



WEBINARS

Connecting You With Influential Technology Buyers

2025 Media Kit



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TMCnet Webinars Deliver What Your Business Needs

QUALITY LEADS



Webinars: Multimedia Lead-Generation Machines

Webinars provide a unique opportunity to showcase your product or services while making a personal connection with an engaged audience of motivated prospects.

TMC: An Industry Leader & Your Ideal Marketing Partner

TMC is a full-service, integrated global media company with unprecedented reach into the communications and technology industries. TMC's Webinar program delivers you hundreds of leads, millions of impressions and immeasurable boost to your brand awareness.

Your TMCnet Webinar: Expected Marketing Impressions

700,000* **Website Banner Ads**

240,000* **Email Reach**

60,000* **Article Views**

1,000,000
Impressions

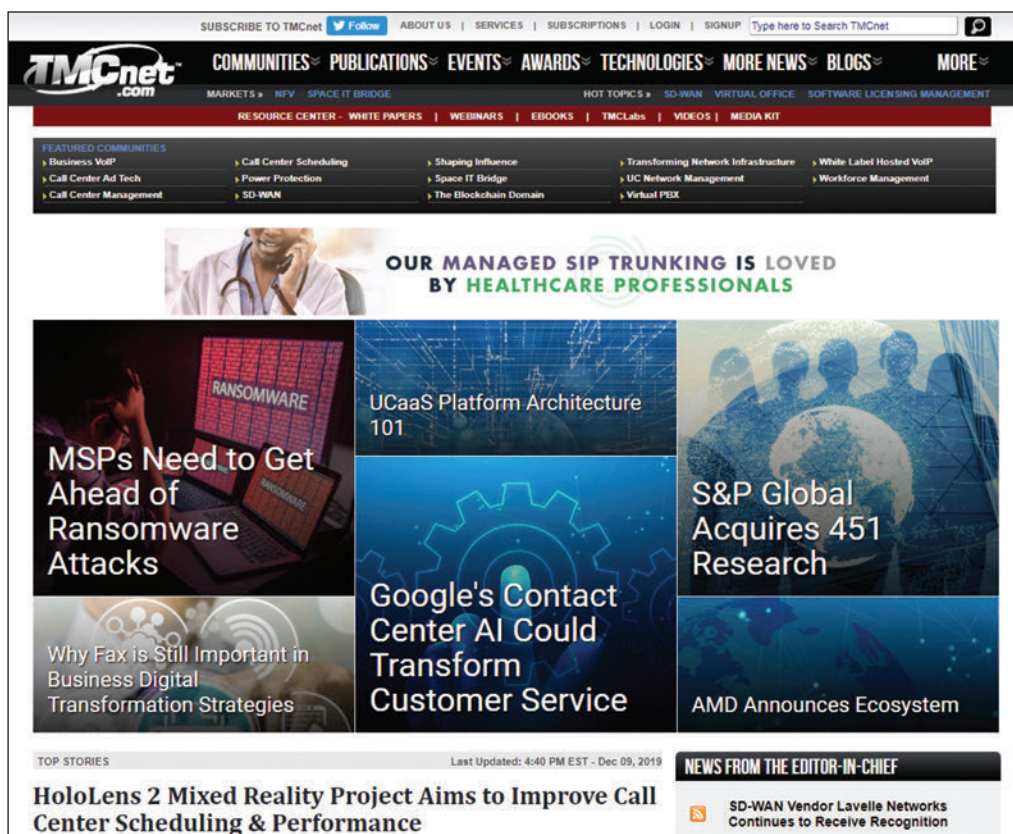


*Average page views/2-month cycle

*Average total distribution

*Average page visits/3 articles, 2-month cycle

TMCnet is the World's Leading Technology and Communications Website



As Many As 1 Million*
Unique Monthly Visitors

The Largest Audience in
Technology and Communications

Averaging 60 Million*
Monthly Page Views

Award-winning Content
Updated Daily

Over 50 Years
Experience

TMC has been a Media
Powerhouse Since 1972

*Source: TMCnet Analytics

The Right Audience



TMCnet is the #1 website in communications and technology. Our readers are predominately C-level executives and other technology professionals with real purchasing power.

1 Million Impressions

Award-Winning Editorial & Expert SEO in Action

390 Registrants*

Your Audience Awaits...

\$36 per Lead - Unbeatable ROI

Direct Engagement with Motivated Prospects

*Average results of complete Turn-Key Webinar Package



85%**

Directly Influence
Company Purchases**



36%**

Represent Companies with
Annual Revenues Over
100 Million**

**Source: TMCnet Visitor Profile Survey

Your webinar ads and content will reach our influential audience when it counts – as they're researching purchasing decisions on TMCnet.

Full Editorial Support from TMC's Award-Winning Writers & Editors



With every TMC-hosted webinar, you get a full promotional package including banner ads, targeted email campaign, press releases and a series of in-depth articles all aimed at raising awareness for your webinar and positioning you as an industry leader.

The award-winning writers and editors behind TMCnet and brands like *INTERNET TELEPHONY*, *CUSTOMER*, *Cloud Computing* and *IoT Evolution* will create unique content in support of your event.

TMC editors are also available to help refine your webinar presentation and can act as event moderators.



The webinar team at TMCnet enabled us to conduct a highly effective and productive session. The total experience surpassed our expectations on every dimension. From planning and promotion; through rehearsal and interactive delivery; to ultimately capturing detailed business leads for follow-up; the TMCnet team was thoroughly prepared, pleasant and professional. They are to be commended for both their timely, responsive marketing initiatives as well as their technical expertise. We look forward to the next opportunity we have to work with them.



-Allen Kurzman, Director,
Business Development,
SATMAP INC.



Topic: Cloud Computing

Registration: 1,200 Registrants

Viewership: 500 Attendees

With 1,200 registrants this webinar reached a wide audience thanks in part to eight weeks of promotion time, in-depth editorial coverage, inclusion in multiple eNewsletters, run of site banners ads and a press release announcement. All that promotion adds up.

Topic: Telecom

Viewership: 67% Viewership

Registration: 300 Registrants

With 300 registrants and over 200 viewers, this Telecom webinar enjoyed an impressive 67% viewership.

The key to a high viewership rate is staying engaged with registrants. We continue to promote your event right up to the moment you go live.

Topic: WebRTC

Viewership: 65% Viewership

Registration: 1,000 Registrants

Over 1,000 registrants and over 650 viewers gave this webinar an impressive 65% viewership.

Nearly 300 viewed the event on-demand. That's 300 additional leads coming in after the event took place.

TMC's Webinar Team Does the Work. You Get the Credit.

Our experienced webinar team has produced and promoted thousands of successful webinars. We'll manage the entire event, from promotion to registration, execution and beyond.

Four Stages of an Effective Webinar

1

Promotion

TMC's editorial reach, expert SEO and integrated promotional strategies deliver a webinar audience of motivated prospects eager to learn about how your solutions solve real problems.

2

Registration

Thanks to all that promotion, you can expect hundreds to register for your event. These registrants become your leads as we capture their contact information and other key demographics to turn over to you post-event.

3

Presentation

TMC's webinar team will work closely with you to help develop an effective and engaging event. We'll handle all the technical logistics, get you comfortable with the platform, help optimize content and even moderate your event.

4

On-Demand Archive

Your webinar will be available on-demand for 12 months after the event is presented live. This allows new prospects to access the content as desired. It also means that you'll continue to receive leads for up to a year afterwards.

THE MAIN EVENT

You'll be more than prepared when the big day of your event arrives thanks to run-throughs with TMC's webinar team.

As attendees watch your presentation, they'll see your company logo prominently displayed on screen. If you wish, you can include interactive Q & A, giving you a unique opportunity to connect with your audience one-on-one.

Not only is your webinar a tremendous opportunity to engage motivated prospects, it's also a chance to position your company as an industry leader and your speaker as a subject matter expert. We'll work closely with you to make sure your content will impress and put you in the best possible position to turn leads into customers.

Start Generating Quality Leads Today!

Complete Turnkey Webinar Package

- 8-Week Promotion Cycle
- 1 – Email Per Week Promoting the Event Directly to Your Target Audience
- Press Release Announcing Webinar Posted to TMCnet
- Banner Advertisements Running on TMCnet
- E-Newsletter Sponsorship
- 2 – Pre-Event Articles on Webinar Topic
- 1 – Post-Event Article on Webinar Topic Mentioning the Archived Webinar
- Listed on TMCnet Webinar Schedule Page
- TMC Creates: Webinar Landing Page, Registration Page and Banners
- TMC Will Provide Moderator for the Event

Prices:

- 1 Webinar: \$10,000
- 2 Webinars: \$9,000 per webinar
- 3+ Webinars \$7,000 per webinar

Promotion Only Package

- 4-Week Promotion Cycle
- 4 – Promotional Emails Sent to Target Audience
- Banner Advertisements Running on TMCnet
- 1 – Pre-Event Article
- Listed on Webinar Schedule Page
- Client provides all materials (HTML, Banners)

Price:
\$7,500

Modified Promotion Only Package

- 2-Week Promotion Cycle
- 2 – Promotional Emails Sent to Target Audience
- Banner Advertisements Running on TMCnet
- Client provides all materials (HTML, Banners)

Price:
\$5,000



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Rich,

I don't write many of these, but I wanted to take a minute and tell you how happy I am with your entire team. We started working together in January, after Anthony called and pursued us for about 6 months. We started slowly with content generation and a site link on your channel page, but we are expanding our service each quarter based upon the job you are doing and the responses we are seeing. We recently started newsletter and case study projects as well. I am spending more and more time with your team and each consistently does a great job.

Somehow you have convinced them to treat your customers with overwhelming enthusiasm and respect. I want to thank you for that because it must come from the top down. If you ever need a good reference from a small company let me know.

I have been doing technical marketing for 20 years, working with old timers like Network Computing, and Information Week, so I am not easily impressed.

Best Regards,



Mike Long | Marketing Manager, Tadiran Telecom Inc.
www.tadirantele.com

Start Generating Quality Leads Today!

Get More Information on the TMCnet Webinar Program

Contact Client Services
Inquiry@tmcnet.com | www.TMCnet.com/webinar
203-852-6800



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