence purchases

## More Content, More Visitors

TMCnet editors publish at least 15 unique stories per week exclusively for your community. This amount of content brings a larger audience and increase search engine prominence. The average GOC receives about 28 thousand page views\*.

## True Multimedia Experience

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

\*Webtrends 2008



# SEO, Brand Recognition and Lead Generation with InfoTech.TMCnet.com

## Channels Program

### Build a Community Around Your Keyword

InfoTech.TMCnet's Channels Program creates a customized portal for your company. You virtually "own" the keyword to it. Your Channel is positioned on the TMCnet home page and directly accessible from all pages on our site. The leaderboard and skyscraper ads on your Channel page are exclusively yours.

Because of the extensive reach of TMCnet and its millions of visitors, your Channel will gain tremendous visibility. When you sign up as a Channel owner, your Channel achieves prominent – sometimes even top – placement on leading search engines.

Your Channel acts as an exclusive portal to communicate your marketing messages in a highly credible, respected, up-to-date editorial format. TMC's veteran editors post two exclusive feature stories weekly to deliver fresh, exclusive content. This powerful vehicle, a customized microsite for your company, can include:

- Industry News and Daily Feature Articles
- Your Company Overview and Mission Statement
- White Papers and Podcasts
- Customer Case Studies
- Product Demos
- Training Opportunities
- Catalogs and Brochures
- Lead Capture Forms and Calls to Action
- Link to your Company Web site

### eNewsletters

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

## TMC Webinars Program

### Host your Webinars on TMCnet – A Highly Successful Lead Generator

TMC's expert marketing, design and editorial teams have created over one hundred online Channels, delivering relevant editorial and marketing messages for clients in an array of markets. Consider how we can put our reach and expertise to work for you.

### Our Experienced Team Makes It Seamless

TMCnet makes it easy for you to reach customers and impress your best prospects with a Webinar. Your live Web event is completely turn-key. Every step of the process is managed with the utmost professionalism.

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

**During the Event:** We provide the technology, utilizing the most effective conferencing software platform. We also offer a TMC editor to serve as 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 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.

### 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

# Our 100+ Member Global Editorial Team

## Editorial Leadership

### **David Rodriguez, Vice President of Publications and Conferences**

David Rodriguez oversees the sales and day-to-day editorial of IT.tmcnet.com. Under his direction, TMC online media vehicles have earned market-leading positions by constantly growing revenue and market share for their clients.

### **Greg Galitzine, Group Editorial Director, IP Communications Group, TMC**

Greg Galitzine is group editorial director of TMC's Communications group of products, which includes IT.TMCnet.com. Greg has been editorial director of *INTERNET TELEPHONY* magazine since its inception in 1998, overseeing the magazine's editorial direction as well as the day-to-day operation of the publication.

### **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/>.

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

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

### **Erik Linask, Group Managing Editor**

Erik Linask is the group managing editor of IT.TMCnet.com. Prior to joining TMC, Erik began his career at management consulting firm Leadership Research Institute.

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

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

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

# 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.

