MEDIA KIT

infoTECH SPOTLIGHT

The Community for what's happening daily in the fast-paced IT industry:

- Breaking News
  - Event Updates
    - Feature Stories
    - Events and Event Coverage
  - Prominent Bloggers
  - Case Studies
- Topic Specific Channels
- White Papers and Podcasts
- Resources and more . . .

2012

Powered by: TMCnet.com

InfoTECH Spotlight

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 and 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.

InfoTECH Spotlight's daily updates enable professionals to:

- Monitor industry news and developments
- Analyze and compare new products, services, applications and platforms
- Track IT companies' activities and developments "inside the industry"
- 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

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

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

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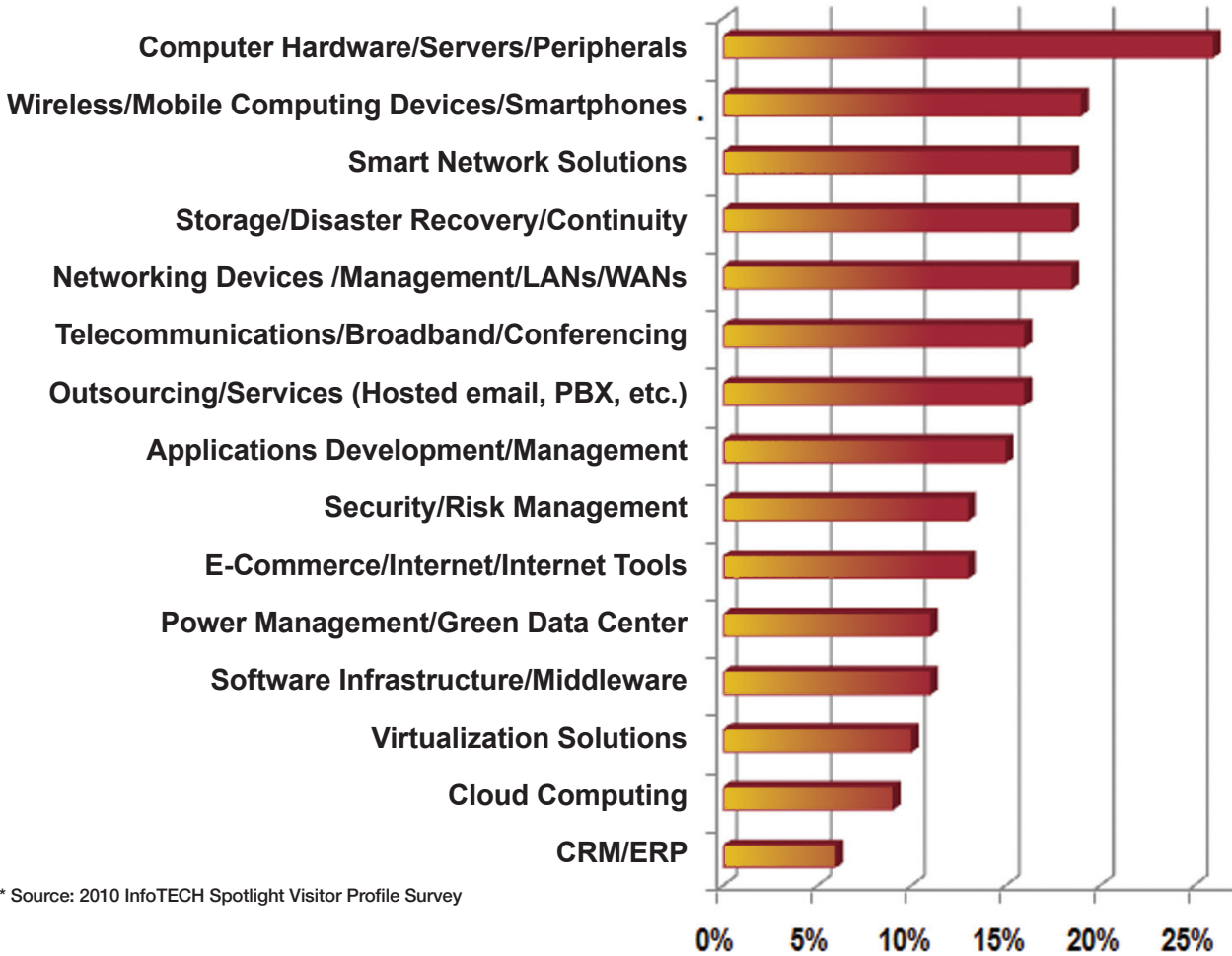- Mobility and wireless
- Software, middleware and development

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

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

Product	
Computer Hardware/Servers/Peripherals	
Wireless/Mobile Computing Devices/Smartphones	
Smart Network Solutions	
Storage/Disaster Recovery/Continuity	
Networking Devices /Management/LANs/WANs	
Telecommunications/Broadband/Conferencing	
Outsourcing/Services (Hosted email, PBX, etc.)	
Applications Development/Management	
Security/Risk Management	
E-Commerce/Internet/Internet Tools	
Power Management/Green Data Center	
Software Infrastructure/Middleware	
Virtualization Solutions	
Cloud Computing	
CRM/ERP	

* Source: 2010 InfoTECH Spotlight Visitor Profile Survey

0%   5%   10%   15%   20%   25%

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%

2 in 3

Visitors are Involved in Purchasing Decisions for their Company

Job Function

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

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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%**	$50M - $99M **5%**
$100M - $499M **14%**	$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
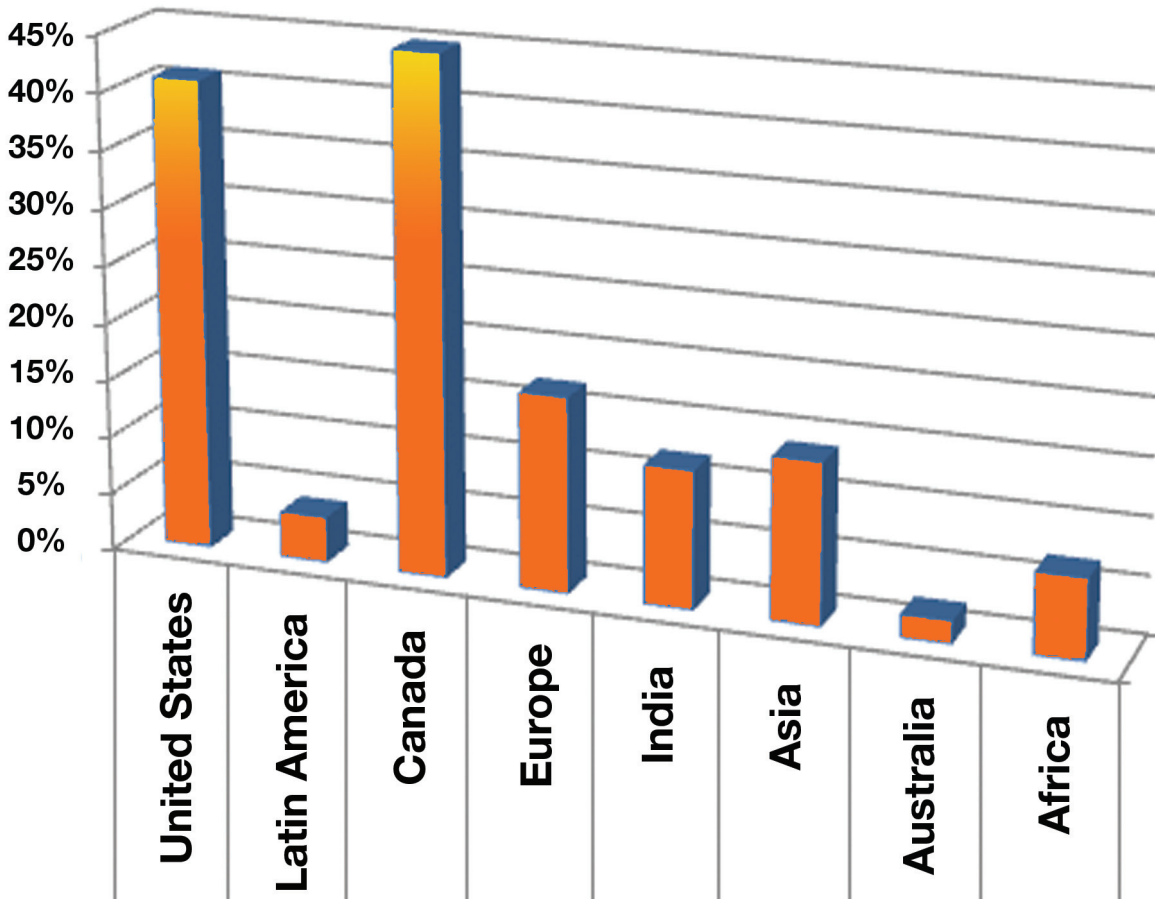
Chart (vertical axis 0%–45%): United States ~41%, Latin America ~2%, Canada ~43%, Europe ~13%, India ~7%, Asia ~8%, Australia ~1%, Africa ~3%.

Source: InfoTECH Spotlight Visitor Profile Survey

MARKET ADVANTAGE

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.

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 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 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 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 InfoTECH Spotlight delivers outstanding value in their marketing portfolio.

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BUILDING COMMUNITIES

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.

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 action-able 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:
Anthony Graffeo • Vice President of Business Development
203.852.6800 Ext. 174 • agraffeo@tmcnet.com

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

ADVERTISING UNITS

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

**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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Our 100+ Member Global Editorial Team
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.

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

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Rich Tehrani - CEO
Dave Rodriguez - President
Erik Linask - Group Editorial Director
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 Harrison - TMC Executive Editor, Strategic Initiatives
Marisa Torrieri - TMCnet Contributing Editor
Erin Monda- TMCnet Editor
Gary Kim - Contributing Editor
Bob Emmerson - TMC European Editor
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Who's on TMCnet

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Hundreds of companies already profit from TMCnet's dominant industry reach.

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