



# **SATELLITE** spotlight

- **Breaking News**
- **Product Announcements**
- **Event Updates**
- **Feature Stories**
- **Prominent Bloggers**
- **Case Studies**
- **Topic Specific Channels**
- **Resources and more . . .**

Powered by:



# 2011

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## Satellite Spotlight

### The Most Daily Web Content on Satellite Technology

This site is a resource for professionals to keep up to date on developments in the rapidly evolving satellite marketplace. Hundreds of relevant news articles and feature stories are published daily on Satellite Spotlight.

Featuring blogs by industry authorities, product announcements, case studies, event updates and hundreds of feature stories written by our staff of experts, Satellite Spotlight serves C-level executives, as well as senior technical, operations and management staff. This site is a key resource for professionals looking to improve voice communications, on-demand applications, conferencing, teleworker solutions, IPTV service and more.

### Satellite Spotlight's daily updates enable professionals to:

- Monitor industry news and developments
- Analyze and review new products
- Track satellite companies' activities and developments "inside the industry"
- Monitor financial performance and M&As
- Gather information to make purchase decisions

### Who joins the Satellite Spotlight community?

- Satellite-based service providers including DBS satellite broadband/radio providers
- Developers and installation providers
- Programming creators, distributors and suppliers
- Hardware, software, and middleware vendors
- Analysts and consultants
- Regulatory agencies

### Who visits Satellite Spotlight?

- Satellite Spotlight experienced over one million page views in April and May 2010.
- Unique visitors to the site has seen nearly 50,000 in 2010. Originally launched in July 2008, Satellite Spotlight has grown from 16,485 unique visitors and 64,931 page views to its current levels.

Source: Webtrends

#### November 2010 Satellite.TMCnet.com

Page Views .....879,243  
Unique Visitors .....46,793

#### October 2010 Satellite.TMCnet.com

Page Views .....936,510  
Unique Visitors .....37,690

#### September 2010 Satellite.TMCnet.com

Page Views .....714,447  
Unique Visitors .....31,414

#### August 2010 Satellite.TMCnet.com

Page Views .....1,042,879  
Unique Visitors .....33,939

#### July 2010 Satellite.TMCnet.com

Page Views .....684,864  
Unique Visitors .....28,984

#### June 2010 Satellite.TMCnet.com

Page Views .....637,778  
Unique Visitors .....30,390

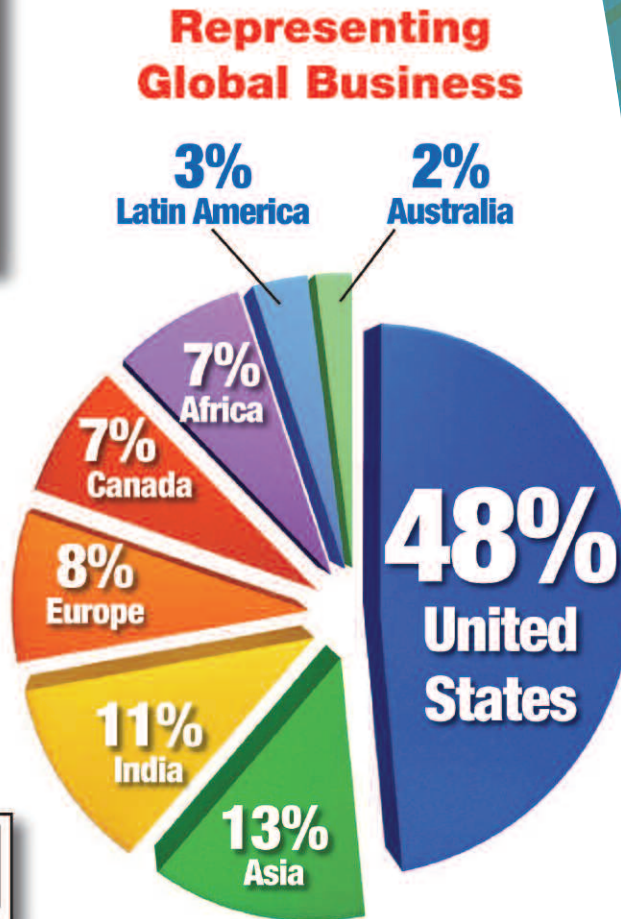
Source: 2010 Webtrends

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

STATS

<b>Job Function</b>	
<b>Executive Management:</b> CEO, President, Exec. VP	<b>28%</b>
<b>Advertising/Marketing/Sales</b>	<b>17%</b>
<b>IT Management/Staff</b>	<b>30%</b>

**1 in 2**  
 Visitors are Involved In  
 Purchasing Decisions  
 for their Company



Source: 2010 Satellite Visitor User Survey

<b>Visitors are Interested in Purchasing these Products in 2010</b>	
<b>Technology Adoption</b>	<b>24%</b>
<b>IP Networking</b>	<b>21%</b>
<b>Applications</b>	<b>20%</b>
<b>Mobile TV</b>	<b>18%</b>
<b>Development</b>	<b>17%</b>
<b>Special Event/Remote/Satellite Transmission</b>	<b>17%</b>
<b>Vertical SatCom Markets</b>	<b>16%</b>
<b>WiMAX &amp; Broadband</b>	<b>16%</b>
<b>HDTV</b>	<b>15%</b>
<b>IPTV</b>	<b>12%</b>
<b>Programming/Development/Licensing</b>	<b>12%</b>
<b>Wireless Backhaul</b>	<b>11%</b>
<b>Emerging Markets</b>	<b>10%</b>

<b>Type of Business</b>	
<b>Enterprise</b>	<b>12%</b>
<b>Satellite Service Provider</b>	<b>16%</b>
<b>Telecom/Internet Services Provider</b>	<b>10%</b>
<b>Systems Integrator/Reseller</b>	<b>9%</b>
<b>Government Agency/Public Sector</b>	<b>9%</b>
<b>Hardware/Software/Middleware</b>	<b>8%</b>
<b>SMB</b>	<b>6%</b>
<b>Broadband Wireless Provider</b>	<b>5%</b>
<b>Broadcast/Cable Network Programmer</b>	<b>4%</b>
<b>Cable Service Provider/MSO</b>	<b>3%</b>

# On Satellite Spotlight, Gain Unrivaled Visibility and Strengthen Your Brand.

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

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

**Here are the opportunities available on Satellite Spotlight:**

## **Global Online Communities (GOCs)**

Your custom-designed community on Satellite 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, which attracts influential readers.

GOCs 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, GOCs are routinely bookmarked by decision makers looking for news, product information, and partnership opportunities. See page 7.

## **Satellite 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 key news while it brings information 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 Satellite Spotlight**

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

## **Webinars**

Host a Webinar. and receive actionable, highly qualified leads from pre-registration, live event attendees, plus post-event visitors who download the presentation from the webinar archives. Satellite Spotlight provides experienced support every step of the way with this turn-key marketing tool to ensure your success. See page 8.

## **White Paper Program**

Post your white papers on Satellite 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.

## **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 satellite technology ideas and solutions.

## **eNewsletters**

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

# About Satellite Spotlight

Satellite Spotlight helps professionals stay on top of satellite technology solutions, regulatory changes and programming developments. Satellite Spotlight is the centralized community providing news, strategies and case studies of those who are innovating and leading the way in this growing marketplace.

Satellite technology and solutions are covered extensively by Satellite Spotlight writers daily. Satellite Spotlight is powered by TMCnet, the most visited communications and technology Web site in the World.

## This site helps professionals:

- Monitor industry news and developments
- Analyze and review new products
- Track satellite companies' activities
- Monitor financial performance and M&As

## More Content + Fresh Updates = More Traffic + Higher SEO

Satellite Spotlight's global editorial team posts hundreds of relevant articles and fresh news stories to Satellite Spotlight every day. This updated content encourages return visits and maximizes the site's SEO. Satellite Spotlight articles rank very highly – even at the top – of all major search engines.

## Satellite Spotlight Improves Site Look and Visability

### Satellite Technology Feature Article

April 13, 2010

## Satellite Spotlight Unveils New Web Site Design

[TMCnet News](#)

Norwalk, CT (April 13, 2010) - [Satellite Spotlight](#) announced today it has unveiled a newly re-designed Web site. Satellite Spotlight is dedicated to satellite technology and is powered by [Technology Marketing Corporation's](#) Web site TMCnet, the leading communications and technology site in the World.

Satellite Spotlight now boasts a new look with better functionality and enhanced features including podcast, videos and Google ([News](#) - [Alert](#)) search, powered by Google. The user-friendly layout makes navigating the site easy and offers a plethora of information on satellite technology including the latest headlines, communities and channels.

# 56%

of Satellite Spotlight visitors have power in purchasing decisions for satellite technology products for their companies

Source: 2010 Visitor Profile Survey

# Social Networking and Interactive Program Elements

WELCOME TO **TMCnet**  
**BLOGGERS**



facebook

twitter

You Tube

Linked in



# SEO, Brand Recognition and Lead Generation with Satellite Spotlight

## Global Online Community (GOC) Program

- 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
- Post white papers, podcasts and other premium content to generate inquiries
- Achieve high organic search engine prominence



### Community Building

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

### Prime Real Estate

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

### More Content, More Visitors

Satellite Spotlight editors publish at least 16 unique stories per week exclusively for your community. This amount of content brings a larger audience and increase search engine prominence. The average GOC receives approximately 50,000 page views after 6 months.

### True Multimedia Experience

A GOC is the ultimate way to position your company as the thought leader in your particular segment. A GOC is a true multimedia experience with a large amount of content and a comprehensive and layered design.

## POWERFUL

Company Size for Satellite Spotlight Visitors:

**\$1 Billion+ 19%**

\$100MM - \$999M ..15% \$10MM - \$99M ..14%

\$1MM-\$9.9MM .....19% Under \$1MM.....33%

## INFLUENTIAL

**56%**

of Satellite Spotlight visitors influence purchases

Source: 2010 Satellite Spotlight Visitor Profile Survey

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COMMUNITY BUILDING

# SEO, Brand Recognition and Lead Generation with Satellite Spotlight

## Channels Program

### Build a Community Around Your Keyword

Satellite Spotlight's channels program creates a customized portal for your company. You virtually "own" the keyword to it. Your channel is positioned on the Satellite Spotlight home page and directly accessible from all pages on our site. The leaderboard and skyscraper ads on your channel page are exclusively yours.

Because of the extensive reach of Satellite Spotlight, your channel will gain tremendous visibility. When you sign up as a channel owner, your channel achieves prominent – sometimes even top – placement on leading search engines.

Your channel acts as an exclusive portal to communicate your marketing messages in a highly credible, respected, up-to-date editorial format. Satellite Spotlight's veteran editors post four exclusive feature articles monthly to deliver fresh, exclusive content.

This powerful vehicle, a customized microsite for your company, 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 Web site

Satellite 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.

### eNewsletters

Satellite Spotlight's product-focused eNewsletters deliver your marketing message in a highly credible editorial environment. Targeted, editorial-rich, e-mail newsletters are delivered daily, bi-weekly, or monthly. These achieve a vast reach among thousands of communications technology decision makers. Satellite Spotlight's eNewsletters focus on an array of topics covering numerous facets of communications and technology.

## Webinar Program

### Host your Webinars on Satellite Spotlight – A Highly Successful Lead Generator

#### Our Experienced Team Makes It Seamless

Satellite Spotlight makes 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:** Satellite Spotlight's expert team handles all the marketing, promotion and registration. A veteran Satellite Spotlight editor is available to serve as moderator and help you develop content.

**During the Event:** We provide the technology, utilizing the most effective conferencing software platform. We also offer a Satellite Spotlight editor to serve as 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 Satellite 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 poses and passes along questions of the featured speaker(s). Attendees are fully engaged in this Q&A session.

#### Turn-Key Events

- Reach Decision Makers
- Premium Quality Lead Generation
- Connect with Customers
- Increase Product Awareness
- Multi-Channel Marketing Program
- Position Your Company as A Leader



## Page Curl

Satellite 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
- Nearly 1 million 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

Satellite Spotlight's Splash Page is a standalone 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 Satellite 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  
600x375 pixels, 72 dpi, 60k max  
Acceptable Files: .gif, .jpg, .swf,  
.png, I-frame



Source: 2010 Satellite Spotlight Visitor Profile Survey



**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.**

## 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.

### 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 Leadership

**Nadji Tehrani** - Chairman

**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

**David Sims** - TMCnet Contributing Editor

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# 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.





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