

MEDIA X

infoTECH

SPOTLIGHT

M A G A Z I N E

**The Magazine Covering
Emerging Information
Technologies**



2011

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Published by:





Dear Colleague:

Bringing fairness and accountability to technology journalism in order to serve you better.

The technology market has shown itself to be a vibrant force in a struggling global economy. For example, companies looking to reduce travel costs now use collaboration and telepresence as a lower-cost alternative to airplane travel. Moreover, the cloud reduces data center costs, mobile computing has increased worker productivity, ERP helps streamline operations and boost efficiency while CRM systems have boosted customer loyalty.

In short, everywhere you turn these past years you see technology changing the World for the better.

Yet, the broad market of technology publications have covered the tech space from the top down – meaning the up-and-coming start-ups generally don't get equal coverage and as a result, readers see a skewed view of the technology world.

This is the equivalent of performing a census in just the major US cities and forgetting about the suburbs and rural areas.

In the last few months, I have met with hundreds of leaders in the information technology space and they are increasingly frustrated with their ability to get the coverage of their companies because they aren't tech behemoths. Moreover, many technology decision-makers have complained they have nowhere to turn to find out about all the companies and solutions they need to know about in order to do their job more effectively.

“InfoTech Spotlight Magazine will be the one place to turn in order to get the scoop on the *entire* tech market.”

Rather than let the situation continue to deteriorate, we at TMC decided it was time to launch a publication in-print and online which gives a voice to both start-ups as well as the established, iconic companies in the industry without exclusions based on marketing budgets or other factors.

InfoTech Spotlight Magazine will be the one place to turn in order to get the scoop on the *entire* tech market.

Use Integrated Marketing to Multiply the Impact of Your Message

As part of your integrated marketing options, you can add powerful extensions to your advertising through InfoTECH Spotlight. According to Webtrends, InfoTech Spotlight has achieved as many as 4,500,000 page views and 190,000 unique visitors. With a choice of nine different advertising units, plus keyword targeting options, InfoTech Spotlight not only provides a very large and growing audience, but also plenty of choices for exactly how and where your message appears, rich-media-enabled for maximum effect.

Your Own 'Channel' Is Also Available!

The Channels Program can create a category exclusive, search engine optimized portal that provides keyword targeted readers for your customized messages. This can include your company overview, customer case studies, product demos, application notes, training, catalogs and brochures, articles, and more. Let us show you how.

The Bottom Line Is Results

We have reinforced our relationship with readers by focusing on the ROI of emerging technologies and successful deployments of products and services throughout enterprises, SMB, government, academic plus reseller and VARs. IT solutions are now being purchased in large numbers. InfoTECH Spotlight Magazine and InfoTECH Spotlight provide a reliable, consistent and respected voice. This provides an environment in which readers trust YOUR message, and respond to it!

Let us show you ALL the ways we can help YOUR company become an industry leader.

Sincerely,

Rich Tehrani
Chief Executive Officer
TMC

For advertising information please contact:

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infoTECH

SPOTLIGHT

M A G A Z I N E

Introducing InfoTECH Spotlight Magazine

Reach key decision-makers investing in information technology products, services, and applications.

IT executives and corporate management rely on the only resources that reports on the full scope of the IT market, InfoTECH Spotlight Magazine.

This magazine is the most comprehensive source for information technology solution evaluations and addresses issues relevant to today's IT executives. Its premiere issue in October 2010 raises the bar for the IT industry. InfoTECH Spotlight Magazine covers the full spectrum of emerging technologies, with insightful reporting from the leading experts.

InfoTECH Spotlight Magazine provides a highly credible editorial backdrop for your marketing messages. Published quarterly, the veteran TMC editorial team brings extensive knowledge to every page of InfoTECH Spotlight Magazine. For over 29 years, TMC has been serving communications technology professionals, leading the way through technological evolutions.

Every Issue Includes:

- Featured Articles Bringing Winning Strategies
- Columns by Recognized Experts and Analysts
- Industry and Regulatory News Plus Coverage of Important Events

InfoTECH Spotlight Magazine covers a full range of solutions with columns dedicated to:

- Cloud Computing
- Virtualization
- Security
- Mobility
- Data Centers
- Web 2.0



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Our 100+ Member Global Editorial Team

Editorial Leadership



Rich Tehrani, Chief Executive Officer

Rich Tehrani is an IP Communications industry expert, visionary, author and columnist with 27 years' experience. He founded *INTERNET TELEPHONY* magazine in 1998 and is the owner of the registered trademark for the term Internet Telephony. In 1999, Tehrani launched ITEXPO and has watched it grow into the best attended IP show in the world. Tehrani is also the founder of TMCnet, the most popular communications/ technology portal in the world.



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.



Erin Harrison, TMC Executive Editor, Strategic Initiatives

Erin Harrison is involved in print and online initiatives covering IP communications, information technology and other related topics. Previously, she served as the founding editor-in-chief of Executive Decision magazine, a business-to-business magazine. Previously, Harrison was an editor at Scholastic Library Publishing and was the executive editor of Real Estate magazine.

TMC's Editorial Team

Nadji Tehrani - Chairman

Rich Tehrani - CEO

Dave Rodriguez - President

Tom Keating - CTO and Executive Editor

Erik Linask - Group Editorial Director

Erin Harrison - TMC Executive Editor, Strategic Initiatives

Patrick Barnard - Group Managing 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

Ed Silverstein - TMCnet Web Editor

Juliana Kenny - TMCnet Web Editor

Beecher Tuttle - TMCnet Web Editor

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InfoTECH Spotlight Magazine's Focused Circulation

InfoTECH Spotlight Magazine is an opt-in circulation reaching only those professionals in the position to make, recommend, or influence purchase decisions. This means to providers of services, applications and products for those deploying emerging technologies, we take the guesswork out of reaching your prime prospects. InfoTECH Spotlight Magazine reaches potential buyers when they are ready to make RFPs, now and in the near future.

We want to partner with you to help you thrive and prosper. InfoTECH Spotlight Magazine is vital reading for C-Level and senior technical management at end users companies – enterprise, SMB, government, academic, plus reseller and VARs. TMC does not waste resources, time, paper and postage on marginal readers. Just as we deliver premium editorial, we deliver top-level readership to advertisers.

The inaugural issue of InfoTECH Spotlight Magazine reaches over 30,000 professionals with buying power:

- C-level executives and other business management
- High-level technical executives

Job Function

| | |
|--|-----|
| Corporate Executive: CEO, President, Exec..... | 13% |
| IT Management/Staff | 31% |
| Corporate Management..... | 25% |

TMC Builds Communities In Print, In Person, and Online

In addition to reaching the communications and technology market via InfoTECH Spotlight, TMC offers the support of online media and key industry events to help you reach domestic and international buyers. These vehicles enable brand building and provide the means to become the “go-to” supplier for market niches.



High Impact Opportunities in Print Advertising

Any company that wants to achieve a leadership position should be associated with this, the preeminent information technology publication, InfoTECH Spotlight magazine.

Editorial Series Sponsorship – Marketing Through Education

Your message in an editorial format. Marketing through education, this informational advertisement creates the image that your marketing message is an educational article.

Showcase your products and establish a thought-leadership position.

Full Page Advertisement

Print advertising is the best way to build branding and awareness. It shows the market you are a stable company investing in your future.

Cover Wrap

No better way to guarantee your message is viewed by every subscriber.

Belly Band

Get your message in readers' hands. Surround the magazine with a belly band containing your product marketing.

Buyer's Guide

24/7/365 availability to qualified buyers. Feature your company with an enhanced listing and ad to help you stand out!

Digital Issue Advertising

Email sponsorship, belly band, cover wrap or video advertising exclusively designed for digital publications.



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2011 InfoTECH Spotlight Magazine Editorial Calendar

January 2011

- IT & The Economy
- The Future of Social Media
- Companies to Watch

DEADLINES

Advertising Materials: 12/1/2010

Editorial Contributions: 11/24/2010

BONUS DISTRIBUTION

CES Las Vegas Jan 6-9, 2011

July 2011

- Data Center Trends
- Outsourcing and Managed Services:
Lessons Learned
- Network Optimization

DEADLINES

Advertising Materials: 6/15/2011

Editorial Contributions: 6/8/2011

April 2011

- SOA and Web Services
- The Benefits of Green IT
- Mobile Security

DEADLINES

Advertising Materials: 2/23/2011

Editorial Contributions: 2/16/2011

BONUS DISTRIBUTION

CTIA - Orlando - March 22-24, 2011

Interop - Las Vegas - May 8-12, 2011

October 2011

- CIO Insight and Trends
- Virtualization and the Cloud
- Planning Your 2012 IT Budget

DEADLINES

Advertising Materials: 8/10/2011

Editorial Contributions: 8/3/2011

BONUS DISTRIBUTION

ITEXPO West - CA - Sept, 2011

CALENDAR



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InfoTECH Spotlight Website

Expand Your Reach With The Fastest-Growing Community of IT Professionals on the Web

IT assets are vital to any organization.

Data and the ability to share and manipulate it better and faster are key competitive advantages. IT solutions affect countless aspects of how we work, communicate, travel, educate and live.

IT changes so rapidly, even daily. If IT professionals fall behind, they jeopardize their employers' success.

InfoTECH Spotlight gives IT professionals and corporate management the resources to stay ahead of the IT market.

This portal helps them capitalize on developments that boost efficiency, increase security, lower costs, and ultimately, improve the bottom line.

This site is the eminent resource for professionals who need to keep up to date on changes in the swiftly evolving IT marketplace. Hundreds of relevant news stories and featured articles are published daily on InfoTECH Spotlight, covering IT's numerous facets such as hardware, software, architecture, security, storage, networking, automation, virtualization, cloud computing and more!

Delivering:

- breaking news
- blogs by industry authorities
- case studies
- event updates
- hundreds of featured articles written by our staff of experts.

InfoTECH Spotlight serves professionals at the C-level and their employees in public and private sector organizations around the world.

IT is an economic driver.

The need for organizations of all sizes to invest in IT continues, even while various sectors of the economy face uncertainty.

Developments in technology – particularly security, networking, automation, virtualization, mobility and wireless segments – drive demand. InfoTECH Spotlight offers you a powerful means to connect with those acquiring new technology solutions.

Who relies on InfoTECH Spotlight?

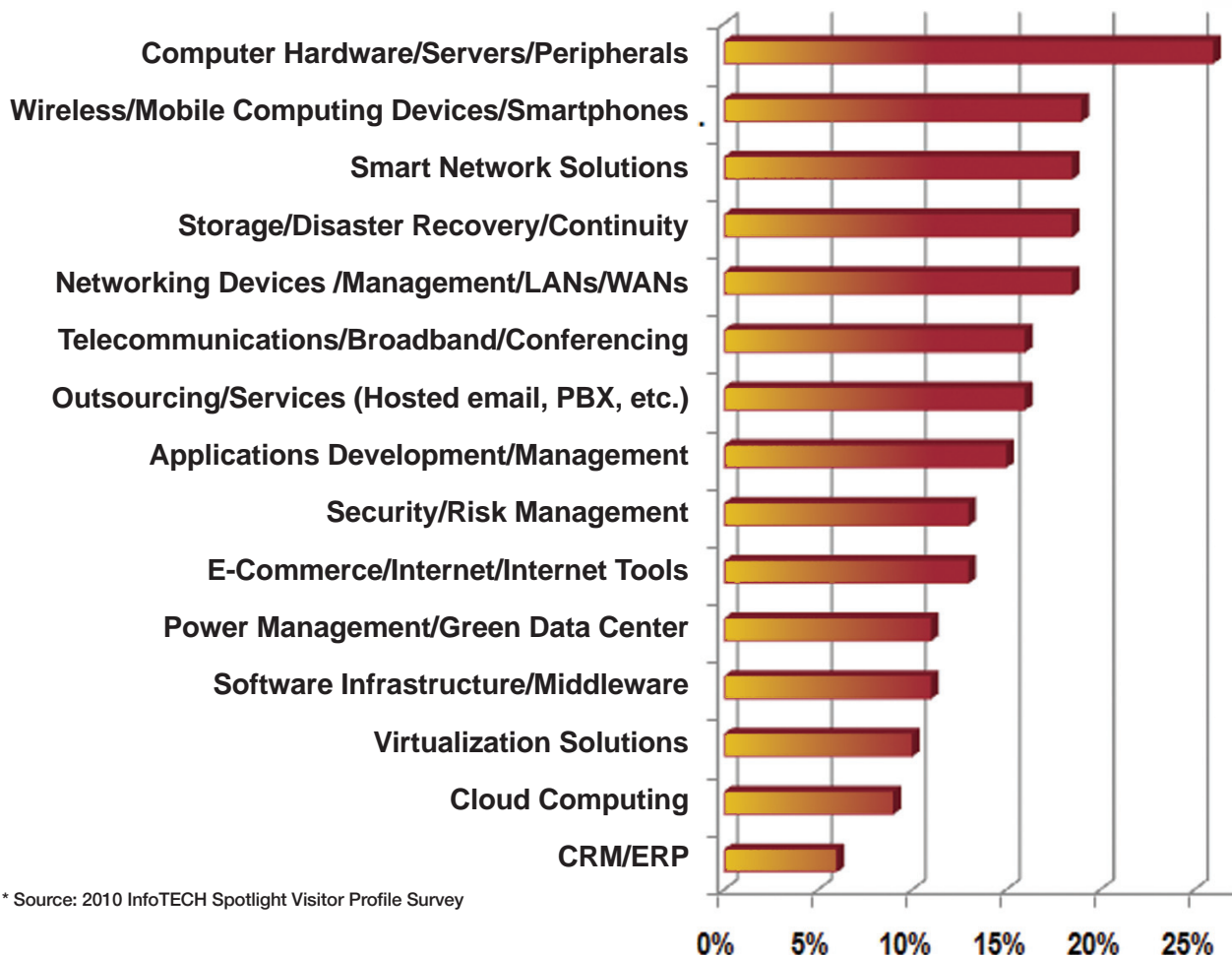
- C-Level and senior IT professionals; IT staff
- C-Level and senior Business Management
- Developers
- Service and installation providers
- Analysts and consultants
- Regulatory agencies
- Investors



Gain Unrivalled Visibility and Strengthen Your Brand! Reach a Vast Community of Prospects.

STATS

Visitors are Interested in **purchasing** these products in 2010-2011



* Source: 2010 InfoTECH Spotlight Visitor Profile Survey

Type of Business

| | |
|---|-------|
| Enterprise | 30% |
| Hardware/Software/Middleware... | 13% |
| Telecom/Internet Service/ Wireless Provider..... | 8% |
| SMB | 13% |
| Government Agency/ Public Sector..... | 10.5% |
| Systems Integrator/ Reseller/VAR/VAD | 3% |
| Contact Center | 7% |

2ⁱⁿ3

Visitors are Involved
in Purchasing Decisions
for their Company

About InfoTECH Spotlight

InfoTECH Spotlight helps professionals stay on top of developments in the market for IT technology solutions. This is the centralized portal providing news, strategies and case studies of those who are innovating in this competitive marketplace. InfoTECH Spotlight covers technology developments that positively affect so many facets of our professional and personal lives.

IT devices and solutions are covered extensively by TMCnet writers daily. InfoTECH Spotlight is powered by TMCnet, the most visited communications and technology Web site in the world.

This site helps IT professionals and users:

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

More Content + Fresh Updates = More Traffic + Higher SEO

InfoTECH Spotlight's global editorial team posts hundreds of relevant articles and fresh news stories to the site every day. This updated content prompts return visits, builds links and maximizes the site's SEO.

TMCnet is read by 2 million unique visitors every month, drawing upwards of 40 million page views monthly. Visitors to TMCnet explore its various market segment portals, including InfoTECH Spotlight, Global Online Communities and Channels. Take advantage of its vast reach and power!

Web Site Visitors/Month

| | |
|---------------------------|-------------|
| TMCnet..... | 1,641,268 * |
| InfoTECH Spotlight | 190,869 * |
| Informationweek.com | 358,842 |
| Eetimes.com..... | 166,447 |
| eWeek.com..... | 330,753 |
| Bitpipe.com | 34,078 |

* Source: Webtrends, 2010.

All other data: Quantcast, July 2010, est. for USA traffic.



POWERFUL

Company Gross Sales for InfoTECH Spotlight Visitors

\$1 Billion+ 18%

\$500M - \$999M 6%

\$100M - \$499M 14%

\$50M - \$99M 5%

\$10M - \$49M 12%

\$1M - \$9.9M 17%

INFLUENTIAL

79% of InfoTECH Spotlight
visitors influence
purchases

* Source: 2010 InfoTECH Spotlight Visitor Profile Survey

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InfoTECH Spotlight is supported by TMCnet and its dominant resources

InfoTECH Spotlight is hosted by TMCnet, by far the world's largest communications and technology Web site. With more than 150 successful Channels and Global Online Communities carrying 4 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.

What traffic does InfoTECH Spotlight obtain?

- Launched in June 2008, the site has experienced steady growth.
- Average page views per visit: 20

4,500,000

Page Views

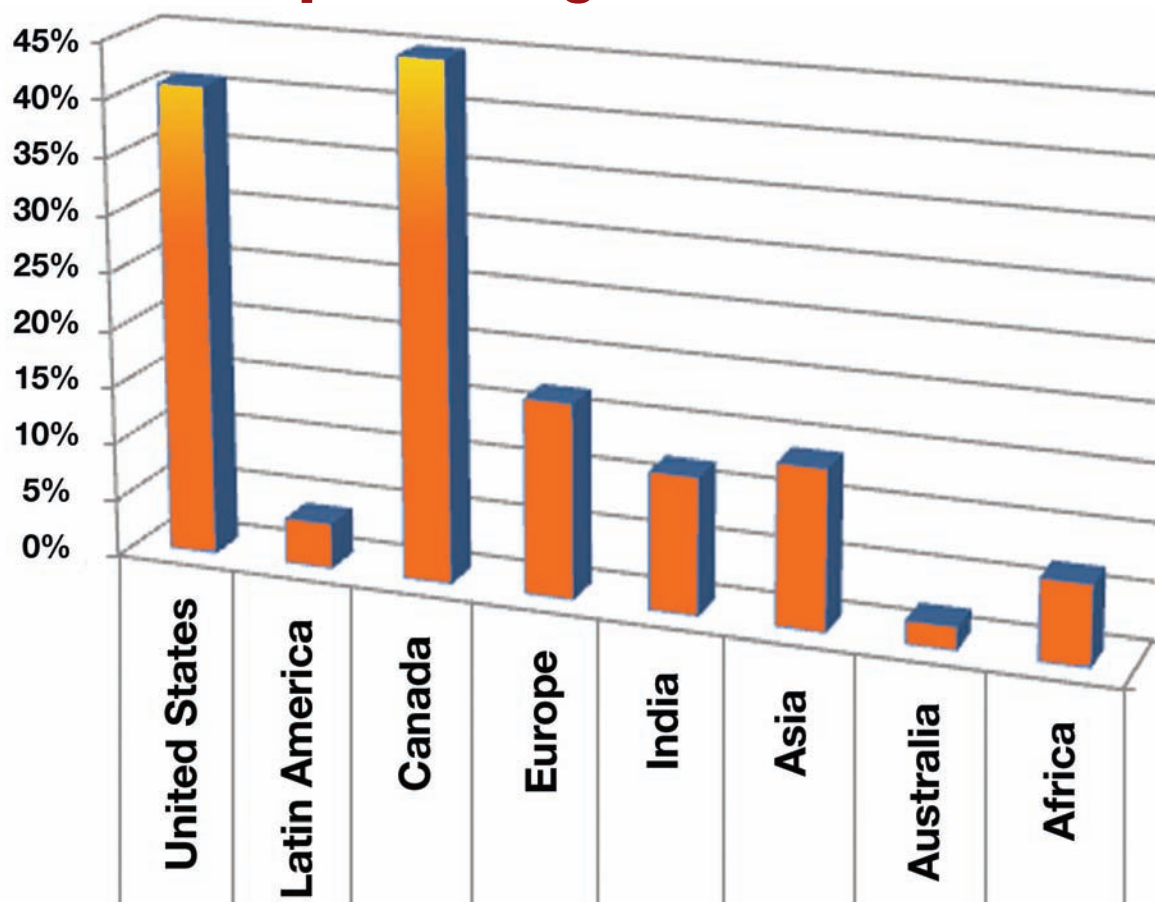
Nearly

200,000

Unique Visitors

Source: Webtrends, July 2010.

Representing Global Business



Source: InfoTECH Spotlight Visitor Profile Survey

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On InfoTECH Spotlight, gain unrivaled visibility, strengthen your brand, collect fresh leads and nurture them

Reach a vast community of prospects and buyers seeking solutions. Use InfoTECH Spotlight to:

- Create your own robust online community and gain top SEO
- Grow your global market share
- Advertise on the daily resource for IT 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 InfoTECH 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 InfoTECH 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.

InfoTECH Spotlight 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 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 on InfoTECH Spotlight

Grab the attention of thousands of visitors with Leaderboard, Skyscraper, Banner, Button, Page Curl, Ad Box and Splash Page ads. See Pages 11 & 12.

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 InfoTECH Spotlight Archives. InfoTECH 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 InfoTECH 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 IT 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.

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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 Web site

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

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 InfoTECH Spotlight pages. This is the best positioning available on the world's leading communications and technology site.

More Content, More Visitors

InfoTECH 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 Web site.

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 InfoTECH Spotlight delivers outstanding value in their marketing portfolio.



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Channel

SEO, Brand Recognition and Lead Generation with InfoTECH Spotlight

Channels Program

Build a Community Around Your Keyword

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

Because of the extensive reach of InfoTECH 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, respect-ed, up-to-date editorial formats. InfoTECH 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 Web site



InfoTECH 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.

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Webinars Program

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

InfoTECH 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 InfoTECH 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 InfoTECH 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 InfoTECH 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

eNewsletters

InfoTECH 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. InfoTECH 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.

Grab market share in the competitive IT marketplace

Use the editorial expertise, marketing experience, design skills and SEO expertise of the team behind InfoTECH Spotlight

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

Contact:

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Social Networking and Interactive Program Elements



Page Curl

InfoTECH 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

InfoTECH 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 InfoTECH 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



Leaderboard

Dimensions
728x90 px
72 dpi, 50k max
Acceptable Files:
.gif, .jpg, .swf,
.png, l-frame

Skyscraper

Dimensions
125x600 px
72 dpi, 70k max
Acceptable Files:
.gif, .jpg, .swf,
.png, l-frame

Ad Box

Dimensions
336x280 px
72 dpi, 30k max
Acceptable Files:
.gif, .jpg, .swf,
.png, l-frame

The screenshot shows the InfoTech website layout with several advertising units highlighted:

- Leaderboard:** A horizontal banner at the top featuring Intel's "New Smaller Intel Chips Use Less Power, Extend Battery Life for Lightweight Laptops".
- Skyscraper:** A vertical sidebar on the left for "TMCnet's WHITE PAPER LIBRARY".
- Ad Box:** A rectangular box at the bottom right for "NUMARK" featuring a man's face and the text "Replace it with NUMARK FootPrints".

Other visible content includes a "Breaking News" section, "Information Technology Headlines", and a footer with "InfoTech Resources", "InfoTech Communities", "InfoTech Channels", and "Other Industries".

Most advertising units can be customized to “expand and contract” giving your advertising message greater presence and the ability to highlight more pertinent information.

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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.

