DELIVER YOUR BRAND
to the most Influential Community
in the Fast-paced IT Industry

- Banner Advertising
- Online Community Building
- eBooks
- Webinars
- White Papers
- More Ways to Reach Technology Decision-makers

2020 Media Kit
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Put your solutions in front of the decision makers who are looking to stay ahead of the IT market.

Your presence on InfoTECH Spotlight will communicate your strength in the industry and show visitors how your solutions will boost efficiency, increase security, lower costs and ultimately, improve their bottom line.

The Winning Combination

Choose from a variety of marketing programs designed to deliver branding, thought leadership and lead generation. You can select a combination of programs that will help you achieve your marketing goals and provide the tools buyers use to make good business and technology decisions.

Your company belongs on InfoTECH Spotlight if you offer technology solutions in:

- Hardware, devices and storage
- Architecture and networking
- Security
- Automation
- Virtualization
- Mobility and wireless
- Software, middleware and development

Rich Tehrani - CEO

You can rely on the reach and expertise of InfoTECH Spotlight. With a InfoTECH Spotlight marketing campaign, you will have individualized attention from our expert marketing team who will support your needs to develop and execute a top-notch marketing program, custom designed to match your needs.

We look forward to exceeding your expectations.
Take Advantage of the Vast Reach and Influential Audience!

Representing Global Business

- **USA/Canada**: 57%
- **Europe**: 15%
- **India**: 8%
- **Latin America**: 6%
- **Africa**: 5%
- **Asia**: 1%

*Source: InfoTECH Spotlight Visitor Profile Survey*

**Company Type**

- Government Agency/Public Sector: 18,400
- Hardware Manufacturer: 10,700
- Software Developer: 17,500
- Reseller/VAR/VAD Systems Integrator: 3,900
- Telecom/Internet Service/Wireless Service Provider: 7,800

*Source: InfoTECH Spotlight Visitor Profile Survey*

**Job Function**

- Senior Executive Management: CEO, CTO, President, VP, Director: 22%
- IT Management/Staff: Manager, Systems Integrator, Supervisor: 25%
- Management: Communications, Marketing, Project Manager: 21%
- Engineer: 22%
- Consultant/Analyst/Other: 10%

*1 in 5 Visitors are Employed by a Company with more than 5,000 employees*

*Source: InfoTECH Spotlight Visitor Profile Survey*
Take Advantage of the Vast Reach and Powerful Audience!

Extend your company’s reach to prospects at all stages of purchase: research, comparison, specification, and finally, authorization.

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
- See where the movers and shakers are heading
- Follow regulatory issues
- Gather information to make RFPs and decisions regarding purchases and services

Visitors are interested in purchasing these products

- Computer Hardware/Servers/Peripherals 33%
- Cloud Computing 28%
- Networking Devices/Management/LANs/WANs 27%
- Wireless/Mobile Computing Devices/Smartphones 27%
- Applications Development/Management 16%
- Smart Network Solutions 15%
- Outsourcing/Services (Hosted email, PBX, etc.) 15%
- Storage/Disaster Recovery/Continuity 14%
- Security/Risk Management 14%
- Telecommunications/Broadband/Conferencing 13%
- Software Infrastructure/Middleware 12%
- Ecommerce/Internet/Intranet tools 11%
- Power Management/Green Data Center 9%
- Virtualization Solutions 5%
- CRM/ERP 5%

68% of Visitors have purchasing influence in their Company.

* Source: InfoTECH Spotlight Visitor Profile Survey

100,000 Monthly Unique Visitors on Average

http://it.tmcnet.com
To advertise, please contact Client Services at Inquiry@tmcnet.com or 203-852-6800
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Online Opportunities

On InfoTECH Spotlight, you will gain unrivaled visibility, strengthen your brand and receive fresh leads.

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

• Establish branding
• Project thought leadership
• Generate leads
• Grow your global market share

Harness the power of the growing InfoTECH Spotlight audience with these resources:

Online Community Sites (OCs)
Why pay per click when you can hold a very high organic position on search engine results pages? Your custom-designed community on InfoTECH Spotlight, targeting with your select keywords, focuses on your specific market segment and carries only your online ads. These robust editorial platforms are regularly populated with exclusive content, attracting influential readers. OCs are routinely bookmarked by decision makers looking for news, product information, and partnership opportunities. See page 6.

Online Advertising
Grab the attention of thousands of visitors with Leaderboard, Skyscraper, Banner, Page Curl, Ad Box and Splash Page ads. See pages 9 & 10.

Webinars
Host a live webinar. Receive actionable, highly qualified leads from pre-registration, live event attendees, and post-event visitors who download the presentation from InfoTECH Spotlight Archives. InfoTECH Spotlight provides experienced support every step of the way with this turnkey marketing program to ensure your success. See page 7.

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 solutions provider, it will also build brand awareness and generate leads at the time when a purchase is being considered. See page 8.

eBook
Your exclusive InfoTECH Spotlight branded eBook will deliver your message and product information in a highly credible format. A InfoTECH Spotlight editor will contribute. See page 8.

eNewsletters
Deliver your marketing message in a respected editorial vehicle with an extensive reach. Readers are strictly opt-in subscribers, assuring a high-quality, interested audience. See page 7.
Online Relationship Builders

Online Community Site Program Overview

Online Community Sites are content-generated, information-rich portals designed to position your company as the leading, “go-to” resource for your industry group. With an Online Community Site you will...

Be found at the top of search results organically!
Most people begin their search queries for purchase information online, so prominent and organic placement is vital in helping your potential customers “see through the clutter” and find your products.

Many Online Community Sites rank on the first page of search engines like Google and Bing. Organic search ranking is key, as it positions your company as the leader in your industry as opposed to a search click ad, which anyone can purchase.

Integrate and Streamline Your Online Marketing Initiatives
Today, consumers are getting wiser and pickier about how, where and when they want to receive information. If you’re like most companies, you are going to the Cloud to find innovative ways to reach your target audience and using various SEO, branding, or social initiatives to do so. But how do you bring it all together in a streamlined, cost-effective way?

You need to not only connect to the cloud, but forge connections in it, and Online Community Sites are the best way to bring all your online marketing initiatives together in one, powerful place.

Content Created for Your Community May Include:
- News Articles and Press Releases
- Product Reviews and Demos
- White Papers and eBooks
- Webinars and Videos
- Catalogs and Brochures
- Podcasts
- Blogs
- Surveys
- Social Media Integration
- eNewsletter
- And More!

52% of marketing budgets are allocated to online initiatives. Are you spending in the right places? (Source: IDG Research)

39% of Search Engine users believe that the companies whose websites are returned among the top search results are the leaders in their field. (Source: IDG Research)
Webinars

Host your Webinar on InfoTECH Spotlight
A Highly Successful Lead Generator

Our Experienced Team Makes It Seamless
We make it easy for you to reach customers and impress your best prospects with a webinar. Your live web event is completely turnkey. Every step of the process is managed with the utmost professionalism.

Pre-Event: InfoTECH Spotlight’s expert team handles all the marketing, promotion and registration.

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. The event is available in our Webinar Archive on InfoTECH Spotlight for 12 months.

Live Webinars are typically one hour. 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 PowerPoint presentation provides accompanying visuals, making for 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 to the featured speaker(s). Attendees are fully engaged in this Q & A session.

TurnKey Events
• Lead Generation—330 Leads On Average
• Thought Leadership—You’re The Expert
• Branding—massive Promotion with 1 Million Impressions

eNewsletters

InfoTECH Spotlight’s product-focused eNewsletters deliver your marketing message in a highly credible editorial environment. Targeted, editorial-rich, email newsletters are delivered daily, weekly, biweekly, or monthly. These achieve a vast reach among thousands of communications and technology decision makers who actively opt-in to subscribe.

InfoTECH Spotlight’s eNewsletters focus on an array of topics covering numerous facets of communications and technology. Your company’s sponsorship and ads gain a reach into “in-boxes” that would otherwise be difficult to access.
Generate Qualified Leads

White Paper Program

White papers are one of the most effective ways to enhance your company’s authority and credibility as a solution provider.

- Your white paper will be viewed by prospects in each market segment: Enterprise, Service Provider, Reseller, Developer and Manufacturer.
- You receive complete contact information for everyone who downloads your white paper. These valuable prospects who are downloading are seeking information to make purchasing decisions.

How the White Paper Program Works:

Promotion
InfoTECH Spotlight will promote your white paper to over 1 million professionals via:

- E-mail blasts
- Ads on a network of industry leading sites
- Promotion in eNewsletters
- Editorials on InfoTECH Spotlight

eBooks

Our InfoTECH Spotlight editorial team, will ‘co-author’ your article on the topic of your choice. This editorial format drives extra credibility and adds power to your marketing message.

Our experienced team, drawn from editorial and marketing, works with your company to put together a custom marketing message that resonates with the customer and meets your goals.
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.

Benefits:

• Averages 1-2% Click-Through-Rate (CTR)
• 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
600x375 pixels
72 dpi, 60k max
Acceptable files: .gif, .jpg, .swf, .png, 1-frame

Site Takeover

InfoTECH Spotlight’s Site Takeover is an eye-catching advertisement, seen by every visitor.
Online Advertising

**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
Editorial Leadership

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.

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.

Contact

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

To advertise, please contact Client Services at Inquiry@tmcnet.com or 203-852-6800

http://it.tmcnet.com

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