

# FINANCIAL TECH SPOTLIGHT

FINANCIALTECHSPOTLIGHT.COM

2012 → MEDIA KIT

## → Delivering:

- Breaking News
- Feature Articles
- Event Coverage
- Prominent Blogs
- Case Studies
- In-Depth Analysis
- White Papers & Podcasts
- Financial Technology Resources & More

Powered by:



Financial technology solutions help companies to increase compliance and productivity while also managing expenses and productivity for optimal operations.

Whether its solutions to help with Budgeting, Planning & Forecasting for the company or applications and software to aide in Governance, Risk & Compliance - all types of businesses can benefit from financial technology solutions.

Financial TECH Spotlight provides business professionals a valuable resource to become educated on ways to improve how their companies do business and how new technologies can help make financial endeavors easier.

By having your marketing messages and logos on Financial TECH Spotlight'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.

## The Most Daily Content on Finance Technology

This site is the eminent resource for professionals who need to keep up to date on changes in the swiftly evolving finance technology marketplace.

Hundreds of relevant news stories and featured articles are published daily on Financial TECH Spotlight, covering:

- Expense Management software
- Performance Management software
- Budgeting, Planning, and/or Forecasting software
- Compliance Management software
- Risk Assessment and Management software
- Accounting/bookkeeping software
- ERP software
- Managed/Outsourced services

Delivering breaking news, blogs by industry authorities, case studies, event updates and hundreds of featured articles written by our staff of experts, Financial TECH Spotlight serves professionals at the C-level and their employees in public and private sector organizations around the world.

## Financial TECH Spotlight is the source for professionals to:

- Monitor industry news and developments
- Analyze/review new products, services & applications
- Track companies' activities and financial performances
- Monitor regulatory issues

## Financial TECH Spotlight offers you a powerful means to connect with those acquiring new technology solutions.

Financial TECH Spotlight offers daily news and expert analysis of new:

- Financial TECH Spotlight product and application developments
- Alliances and competitive strategies
- Industry trends
- Government regulation
- Commentary and More.

The screenshot displays the Financial TECH Spotlight website interface. At the top, there's a navigation bar with links like HOME, Channels, Communities, Industry Sectors, Realty Check, Featured Articles, Free eNewsletter, and Contact. Below this, a section titled 'Financial Tech Highlighted Article' features a large article about 'HighJump Software to Acquire TrueCommerce'. To the left, there's a market data section showing indices like DJIA, NASDAQ, and S&P 500 with their respective values and percentage changes. Below the market data, there's a 'Latest From The Industry Sectors' section with various news items categorized by sectors like Expense Management, Corporate Performance Management, Budgeting, Planning & Forecasting, Governance, Risk & Compliance, Human Capital Management, and M&A/Mergers & Acquisitions. On the right side, there's a 'REACTIVITY CHECK' section with a 'REALITY CHECK' article. At the bottom, there's a 'Financial Technology RSS' section with links to various news sources. The website also features a search bar and a 'FREE eNewsletter' sign-up form.

## Popular Marketing Strategies:

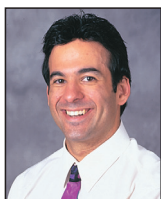
- Global Online Communities
- Channels
- Webinars
- Online advertising
- White papers



## Powerful Online Presence

Financial TECH Spotlight is powered by TMCnet, the World's largest communications and technology Website. With more than 150 successful Channels and Global Online Communities carrying 5 million pages of content, TMCnet has a powerful, extensive online presence.

TMC's proprietary content-targeting technology and its massive team of experienced editors, bloggers and global contributors provide a formidable amount of focused content across an array of market niches. These unrivaled assets can cost-effectively extend your company's reach to prospects at all stages of purchase research, comparison, specification, and finally, authorization.



Dear Marketing Professional,

Fifteen years 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 over 5 million pages of news, blogs and industry analysis. TMC is dedicated to exceeding customer expectations and as a result, we invested in community building, which is SEO boosting technology over a decade ago which today powers over 150 paid, monthly online communities for our customers/marketing partners.

These areas of our site are viral, news generated portals which not only allow our customers to rank high on search engines, but are also able to power their social networking initiatives with links back to pages with marketing messages they control. Millions of visitors come to TMCnet each month to view news-oriented, product-focused content specifically designed to attract purchasing decision-makers.

As our online customer base of advertisers has grown into the hundreds, we have never lost sight of what has made TMCnet one of the most popular b2b technology and communications sites in the world...Reinvestment.

Over the years, we have invested in proprietary content-targeting systems which matches viewers with the correct content. This engine has been infused with a decade of SEO experience focusing on tens of thousands of relevant keywords giving us SEO best practices unrivaled outside the walls of the search engine companies themselves.

We sincerely look forward to exceeding your expectations.

Cordially,

Rich Tehrani  
CEO

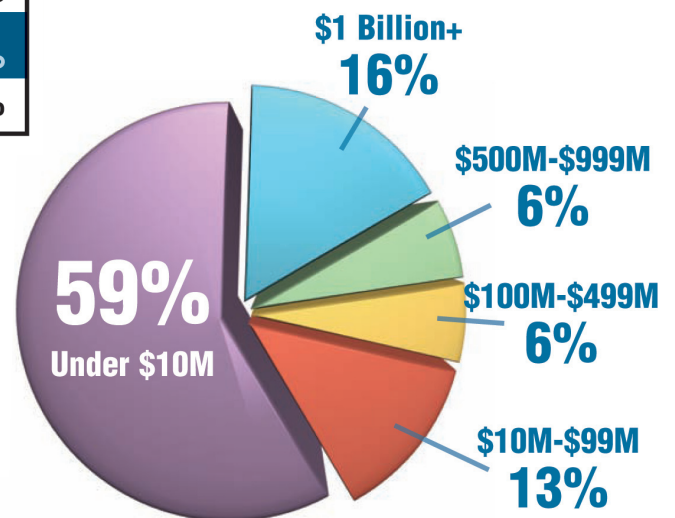
ABOUT TMCNET

## TMCnet's Audience

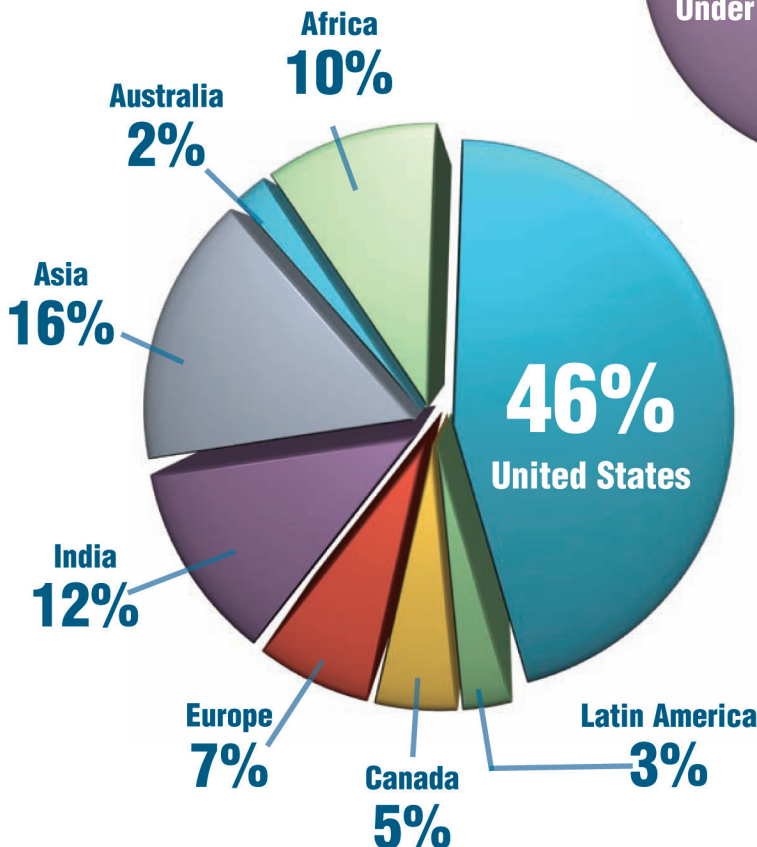
They are decision makers: **76%** of TMCnet visitors authorize, recommend and influence purchases at their workplaces. A third of visitors are from the ranks of uppermost management.

Job Function	
Corporate Executive: CEO, President, VP .....	33%
Corporate Management: Advertising/Marketing/Sales .....	16%
IT Management/Staff .....	27%

## TMCnet Visitors Have Capital Expenditure Budgets



## TMCnet Visitors Span the Globe:



Source:  
2010 TMCnet Visitor Profile Survey



## The Marketplace for Financial TECH Spotlight

**FINANCIAL  
TECH SPOTLIGHT**  
FINANCIALTECHSPOTLIGHT.COM

While the Financial TECH Spotlight 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. Financial TECH Spotlight enablers will learn more about opportunities on the horizon ... and missteps to avoid.

As organizations learn of financial 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 Financial TECH Spotlight site frequently – even daily – as a trusted news provider.

### Your Company's Visibility on Financial TECH Spotlight Gives You a Marketplace Advantage

By having your marketing messages and logos in the Financial TECH Spotlight'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 Financial TECH Spotlight 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.

### The Audience for Financial TECH Spotlight

In addition to analysts, venture capitalists and investors, the Financial TECH Spotlight portal serves:

- C-level executives in management and technology
- Product managers
- Business development executives
- Technology strategy directors
- Product design engineers
- Software and platform engineers
- Application developers

#### POWERFUL

Company Gross Sales for TMCnet Visitors

**\$1 Billion+ 24%**

**\$500M - \$999M 9.6%**

**\$10M - \$99M 16.4%**

**\$100M - \$499M 9.2%**

**Up to \$10M 40%**

Source: TMCnet Visitor Profile Survey



MARKETPLACE ADVANTAGE

**Gain Unrivaed Visibility,  
Strengthen Your Brand,  
Collect Fresh Leads and Nurture Them**

**PRESENCE**

**Reach a vast community of prospects and buyers seeking solutions.**

**Use Financial TECH Spotlight to:**

- Create your own robust online community and gain top SEO
- Grow your global market share
- Advertise on the daily resource for financial 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 thought leader and solution provider

**Harness the power of the growing Financial TECH Spotlight audience with these resources:**

**Global Online Communities (GOCs)**

Why pay per click when you can hold a very high - often the #1 - organic position on search engine results pages? Your custom-designed community on Financial TECH Spotlight, 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 regularly populated with exclusive content, attracting influential readers. 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 7.

**Channels Program**

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 information while it brings content about your company’s products and solutions. Your Channel is capped with your leaderboard ad and only your marketing messages appear. See Page 8.

**Space Advertising**

Grab the attention of thousands of visitors with Leaderboard, Skyscraper, Banner, Button, Page Curl, Ad Box and Splash Page ads. See Pages 10 & 11.

**Webinars**

Host a Webinar. Receive actionable, highly qualified leads from pre-registration, live event attendees, and post-event visitors who download the presentation from the Financial TECH Spotlight archives. Financial TECH Spotlight provides experienced support every step of the way with this turn-key marketing tool to ensure your success. See Page 9.

**White Paper Program**

Your fresh ideas will generate fresh leads! Post your white papers on Financial TECH Spotlight 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. White papers are archived for 18 months.

**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 Financial technology ideas and solutions. Consider a podcast in another language to extend your reach into developing nations.

**eNewsletters**

Deliver your marketing message in a respected editorial vehicle with an extensive reach. See Page 9.



## Global Online Communities (GOC's)

### Your custom-designed resource does it all:

- Builds awareness with your robust online community
- Serves as the daily resource for news, product information and case studies in your market segment
- Achieves high - often top - organic search engine prominence
- Generates leads and nurture them with exclusive content
- Educates prospects with a dedicated biweekly eNewsletter
- Outperforms PPC ads for value
- Seamlessly integrate with your website

### Global Online Communities have proven their value repeatedly. They deliver superior organic results on the leading search engines.

- **68%** of search engine users click results on the first page.<sup>1</sup> With the growth of mobile search, this number is likely to increase.
- **39%** of those conducting searches believe that companies whose websites are among top results are the leaders in their field.<sup>1</sup>
- **3 out of 4 user "click-throughs"** from search engines to a website are the result of that site's optimized, organic search results, rather than a pay-per-click ad.<sup>2</sup>
- **71%** of clicks on PPC ads are navigational with the ad serving as an easy way to reach an already familiar website, rather than reaching new prospects.<sup>3</sup>

1(iProspect/Jupiter)

2(Clickstream American Internet User Survey)

3(Atlas Institute)

### Community Building

Your GOC is dedicated to community building in your market segment by providing your target audience with extremely relevant, helpful content. Featured articles created solely for your GOC are discovered and virally spread over time, leading to larger numbers of targeted readers. More content attracts more readers which leads to more bookmarking and more link building.

### Prime Real Estate

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

### More Content, More Visitors

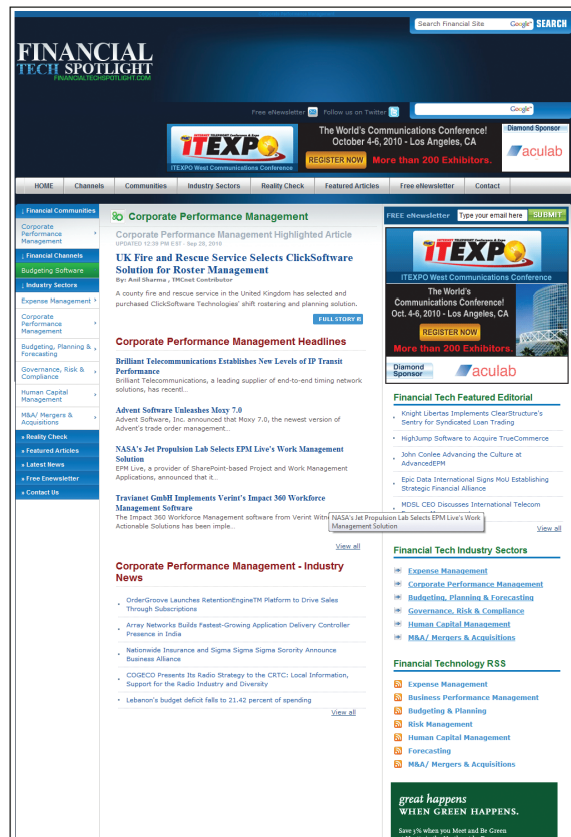
Financial TECH Spotlight editors publish at least 16 Featured Articles per week exclusively for your community. These articles highlight your company's products, services, applications, management, partnerships and other news. This amount of content brings a larger audience and increases search engine prominence. The depth of articles enables being found through long-tail searches. Within the first 6 months of launch, a GOC typically attracts 50,000 page views. Some GOCs gain 20x the traffic of the sponsor's own website.

### True Multimedia Experience

A GOC is the ultimate way to position your company as the thought leader in your particular segment. They can post video demos and interviews, white papers, spec sheets and brochures, podcasts and more content. This additional content can be accessed when interested readers supply their demographic and contact data, giving your sales team fresh, actionable leads.

### Obtain Excellent ROI

GOC sponsors renewal rate is 90%. GOC sponsors realize the superior SEO results, exclusive editorial content, customized design, biweekly eNewsletter and powerful reach of Financial TECH Spotlight delivers outstanding value in their marketing portfolio.



BUILDING COMMUNITIES

## SEO, Brand Recognition and Lead Generation with Financial TECH Spotlight Channels Program - Build a Community Around Your Keyword

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

Because of the extensive reach of Financial TECH Spotlight, your Channel will gain tremendous visibility. When you sign up as a Channel owner, your Channel achieves prominent – often top – placement on leading search engines.

Your Channel is an exclusive portal to communicate your marketing messages in a highly credible, respected, up-to-date editorial formats. Financial TECH Spotlight's veteran editors post four monthly feature articles to deliver fresh, exclusive content.

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

- Industry News and Daily Featured Articles
- Your Company Overview and Mission Statement
- Customer Case Studies
- Product Demos
- Training Opportunities
- Catalogs and Brochures
- Lead Capture Forms and Calls to Action
- Link to your Company Website

Financial TECH Spotlight'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.





## Host your Webinars on Financial TECH Spotlight - A Highly Successful Lead Generator Our Experienced Team Makes It Seamless

Financial TECH Spotlight makes it easy for you to reach customers and impress your best prospects with a webinar. Your webinar is completely turn-key. Every step of the process is managed with the utmost professionalism.

**Pre-Event:** Our expert team handles all the marketing, promotion and registration. A veteran Financial TECH Spotlight editor is available to help you develop content.

**During the Event:** We provide the technology, utilizing the most effective conferencing software platform. We also offer an experienced Financial TECH Spotlight 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 Financial TECH Spotlight long afterward.

Webinars are typically one hour long. We also offer 90-minute events, since the Q&A period often prompts lively interaction.

Your event will deliver your message via streaming audio or telephone. A Power Point presentation provides accompanying visuals, making a content-rich learning experience.

Events are interactive. An experienced moderator makes the most of everyone's time, keeping the presentation on track. Then the moderator passes along questions of the featured speaker(s). Attendees are fully engaged in this Q&A session.

## Brand Recognition and Lead Generation

### Turn-Key Events

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



## Grab market share in the competitive Financial TECH's marketplace

### eNewsletters

Financial TECH Spotlight's product-focused eNewsletters deliver your marketing message in a highly credible editorial environment. Targeted, editorial-rich, e-mail newsletters are delivered daily, weekly, biweekly, or monthly. They are subscribed to on a strictly opt-in basis.

These achieve a vast reach among thousands of communications and technology decision makers.

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

## Page Curl

Financial TECH Spotlight'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

Financial TECH Spotlight'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 Financial TECH Spotlight 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





The screenshot displays the Financial Tech Spotlight website with several advertising units highlighted by arrows:

- Leaderboard:** Located at the top of the page, featuring a banner for the ITEXPO West Communications Conference (October 4-6, 2010 - Los Angeles, CA) with a 'REGISTER NOW' button and 'As Many as 150 Companies Exhibiting' text.
- Skyscraper:** A vertical unit on the left side of the page, featuring the text 'It's not rocket science...' and 'Offer a great IVR and VoIP platform' with the Voxeo logo at the bottom.
- Ad Box:** A rectangular unit at the bottom right, featuring a green background with the text 'great happens WHEN GREEN HAPPENS.' and 'Save 3% when you Meet and Be Green at Hyatt in the Northeast by Dec 31, 2010.' with a 'LEARN MORE' button and the Hyatt logo.

### 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.

**SOCIAL MEDIA**





## Our 100+ Member Global Editorial Team Editorial Leadership

### Rich Tehrani, Chief Executive Officer.

Since 1982, Rich has led TMC® in many capacities. Rich is an IP Communications industry expert, visionary, author and columnist. He founded INTERNET TELEPHONY® magazine in 1998, launched ITEXPO in 1999 and is the founder of TMCnet, the most popular communications/technology site in the world.

A well-respected voice of the communications industry, Tehrani has served as an expert witness and been quoted frequently in such prestigious publications as the Economist and New York Times.

Rich is a computer engineer who graduated from the University of Connecticut with a hardware/software Bachelor of Science degree.

### 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.

### Patrick Barnard, Group Managing Editor for TMC's IP Communications Group, including TMCnet

In this position, Patrick Barnard oversees the editorial team for TMCnet, TMC's global resource for communications news and information. Barnard joined TMC as Senior Web Editor for TMCnet. Prior to TMC, he was managing editor for Multichannel Merchant magazine and former editor of the Darien Times, a community newspaper serving the town of Darien, CT.

### TMC's Editorial Team

Nadji Tehrani - Chairman  
Rich Tehrani - CEO  
Dave Rodriguez - President  
Erik Linask - Group Editorial Director  
Erin Harrison - TMC Executive Editor, Strategic Initiatives  
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 Monda - TMCnet Editor  
Gary Kim - Contributing Editor  
Bob Emmerson - TMC European Editor  
David Sims - TMCnet Contributing Editor  
Susan J. Campbell - TMCnet Contributing Editor  
Stephanie Mosca - TMCnet Web Editor  
Juliana Kenny - TMCnet Web Editor

### Contributors

Aaron Sipper	Biju Oommen	Hunter Newby	Kevin Sheehan	Raja Singh Chaudhary	Siegfried Luft
Dr. Alan Solheim	Brian Protiva	Ian Geoffrey Dent	Lance Whitney	Rajani Baburajan	Steve Shaw
Anamika Singh	Brough Turner	Indicus Analytics	Marc Wildner	Raju Shanhbag	Steven Johnson
Andreas Potyka	Calvin Azuri	J.R. Sloan	Mark Hewitt	Ranjit Nayak	TeleTech
Andrew R. Thomas	Carl Ford	Jagdish Kumar	Dr. Mary Cronin	Renga Prakash	Thierry Grenot
Anil Sharma	Carolyn J. Dawson	Jai C.S.	Matt Bancroft	Richard Watson	Tim Passios
Anshu Shrivastava	Craig Collins	Jason Lackey	Michael Leo	Rob Duncan	Tom Tovar
Anuradha Shukla	Craig Settles	Jay Seaton	Michael Stanford	Robin Wright	Tom Wheeler
Ari Zoldan	Dan Miller	Jayashree Adkoli	Narayan Bhat	Rodney Joffe	Tony Rybczynski
Art Rosenberg	Dave Ginsburg	Jeff Hicks	Nitya Prashant	Ronald Gruia	Vinti Vaid
Arun Satapathy	David H. Yedwab	Jeff Hudgins	Olga Yashkova	Sandra M. Gustavsen	Vivek Naik
Barkha Bathwal	Divya Narain	Jeff Orr	Paul Lohnes	Scott Guthery	Zig Fekete
Barlow Keener	Ed LaBanca	Jon Arnold	Peter Brockmann	Seamus Hourihan	
Barry Sher	Fred Goldstein	Jyothi Mahalingham	Peter Schmitt	Shamila Janakiraman	
Bernd Ottow	Gunter Brast	Jyothi Shanhbag	Pramila S. Raj	Shidan Gouran	
Berthold Hofmann	Harald Zapp	Kevin G. Coleman	Radhika Raghunath	Shireen Dee	

### Bloggers

Alan D. Percy	Chris McGugan	Erik Linask	Kim Devlin-Allen	Scott Snyder
Allen Miller	Chuck Rutledge	Francis Carden	Patrick Barnard	Scott Wharton
Anders Eriksson	Clinton Fitch	Frank Grillo	Paul McMillan	Sean Wilder
Ari Zoldan	Dave Rodriguez	Graham Francis	Peter S. Buswell	Shawn Shadfar
Bogdan Materna	David Byrd	Greg Galitzine	Peter Radizeski	Suzanne Bowen
Brendan Read	David Duffett	Hunter Newby	Pierre Kerbage	Terry Caterisano
Brian Spencer	David Gehringer	Jan Linden	Rehan Allah Wala	Tom Keating
Carl Ford	David Schenkel	Jeff Wiener	Rich Tehrani	Tony Rybczynski
Carolyn Schuk	David Sims	John Glossner	Robert Messer	Tsahi Levent-Levi
Charles Wu	Eric Hernaez	John Premus	Scott Bouchard	

To advertise, please contact Client Services at [inquiry@tmcnet.com](mailto:inquiry@tmcnet.com) or 203-852-6800 • [financialtechspotlight.com](http://financialtechspotlight.com)

© 2011 Technology Marketing Corporation. All Rights Reserved.

RESPECTED SOURCE



To advertise, please contact Client Services at [inquiry@tmcnet.com](mailto:inquiry@tmcnet.com) or 203-852-6800 • [financialtechspotlight.com](http://financialtechspotlight.com)  
© 2011 Technology Marketing Corporation. All Rights Reserved.



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

**To advertise, please contact Client Services  
at [inquiry@tmcnet.com](mailto:inquiry@tmcnet.com) or 203-852-6800  
[financialtechspotlight.com](http://financialtechspotlight.com)**

CONTACT INFO