

CABLE

SPOTLIGHT

cable.tmcnet.com



**Broadcast Your Solutions on the
Leading Cable Technology Site
and Reach a Community of
Powerful Executives.**

- Banner Advertising
- Online Community Building
- eBooks
- Webinars
- White Papers

Powered by:



2013 Media Kit

Making YOUR business a success is our business.

Plug into the community of business executives seeking information about the cable technology found on Cable Spotlight. Your presence on the site will communicate your strength in the industry.

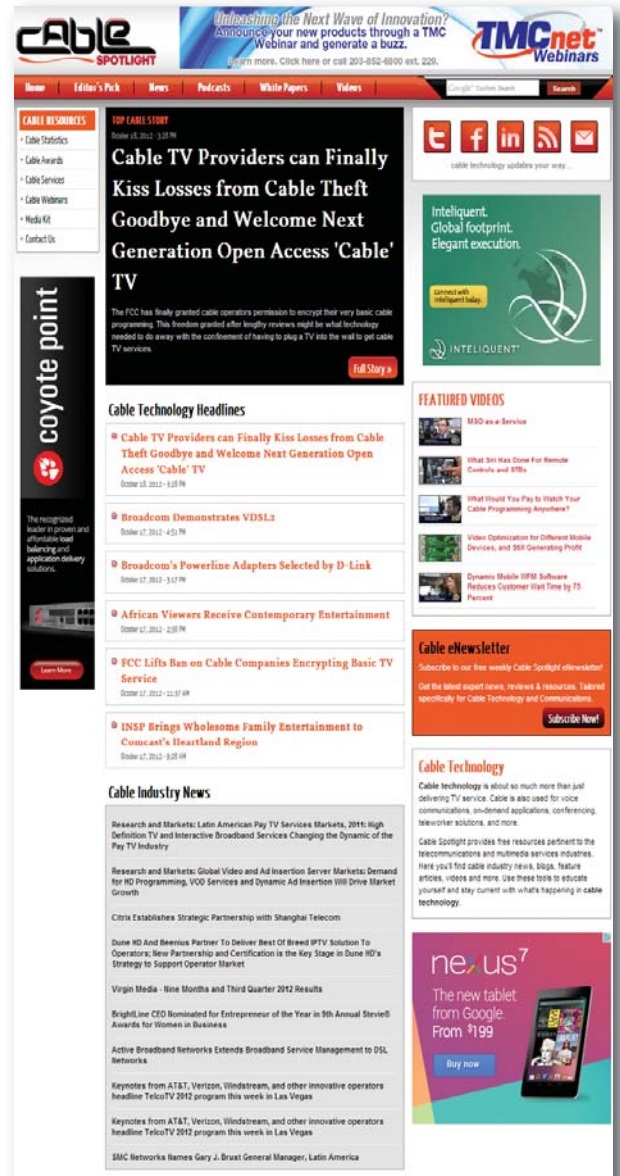
You can choose from a wide selection of marketing programs that will deliver branding, thought leadership and lead generation.

The Right Combo

Create the right combination of content and platforms to match your customers' needs, your message and your marketing goals.

Align your brand with Cable Spotlight's leading brands and platforms covering the top-level issues and provide the tools buyers use to make good business and technology decisions.

Reaching buyers within this context will amplify your marketing efforts.



Job Function	
Corporate Executive: CEO, President, VP, Director	33%
IT Executive/Management: CTO, VP, Director, Manager	19%
Sales/Marketing Management	22%
Engineer	14%
Consultant/Analyst/Other	12%

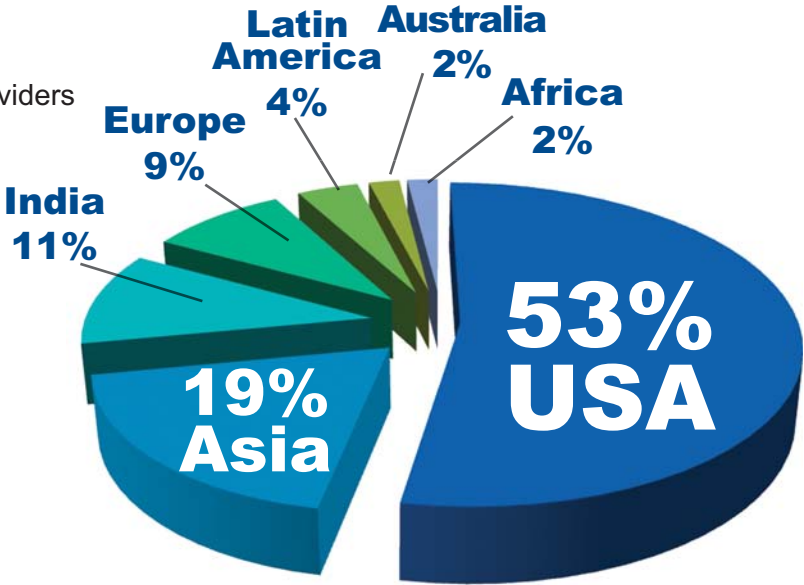
To advertise, please contact Client Services at inquiry@tmcnet.com or 203-852-6800

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Representing Global Business

You will reach:

- Cable-based service providers
- Hardware, software and middleware vendors
- Developers and installation providers
- Analysts and consultants
- Regulatory agencies



Type of Business

- Enterprise
- SMB
- Government Agency/Public Sector
- MSO
- Hardware/Software/Middleware
- Telecom/Internet Service Provider
- Broadband Wireless Provider
- Engineering Deployment
- Systems Integrator/Reseller
- Wireless Services Provider
- Utility/Energy
- Consultant



AUDIENCE

Readers from the World's leading companies.



- Accenture
- AOL
- AT&T
- American Express
- Cablevision
- Cablevision S.A.
- Citibank
- Comcast
- DisplayLink
- Fidelity Investments
- General Motors
- Georgia-Pacific Corp.
- Hewlett Packard
- JP Morgan Chase
- Lucent Technologies
- Media Communication Corp
- Microsoft
- Motorola
- Motorola Mobility
- OfficeMax
- OrcaIPBSI Broadband Solutions International
- Pitney Bowes
- Procter & Gamble
- Rolls-Royce
- Scripps Networks
- Sears
- Siemens
- Sprint
- Sun Microsystems
- Qwest
- T-Mobile USA
- TD Waterhouse
- Time Warner Cable
- United Healthcare
- Verizon
- Visa International
- Yahoo!

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Reach business executives that are influential & planning to purchase.

Establish your brand within a strong community that enables technology and corporate executives to engage with peers, experts and our industry-acclaimed editors.

Make a connection with Cable Spotlight's audience. Reach nearly 15,000 influential business decision makers from MSOs, ISOs, IP/Telecom providers who frequent Cable Spotlight for the technology news on voice, video and data looking for solutions in 2013.



Readers Plan to Purchase These Products in 2013*	
Product	Percent
Wireless	31%
VoIP	19%
HDTV	19%
Digital TV	18%
Test Equipment	16%
Finance	13%
Components	13%
Switched Digital Video	12%
Set Top Box	10%
Multicast	7%
Headend	7%
Gateways	7%
Docsis	7%
Programming	6%
Operation Support Systems (OSS)	4%
White Spaces	3%
Service Provisioning	3%
Regulations/Legal	2%

25%

has a communications and technology budget of more than \$1 Million

70%

of Visitors Approve, Recommend or Determine Technology Purchases for their Company

Source: 2012 Cable Spotlight Visitor Survey

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On Cable Spotlight, gain unrivaled visibility and strengthen your brand

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

- Create your own robust online community
- Grow your global market share
- Advertise on the daily resource for Cable 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 solution provider

Choose a program that is right for you.

Online Communities (OCs)

Your custom-designed community on Cable 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 layer upon layer of content in multiple media formats. It is populated with exclusive content, attracting influential readers. OCs are vibrant communities that, in a short time, achieve very high – even top – rankings on leading search engines. Based on the tight focus of content and value of their resources, OCs are routinely bookmarked by decision makers looking for news, product information, and partnership opportunities. See page 6.

Banner Advertising

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

Webinars

Host a Live Web Event. Receive actionable, highly qualified leads from pre-registration, event attendees, and post-event visitors who download the presentation from Cable Spotlight Webinar Archives. Cable Spotlight provides experienced support every step of the way with this turn-key marketing tool to ensure your success. See page 7.

White Paper Program

Post your white papers on Cable 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. See page 8.

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 Cable technology ideas and solutions.

eNewsletters

Deliver your marketing message in a respected editorial vehicle with an extensive reach. See page 8.

eBook

Your exclusive Cable Spotlight branded eBook delivers your message and product information in a highly credible format. See page 7.



VISIBILITY

Online Communities (OCs)

- Create your own robust online community
- Build the daily resource for news, product information and case studies in your market
- Include interactive forums to keep visitors coming back every day
- Achieve high organic search engine prominence

Community Building

Your OC is dedicated to community building in the b2b space by providing your target audience with extremely relevant content. Unique articles created solely for your OC, over time, are discovered and virally spread, leading to larger amounts of targeted readers. More content yields more readers which leads to more book marking and more virally spread content.

Prime Real Estate

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

You Can Include:

- Industry news and daily feature articles
- Your Company Overview and Mission Statement
- White Papers and Podcasts
- Customer Case Studies
- Product Demos
- Training Opportunities
- Catalogs and Brochures
- Lead Capture Forms and Calls to Action
- Link to your Company Website

Cable Spotlight's expert marketing, design and editorial team have created over one hundred online communities, 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.

The screenshot displays the Cable Spotlight website interface. At the top, there are banners for 'CABLE SPOTLIGHT' and 'THE TOP ACHIEVEMENTS OF 2012'. Below this, a navigation bar includes 'NEED A SCALABLE FLEXIBLE SOLUTION?' and 'MOST DEFINITELY'. The main content area is titled 'TMCNET'S ONLINE COMMUNITIES™' and features a grid of community categories: Network Management, Cloud Data Center, Enterprise Solutions, Customer Service Software, Contact Center on Demand, and Unified Communications. Each category includes a brief description and a 'Learn More' link. On the right side, there are sections for 'LATEST VIDEOS', 'DOWNLOAD CENTER', 'UPCOMING WEBINARS', and 'MOST POPULAR STORIES'. The bottom of the page features a photo of two men in business suits looking at a laptop screen.

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Webinars

Host your Webinar on Cable 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 turn-key. Every step of the process is managed with the utmost professionalism.

Pre-Event: Cable Spotlight's expert team handles all the marketing, promotion and registration. A veteran Cable 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 Cable Spotlight 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 Cable Spotlight long afterward.

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

Your event will deliver your message via streaming audio or telephone. A PowerPoint presentation provides accompanying visuals, making a content-rich learning experience.

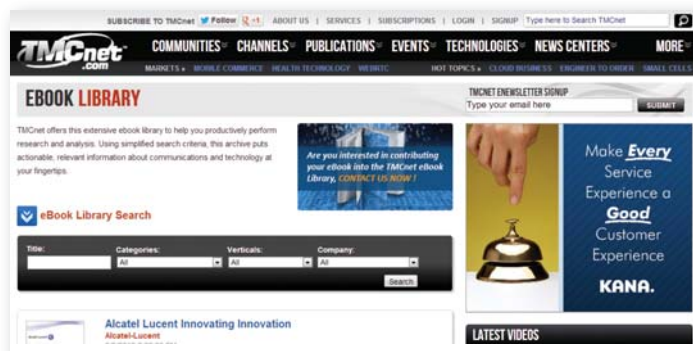
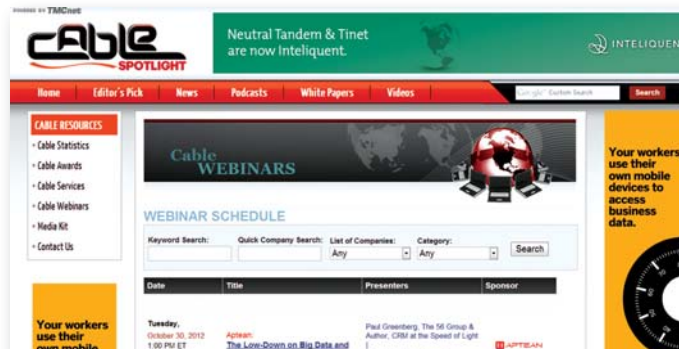
Events are interactive. An experienced moderator makes the most of everyone's time, keeping the presentation on track. Then the moderator passes along questions to the featured speaker(s). Attendees are fully engaged in this Q & A session.

eBook

Our Cable Spotlight editorial team, will 'co-author' your eBook on the topic of your choice. This editorial format drives extra credibility and adding 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.

eBook Includes:

- 1, 2 or 3 page editorial
- Your logo and product featured on the cover
- Your full page 4-color ad
- Posted on Cable Spotlight
- e-Newsletter sponsorship ad
- e-mail promotion
- PDF for your sales team and use at trade shows



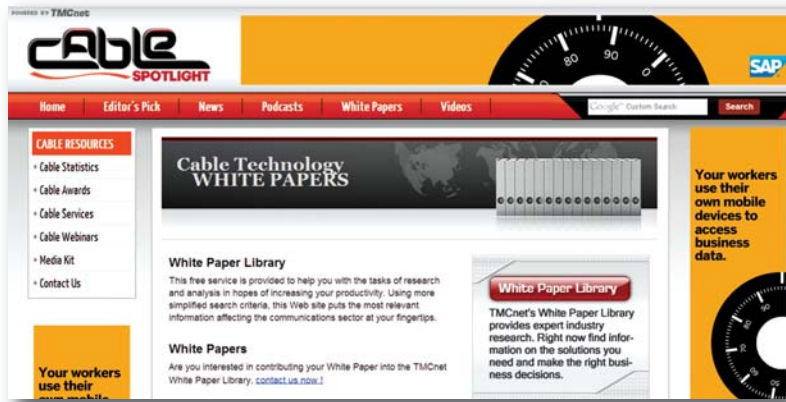
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White Paper Program

White papers are one of the most effective ways to enhance your company's authority and credibility as a solution provider and reach key decision makers at a time when they are actively researching solutions for their company.

- Your white paper will be viewed by hundreds of thousands of prospects in each market segment: Enterprise, Telecom, Broadband, Broadcast, Government/Military.
- 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:

You may submit up to 6 white papers which Cable Spotlight will promote to over 30,000 professionals via:

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



eNewsletters

Cable 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.

Your exclusive eNewsletter sponsorship includes your 50 word description, logo and a banner. (468x60 pixels)



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High Impact Advertising

Page Curl

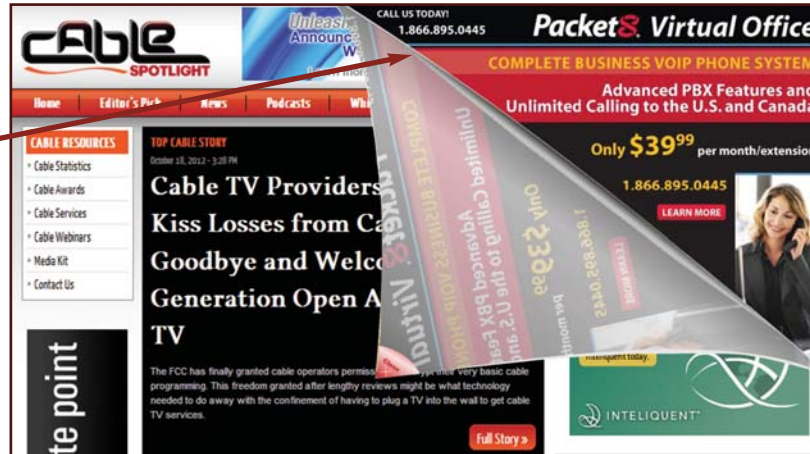
Cable Spotlight's Page Curl is an eye-catching advertisement. The top right corner of the Web page reveals a teaser of your ad to prompt the reader to mouse over. This will cause the page to unfold to reveal the full ad message.

Benefits:

- Eye-catching ad
- Seen on every page
- 400,000 impressions monthly

Page Curl

Dimensions
640x480 pixels
Live area is smaller
72 dpi, 75k max
Acceptable files: .gif, .jpg, .png,
Rich Media Enabled



Splash Page

Cable 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 Cable Spotlight's 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.
- The advertiser has the ability to animate the advertisement to create excitement and increase click thru's.
- Create a complex advertising message.

Splash

Dimensions
600x375 pixels, 72 dpi, 60k max
Acceptable Files: .gif, .jpg, .swf,
.png, I-frame



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Branding Opportunities

Leaderboard

Dimensions
728x90 px
72 dpi, 100k max
Acceptable files:
.gif, .jpg, .swf,
.png, I-frame

Skyscraper

Dimensions
125x600 px
72 dpi, 100k max
Acceptable files:
.gif, .jpg, .swf,
.png, I-frame

Ad Box

Dimensions
336x280 px
72 dpi, 40k max
Acceptable files:
.gif, .jpg, .swf,
.png, I-frame

Button

Dimensions
336x125 px
72 dpi, 40k max
Acceptable files:
.gif, .jpg, .swf,
.png, I-frame

The screenshot shows the Cable Spotlight website with several branding opportunities highlighted by arrows:

- Leaderboard:** Located at the top of the main content area, above the article "Cable TV Providers can Finally Kiss Losses from Cable Theft Goodbye and Welcome Next Generation Open Access 'Cable' TV".
- Skyscraper:** A vertical banner on the left side of the page, featuring the "coyote point" logo and the text "The recognized leader in premium and affordable load balancing and application delivery solutions."
- Ad Box:** A rectangular advertisement on the right side of the page, featuring the "Inteliquent" logo and the text "Inteliquent. Global footprint. Elegant execution."
- Button:** A "Subscribe Now!" button located at the bottom of the "Cable eNewsletter" section on the right side of the page.

The website content includes a navigation bar, a search bar, a "Cable Resources" sidebar, a "TOP CABLE STORY" section, "Cable Technology Headlines", "Cable Industry News", "Featured Videos", and a footer with contact information and a site map.

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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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 previously Group Managing Editor. Prior to joining TMC, Erik began his career at management consulting firm Leadership Research Institute.

Peter Bernstein, Senior Editorial, TMC

Peter is a seasoned writer and professional with vast experience in the communications and IT industries. As a top-level industry analyst, he has key noted major technology events and has been cited numerous times by The New York Times, The Wall Street Journal, The Los Angeles Times, USA Today, The Washington Post, Business Week, Fortune Magazine, ComputerWorld, NetworkWorld, Communications Week, among other publications.

TMC's Editorial Team

Rich Tehrani - CEO
Tom Keating - CTO and Executive Editor
Erik Linask - Group Editorial Director
Erin Harrison - Executive Editor
Paula Bernier - Executive Editor
Peter Bernstein - Senior Editor
Stefania Viscusi - Assignment Desk Editor
Gary Kim - Contributing Editor
Bob Emmerson - TMC European Editor
David Sims - TMCnet Contributing Editor
Susan J. Campbell - TMCnet Contributing Editor

Jamie Epstein - TMCnet Web Editor
Linda Dobel - TMCnet Contributing Editor
Rich Steeves - TMCnet Web Editor
Stefanie Mosca - TMCnet Web Editor
Tony Rizzo - TMCnet Web Editor
Braden Becker - TMCnet Copy Editor
Rachel Ramsey - TMCnet Web Editor
Brooke Neuman - TMCnet Copy Editor
Robbie Pleasant - TMCnet Web Contributor
Allison Boccamazzo - TMCnet Web Editor
Amanda Ciccattelli - TMCnet Web Editor



Rich Tehrani - CEO

You can rely on the reach and expertise of Cable Spotlight. With a Cable 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.

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