ROBOTICS WIRE

2012 Media Kit

Delivering:

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

Powered by TMCnet.com

ROBOTICS WIRE

Robotics Wire technology is developing at a rapid pace, opening up new possibilities for automating tasks and improving business and homes. From the automobile assembly line to automatic home vacuum cleaners, Robotics Wire is a part of our world.

Robotics Wire provides free resources pertinent to anyone in any industry interested in how technology can enhance quality of life. Robotics Wire provides technology industry news, blogs, feature articles, videos to allow business executives to stay current with what's happening in Robotics.

Robotics Wire provides business professionals a valuable resource to become educated on ways to improve how their companies do business.

The Most Daily Content on Robotics Technology

This site is the preeminent resource for professionals who need to keep up to date on changes in the evolving robotics technology marketplace. Hundreds of relevant news stories and featured articles are published daily on Robotics Wire, covering developments robotic technology in healthcare, education, security, defense, manufacturing and more!

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

Robotics Wire 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

Robotics Wire Offers You a Powerful Means to Connect with Those Acquiring New Technology Solutions.

Robotics Wire offers daily news and expert analysis including:

- Product and application developments
- Alliances and competitive strategies
- Industry trends
- Government regulation
- Commentary and more.

Popular Marketing Strategies:

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

MARKET COVERAGE

Powerful Online Presence

Robotics Wire 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 website, 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 Demographics
Reach a Vast Community of Prospects
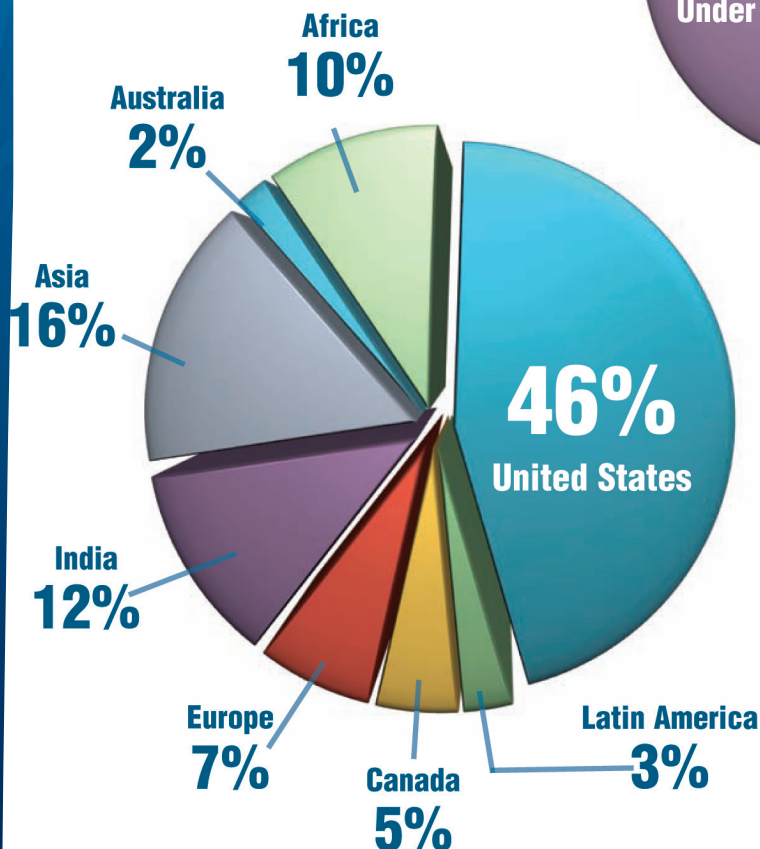
TMCNET STATS

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

- $1 Billion+ **16%**
- $500M-$999M **6%**
- $100M-$499M **6%**
- $10M-$99M **13%**
- Under $10M **59%**
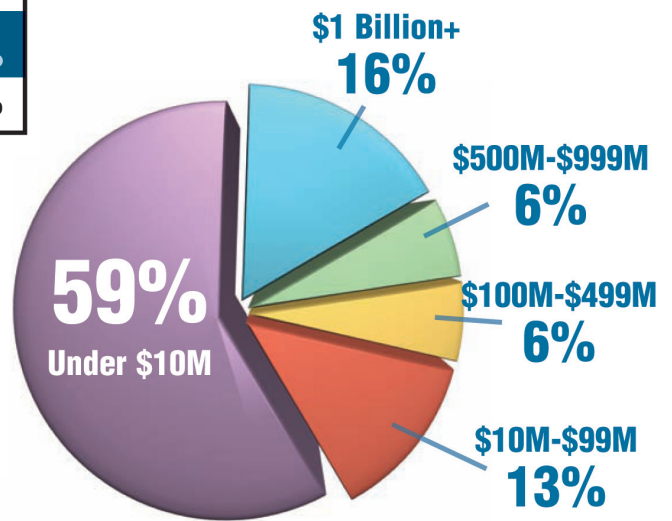
TMCnet Visitors Span the Globe:

- Africa **10%**
- Australia **2%**
- Asia **16%**
- India **12%**
- Europe **7%**
- Canada **5%**
- Latin America **3%**
- United States **46%**

Source:
2010 TMCnet Visitor Profile Survey

http://robotics.tmcnet.com
To advertise, please contact Client Services at inquiry@tmcnet.com or 203-852-6800

The Marketplace for Robotics Wire

The potential market for robotics is enormous and continues growing and expanding each year.

As enterprise, SMBs, organizations and consumers learn of robotic devices, 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 Robotics Wire Website frequently – even daily – as a trusted news provider.

Your Company's Visibility on Robotics Wire Gives You a Marketplace Advantage

By having your marketing messages and logos in the rich editorial environment of Robotics Wire, 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 Robotics Wire enhances your credibility simply though 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 Robotics Wire

In addition to analysts, venture capitalists and investors, the Robotics Wire 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

MARKET ADVANTAGE

PRESENCE

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

Reach a vast community of prospects and buyers seeking solutions. Use Robotics Wire to:

• Create your own robust online community and gain top SEO
• Grow your global market share
• Advertise on the daily resource for Robotics 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 Robotics Wire 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 Robotics Wire, 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
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 Robotics Wire archives. Robotics Wire 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 Robotics Wire 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 Robotics 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.[1] 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. [1]

- *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. [2]

- *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. [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 book-marking and more link building.

Prime Real Estate

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

More Content, More Visitors

Robotics Wire 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 Robotics Wire delivers outstanding value in their marketing portfolio.

BUILDING COMMUNITIES

CHANNEL PROGRAM

Channels Program
Build a Community Around Your Keyword

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

Because of the extensive reach of Robotics Wire, 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. Robotics Wire 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

Robotics Wire'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.

Webinars Program

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

Robotics Wire 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 Robotics Wire 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 Robotics Wire 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 Robotics Wire 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
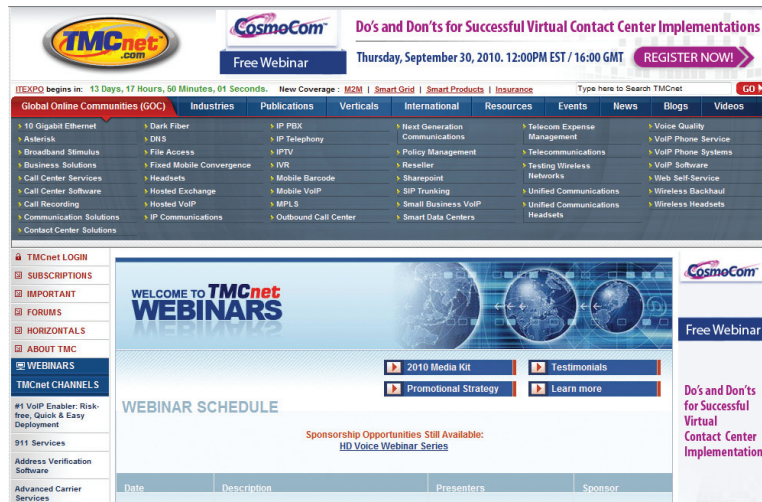
Grab market share in the competitive Robotics Wire marketplace

eNewsletters

Robotics Wire'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. Robotics Wire'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.

WEBINARS

Page Curl

Robotics Wire'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

Robotics Wire'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 Robotics Wire 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

http://robotics.tmcnet.com
To advertise, please contact Client Services at inquiry@tmcnet.com or 203-852-6800

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

ADVERTISNG UNITS

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

http://robotics.tmcnet.com
To advertise, please contact Client Services at inquiry@tmcnet.com or 203-852-6800

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 pteviously 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
Ed Silverstein - TMCnet Web Editor
Juliana Kenny - TMCnet Web Editor

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ROBOTICS WIRE

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.

ELITE COMPANY

Actiontec · American Customer Care · AudioCodes · broadvox · COMARCH Information Technology · Comm3 · CONVERGYS Outthinking Outdoing · Dialogic · Interactive Intelligence · LINKSYS · natural convergence · NUANCE · Packet8 · PRONEXUS · Rivermine · salesforce.com · Sphere · TADIRAN BATTERIES · Teleformix · SITEL · SUGARCRM · AGN · allworx · arbinet

Eagle ACD · It all connects with IEX · IPitomy · LSI · FIRST DATA · Juniper · Maximizer · NETSUITE · NExTONE · OAISYS · nuvio · OnviSource · pingtel · PARALLEL TECHNOLOGIES · RingCentral · solid · SOLEGY · TELREX · SPANLINK · StarTek · BlueNote Networks · Atacomm · AASTRA · amcat

IDeACOM · IWATSU · just media · five9 · Minacom · MITEL · inGate · VERINT · Loquendo · NTRglobal · vovici · INQUIRA · sentillion · SIEMENS · SANGOMA · XIRRUS · JUNCTION NETWORKS · SENNHEISER · switchvox · TuVox · attachmate · altitude software · FONALITY · Unimax

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Contact Info

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.

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Norwalk, CT 06854