

Not Just an Ad Network: “Owned and Operated” Quality Content

TechMediaNetwork is a vertical “owned & operated” tech ad network that does more than just sell online ads. Our network is made up of quality technology websites which we either own or whose inventory we have exclusive rights to sell. Our articles on technology and innovation, influential ideas, how-tos, videos, tutorials, countdowns, polls, news, and syndicated blogs ensure that all of our sites offer an enriching user experience. This assures that our clients’ creative messages are surrounded by higher quality and more relevant technology content than what other networks offer.

We Deliver Consumers for All Things Tech

TechMediaNetwork reaches over 25.6 million technology enthusiasts every month. We are one of the fastest growing vertical “owned & operated” tech ad networks on the web, and consumers turn to us for all things technology. Our audience is educated and affluent and very influential when talking about technology. Whether looking for consumers of technology products and services, IS/IT decision makers, or anyone in between, TechMediaNetwork reaches all of them effectively each month.

Advertisers Get Control And Transparency

Today, advertisers want control over both where their advertising is appearing and how it is appearing. They want to be able to optimize their creative messages on a line-item basis. TechMediaNetwork offers this to advertisers and more. Because we are an “owned & operated” vertical ad network, we provide advertisers with control of where their creative runs and have the ability to optimize down to the line item on an insertion order to maximize results. In addition, our targeted sponsorship programs are unmatched by any other ad networks because we provide the transparency and control advertisers need to help drive engagement and big results!

Some of our advertisers:



For more information, contact

Phone:

Email:



Our Method

- Owned & Operated
- Transparency & Control
- High Quality technology content
- Optimization on a line item for advertisers
- Custom content and videos

Our Reach

- 25.6 million U.S. Unique Visitors per month (40+ million worldwide)
 - 5 pages views per visitor
 - #4 Technology News Website
- (Source: comScore May 2010 and Internal Metrics)*

Our Visitors

- Age 18-49: 66% of total traffic
 - Age 18-34: 36% of total traffic
 - Age 18-24: 12% of total traffic
 - Age 25-54: 62% of total traffic
 - Graduate Degree: 22% of total traffic, Index 163
 - Household Income \$75k+: 40%, Index 120
 - Household Income \$100k+: 29%, Index 150
 - Business Owner: Index 140
 - Works in IT/IS: Index 194
- (Source: comScore May 2010)*

Our Markets

- Tech Enthusiasts/Influentials
- Gadget Geeks
- In-Market Shoppers
- Gamers
- IS/IT Decision Makers
- Mobile Buyers
- Small Business

Display Advertising

IAB sizes- 728x90, 120x600, 160x600, 300x250, 300x600
Flash, Video, Expandable; rich media accepted.
Targeting available: Geo (Country, State, DMA), Freq Cap,
Day Part/Day of Week, OS, ISP, etc

OPA Pushdown unit

Specifications: 970x66; expands 3x vertical; auto-expands
for up to 10 seconds, pushing down content and then
returning to 970x66 where user can rollover or click to
expand again.

Video Preroll, Overlays or Postroll

:15--:30 preroll or postroll advertisements on
TechMediaNetwork Video content

Site Takeovers

Own every display ad position across TechMediaNetwork
sites for a specified amount of time. Effective for
launching new products, brand awareness, driving
purchases. Minimum buy is 1 day and can go up to 7 days
based on availability. 100% SOV ownership of all display
ad space on a Channel or Run of Network basis. Ad sizes
include 728x90, 160x600 and 300x250

Roadblocks

Blocks out your competitors and buy share of voice or
exclusively own a SubChannel or Review Site(s). This
package offers tethered display units and high impact
branding. Ad sizes include 728x90, 160x600 and 300x250

Editorial Content Sponsorships

Sponsorship opportunities during key holidays or
events throughout the year. 100% SOV of display ads
surrounding holiday/event related content. Editorial
sponsorship opportunities:

- Father's Day
- Mother's Day
- Graduation
- Holiday
- And many more...

Display Ads on Content Targeted Packages

Packages consist of related review sites whether they are
CE, Software, or Web Services

Some of TechMediaNetwork's packages are:

- Business Package
- Small Business Package
- Digital Cameras-Photography Package
- Video Game Package
- Home Electronics & Software Package
- Mobile Package
- Many more....

Custom packages are available; choose review sites that
are relevant to a product or service.

Newsletter Sponsorships

Your logo or text ad featured on our weekly newsletters.

Learning Center Sponsorships

For more information, call Mark W. Westlake, Chief Revenue Officer, at **212-703-5812**, or email **mwestlake@TechMediaNetwork.com**.