



2005

MEDIA KIT

**The #1 Source For Technology News
Delivering Trackable, Quality Sales Leads!**



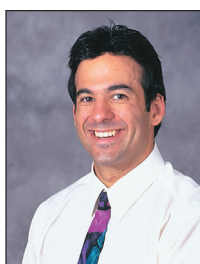
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Last Revision Date: 1/25/05

Welcome to TMCnet.com—the largest telecommunications/technology portal

Dear Marketing Professional:



TMCnet.com is the premier destination portal for the latest and most comprehensive information concerning the telecommunications and technology sectors. This unique portal provides unparalleled access to the most influential executives who make high-level, technology-related purchasing decisions. In fact, if you sell anything in the telecom/technology space, you will be blown away by this exposure to qualified customers.

TMCnet reaches your best prospects by objectively educating them and gaining their trust. Our visitors take the time to read the informative articles and in-depth reviews about products and services on TMCnet.com. And in turn, they make better, more informed purchasing decisions. This makes them a highly sought-after advertising target.

These days, search engine optimization and customer education portals are key elements in the marketing mix. Harness the power of TMCnet to accomplish both these goals all at once. As the largest portal for the telecommunications and technology sectors, TMCnet ensures your audience will be targeted and far-reaching. Additionally, TMCnet provides volumes of news and articles that are already highly ranked on the top search engines. Advertise with us and your message will appear with these top-ranked search results.

Thank you for taking the time to learn about TMCnet's exciting online properties and the advertising units to help you generate increased revenue.

Sincerely,

Rich Tehrani

Rich Tehrani,
TMC President and Group Publisher





The #1 Source For Technology News



TMCnet.com

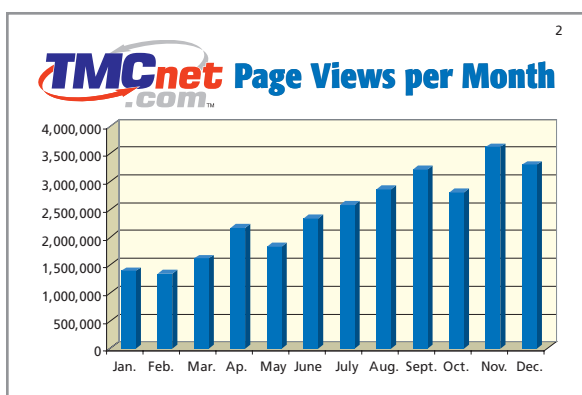
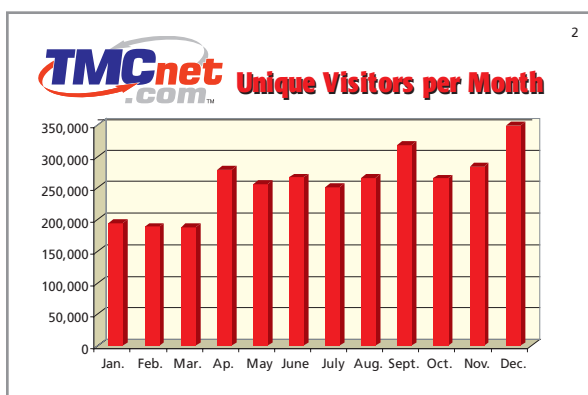
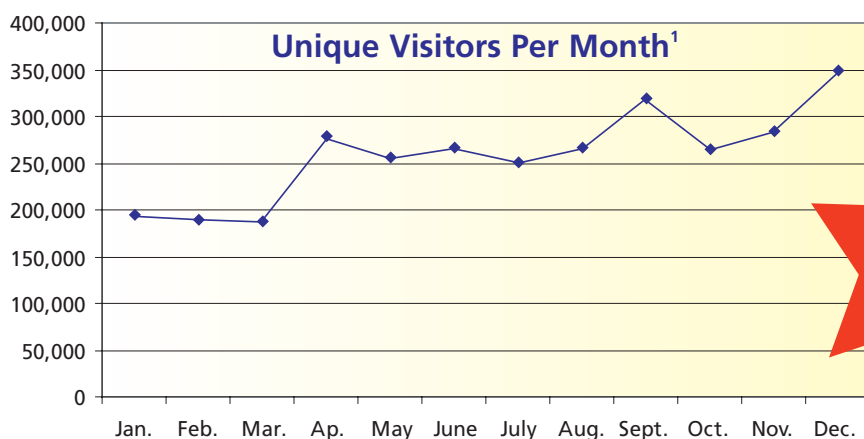
TMCnet's mission is to be the Internet's largest portal of valuable information for the communications technology sector. TMCnet editors are leaders in their respective fields. Over 500 original articles and news items are posted daily—fulfilling the industry's need for topical, time-sensitive information.

TMCnet Editorial Focus

Daily, TMCnet.com imparts information that will help visitors become voice and data communications technology experts. TMCnet specifically targets advocates—those who will justify purchasing decisions—and participants—those who will make these technologies work in any given implementation, whether it be a contact center, service provider or an enterprise. When addressing our audience, TMCnet emphasizes the practical and the technological. The goal is to educate decision makers in order to assist them in making better buying decisions.

TMCnet Audience

With over 4,563,000 page views and reaching 400,000 unique visitors¹ per month, TMCnet is a superior vehicle for your advertising message. Unique visitors have grown 79% in 2004, and page views have increased 137% in 2004.²

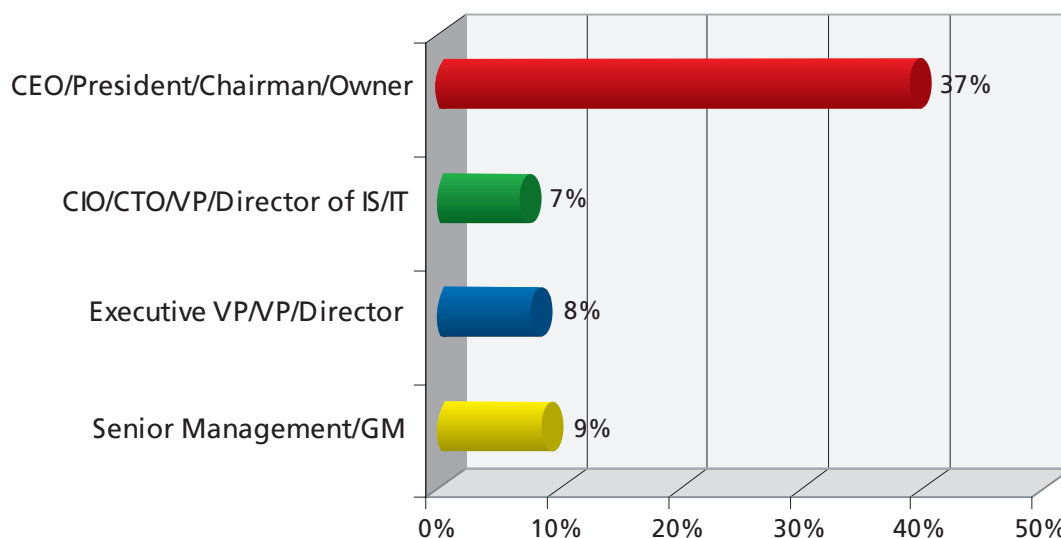


For Rates and Ad Specifications see page 19

Source: 1 February 2005 Webtrends
2 December 04 Webtrends

TMCnet Audience Demographics

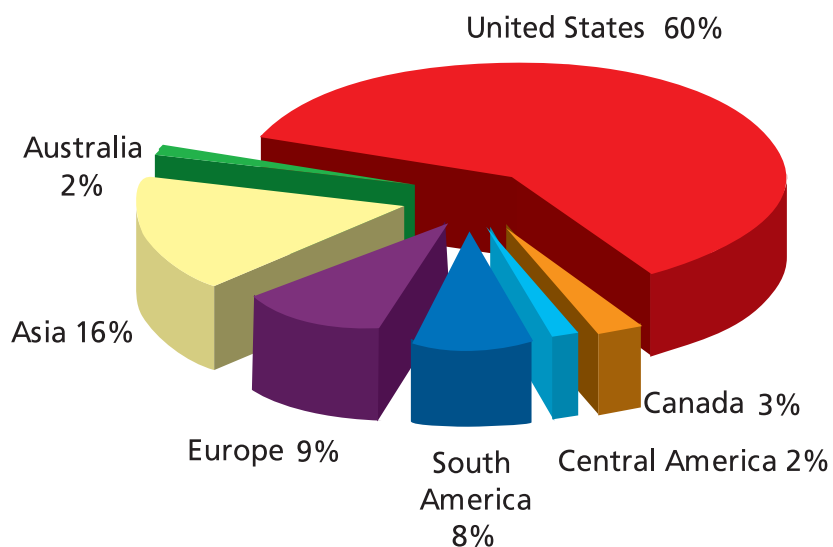
61% of TMCnet.com's audience are Senior Management/GM or above, what's more, 37% are C-Level (CEO/President/Chairman/Owner)¹.



Extend Your Reach Internationally!

40% of TMCnet.com's audience are visitors from Europe, Asia, South and Central America and other foreign nations¹.

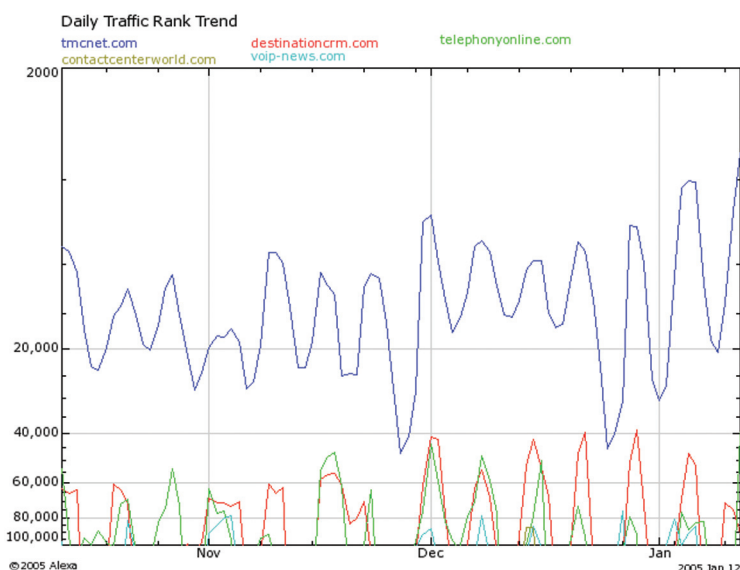
Unique Visitors By Geographic Region	
United States	170,384
Australia	5,679
Asia	45,436
Europe	25,558
South America	22,718
Central America	5,679
Canada	8,519



Source: 1 2004 TMCnet Visitor Survey

TMCnet.com Against The Competition

TMCnet.com clearly outpaced its competition. When Alexa.com compares CRM/VoIP Web sites, TMCnet leads the pack. Below: TMCnet (in blue) compared to Destination CRM, Contact Center World, Telephony Online, and VoIP-News. Rankings are based on the proximity to being the #1 most visited Web site on the Internet, over the last 3 month period.



Source: Alexa.com ranks Web site by traffic. The number indicates a site's proximity to being the number one most visited Web site. Date: 1/19/05, 3 month average.

Ranked Closest to the #1 Most Visited Web site!

Web site	Alexa Site Rank
TMCnet.com	8,000
DestinationCRM.com	58,380
TelephonyOnline.com	70,400
AmericasNetwork.com	150,220
ContactCenterWorld.com	152,100
CommWeb.com	149,150
VoIP-News.com	88,000

Source: Alexa.com ranks Web sites by traffic. The number indicates a site's proximity to being the number one most visited Web site. Date: 3/4/05. Alexa is an Amazon.com Company. Neither Alexa.com nor Amazon.com endorse or are affiliated with TMCnet.com in any way.

No other medium even comes close!

**If you are serious about reaching the communications market,
TMCnet.com is your ONLY CHOICE.**



TMC Channels

New this year to TMCnet is an exciting, highly targeted, advertising option—TMC Channels. TMC Channels are co-branded to include the "look and feel" of your corporate branding while containing TMCnet's quality editorial.

Editorial Focus

TMC Channels are topical—organizing TMCnet's wealth of information into specific areas of interest. These channels, or "educational portals", commonly rank at the top of the leading search engine's relevant results, providing visitors direct access to TMCnet's valuable information.

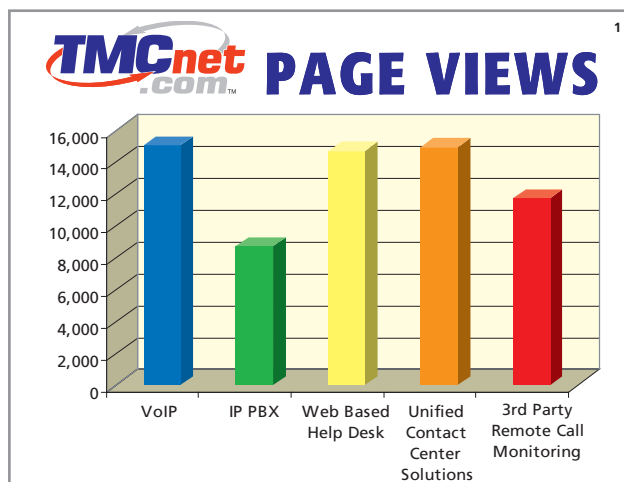
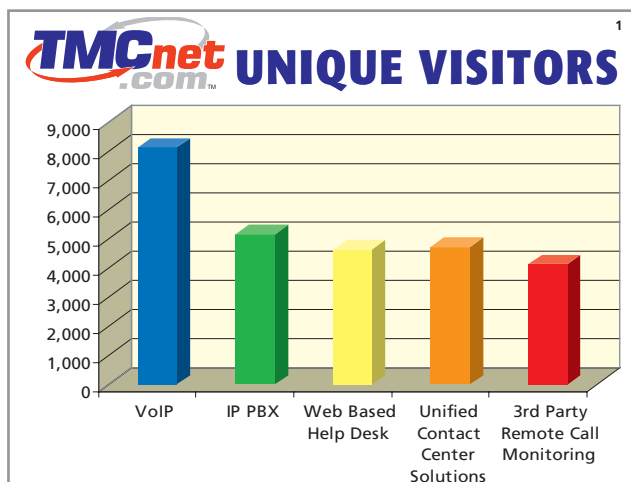
Here are some examples of channels—any term can be made into a lead generation channel.

- ◆ VoIP
- ◆ IP-PBX
- ◆ Speech Recognition
- ◆ Headsets
- ◆ CRM
- ◆ VoIP Developer
- ◆ VoIP Contact Center
- ◆ SIP
- ◆ Unified Contact Center Solutions
- ◆ Web-Based Help Desk
- ◆ Contact Center Recording & Quality Solutions
- ◆ 3rd Party Call Monitoring
- ◆ WiFi Telephony
- ◆ Open Source Telephony
- ◆ Session Border Control

Look for more channels throughout the year.

TMC Channels Audience

TMCnet Channels average nearly **160,000¹** page views and over **27,000¹** unique visitors each month! The power and reach of TMCnet.com can be yours to harness by becoming a Channel Partner.



Source: 1 December 2004 Webtrends

TMC Channels Advertising Offerings

TMC Channel advertisers are really partners. TMC goes the extra mile to provide a truly customized environment—a co-branded, content-rich sitelet with custom articles. By becoming a TMC Channel partner, you are able to leverage the expertise of publishing and editorial professionals to create compelling content. In addition, TMC's design team will build a professional-looking sitelet for you that receives significant traffic from TMCnet and leading search engines. Full reporting of all viewing data is available for your company to review.

Sample: CRM Solutions Channel Sponsored by
Maximizer Software Inc.



The screenshot displays the CRM Solutions Channel website, which is co-branded with Maximizer Software Inc. The layout includes a top banner with the TMCnet logo and navigation links (Sales, Marketing, Customer Service). Below the banner is a navigation bar with links to Publications, Events, Channels, Market Research, and More. The main content area features a search bar, a list of CRM Solutions articles, and a sidebar with a channel list and a side skyscraper advertisement. Annotations highlight key features: 'Top Banner' points to the Maximizer Software Inc. banner; 'Links to Sponsor's information' points to the Maximizer Enterprise 8 logo; 'Channel List' points to the left sidebar; 'Customized Look and Feel' points to the CRM Solutions Channel header; 'Logos integrated with content' points to the Maximizer Enterprise 8 logo in the featured information section; and 'Side Skyscraper' points to the vertical advertisement on the right.

Top Banner

Links to Sponsor's information

Channel List

Customized Look and Feel

Logos integrated with content

Side Skyscraper

For Rates and Ad Specifications see page 19



CISmag.com

Not only is CISmag.com the online version of *Customer Inter@ction Solutions*® magazine, it also is the place to find late-breaking news from the call center, CRM and teleservices industries. This powerful combination of content provides a highly targeted reach with a large audience size.

Editorial Focus

CISmag.com advises call center management and senior executives on the most important technologies, services and methods, and how current issues affect their own call centers and the industry at large. Visitors turn to CISmag.com to stay up-to-date on new technologies and techniques for improving automated sales and service. What's more, CISmag.com is all about helping corporations strengthen customer relationships—helping visitors turn leads into customers and, in turn, making those relationships even more profitable.

CISmag.com Audience

While *Customer Inter@ction Solutions* magazine reaches over 70,000 subscribers per month, CISmag.com reaches over 281,000¹ unique visitors per year. And, 93% of these visitors find the information on CISmag.com very useful/useful in their work².

TMCnet.com Contact Center Audience³:

TMCnet Visitors Have Purchase Influence: 85.7% of visitors are personally involved in the purchase of call center products and services.

And They are Buying: 31% of visitors personally buy, specify or recommend more that \$100,000 worth of call center product purchases.

Or Planning to Buy:

58% of visitors plan to purchase call center-related products and services in the next 12 months.

TMC Visitors are Planning to Purchase: (in the next 12 months)

- 70% plan to purchase VoIP/IP Telephony solutions for their call centers within the next 12 months.
- 46% plan to purchase hardware components
- 41% plan to purchase Next-Gen phone systems
- 34% plan to purchase data networking products
- 33% plan to purchase CTI (voice/unified messaging/IVR/video conferencing)
- 29% plan to purchase CRM solutions.
- 31% plan to purchase e-mail management
- 28% plan to purchase Web-enabled e-sales/e-service solutions
- 25% plan to purchase recording/logging/monitoring

For Rates and Specifications see page 19

Source: 1 Dec. 04 Webtrends
2 TMC Research
3 2004 TMCnet Visitor Survey

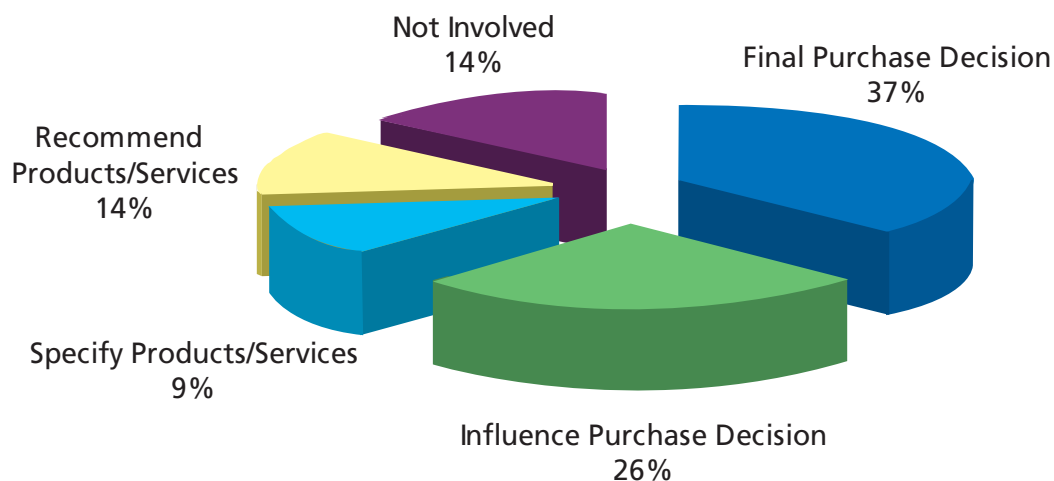
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TMC CUSTOMER INTERACTION Solutions

CISmag.com visitors are
Decision Makers with
Purchasing Power

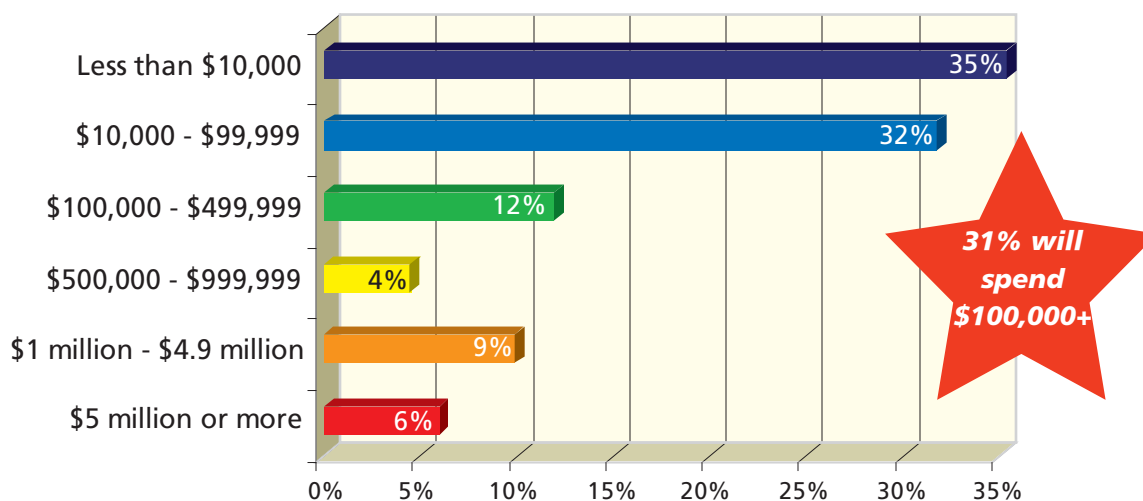
Contact Center Audience:

Decision Makers:¹



Purchasing Power:¹

Dollar amount spent by company on call center, help desk/customer support or other related products or services in the last 12 months.



Source: 1 2004 TMCnet Visitor Survey

CISmag.com Advertising Opportunities

Publications Events Channels Market Research More

HOME

Search

Advanced Search

News Alerts/RSS Feeds
Free eNews
Free Magazines
Content Submission

CHANNELS

Web-Based Help Desk
VoIP
Call Center Software
CRM Solutions
Unified Contact Center Solutions
3rd Party Call Monitoring
Contact Center Recording & Quality Solutions
IP-PBX
IP Contact Center
Speech Recognition
Headsets
Business Relationship Software
BizWatch
Consumer Electronics
PR Resource
SIP
VoIP Contact Center
VoIP Developer
Wi-Fi Telephony

WHITEPAPERS

CRM
CTI
Handheld Devices
SIP
VoIP
Wi-Fi

FORUMS

Switched from Vonage to Lingo
Carriers Available Routes

TMC Regulatory Guide
Free Industry Info
Order Reprints

(Formerly C@LL CENTER CRM Solutions)

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[Get The Latest News and Opinion On Regulatory Matters Facing the Telemarketing Industry](#)

#1 in CRM, Call Centers & Teleservices Since 1982!

Advertise Today in the December 2004 issue:

This is our HUGE 2005 Buyer's Guide issue.

SELL YOUR PRODUCTS AND SERVICES 365 DAYS A YEAR!

Insertion Orders Due: Nov 1
Materials Due: Nov 8

For rate information, contact
Stephanie Thompson
at (203) 852-6800 ext. 139
or email info@tmcnet.com

Latest CRM News

- [Sesame Networks Announces The Industry's First Traceable, Self-Serve Wi-Fi Guest Internet Access Solution For The Enterprise](#) 10/25/2004 10:34:08 AM
- [Research and Markets: Selling Contact Center Technology](#) 10/25/2004 10:11:07 AM
- [Vonexus Wins Best of Show for Innovative IP PBX](#) 10/25/2004 9:31:22 AM
- [Virtual PBX\(TM\) Announces Skills-based Call Routing and Integrated Conferencing Features for Hosted Phone Service](#) 10/25/2004 9:17:28 AM
- [Envision Captures 'Best of ACCE 2004' Award](#) 10/25/2004 9:16:10 AM

[More News](#)

Highlights From The August '04 Issue

[Publisher's Outlook: 8 Steps For Taking Customer Loyalty To The Next Level Because Companies Live Or Die From Repeat Business](#)

[Hi Priority: Insider View On Teleservices Industry Evolution](#)

[TMC Labs Review: Call Processing System \(CPS\)](#)

[Read The August 2004 Issue](#)

New! CRM Channel

Get all the latest news and articles in the CRM space on TMCnet's new CRM Channel.

Get Your FREE Subscription Today!

First Name

Supportforce.com™

Complete Solution
No Software
No Hardware
Low Cost
Easy-to-use
Deploy Immediately

On-Demand Customer Service

[Try it now for FREE](#)

CRM SOLUTIONS

Maximizer™
The CRM Company

FrontRange™
Master the Dynamics of Change
GET IT NOW

Top Banner

Side Skyscraper

Buttons



Editorial Focus

Based on the tremendously successful *Customer Inter@ction Solutions*® magazine, Customer Inter@ction Solutions eNewsletters focus on cutting-edge content delivered directly, via e-mail, to the most influential people in the call center...those who buy products and services and decide how to implement them.

■ Customer Inter@ction Solutions eNews - 3x/Week

Customer contact happens 24/7 in the 21st Century, and if you're not there to take care of your customer, someone else will be. Keep up with the new economy, and keep your customers satisfied.

■ Teleservices Outsourcing Insider - Monthly

Must-read news and analysis for service agency executives.

■ Communications Solutions - Bi-Weekly

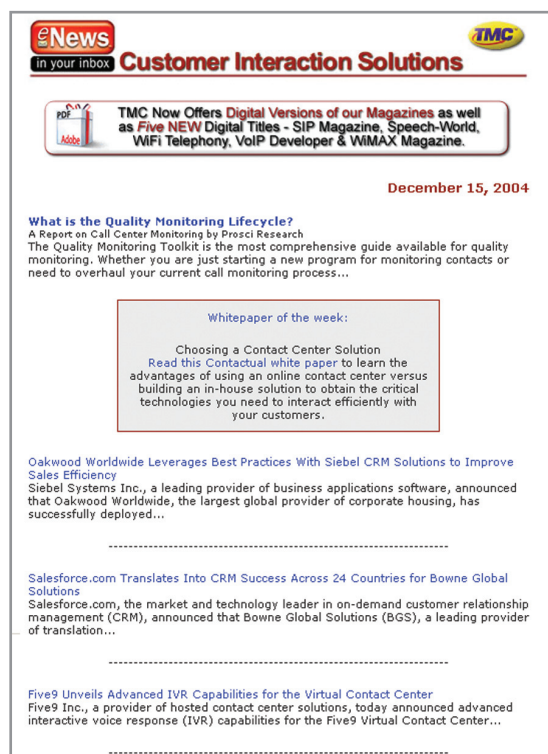
Your weekly communications supplement of news and trends, helping you to stay on top of the convergence of voice and data—for the enterprise, the call center and the service provider.

■ Speech Technologies - Weekly

Covers the latest information on speech technology and how it enhances the quality of customer care, customer service and teleservices (inbound and outbound). If you're considering adding voice to your Web mix, this is the place to start.

■ E-Sales/E-Service - Bi-Weekly

For those who want to build tomorrow's customer interaction center today. Find out about the products and platforms that help you get a jump on your competition, and then stay in the lead.



For Rates and Specifications see page 20

TMC

**INTERNET
TELEPHONY®**

ITmag.com

ITmag.com

ITmag.com is the online version of *INTERNET TELEPHONY®* magazine—focusing on the fast-growing VoIP telephony industry. IP telephony products and services are revolutionizing the way people communicate. According to Infonetics Research, it's a red-hot industry. They predict that U.S. and Canadian next-gen voice equipment expenditures are expected to grow 468%, from \$775 million in 2002 to \$4.4 billion in 2006. Even more impressive is the statistic from ATLANTIC-ACM's study that indicates "North American IP telephony minutes are expected to reach 100 billion by 2007."

Editorial Focus

As the VoIP authority since 1998, ITmag.com educates visitors about the products and services that drive this ever-changing marketplace. Full of informative articles, ITmag.com is the online resource for articles on WiFi telephony, VoIP Development, SIP, IP Contact Center, and the successful deployments of related products and services.

ITmag.com Audience

While *INTERNET TELEPHONY* magazine reaches over 40,000 subscribers per month, ITmag.com reaches over 325,000¹ unique visitors throughout the year.

TMCnet.com VoIP/IP Telephony Audience²:

TMCnet Visitors Have Purchase Influence: 87% of visitors are personally involved in the purchase of VoIP/IP Telephony, PBX or other telecommunications products and services.

And They are Buying: 31% of visitors personally buy, specify or recommend more that \$100,000 worth of VoIP/IP Telephony product purchases.

Or Planning to Buy:

80% of visitors plan to purchase VoIP/IP telephony products and services in the next 12 months.

TMC Visitors are Planning to Purchase: (in the next 12 months)

- 66% plan to purchase IP phones
- 60% plan to purchase VoIP gateways
- 46% plan to purchase WiFi telephony
- 43% plan to purchase IP PBXs
- 40% plan to purchase IP videoconferencing solutions
- 40% plan to purchase SIP phones
- 32% plan to purchase network management tools
- 34% plan to purchase applications software

For Rates and Specifications see page 19

Source: 1 Dec. 04 Webtrends
2 2004 TMCnet Visitor Survey

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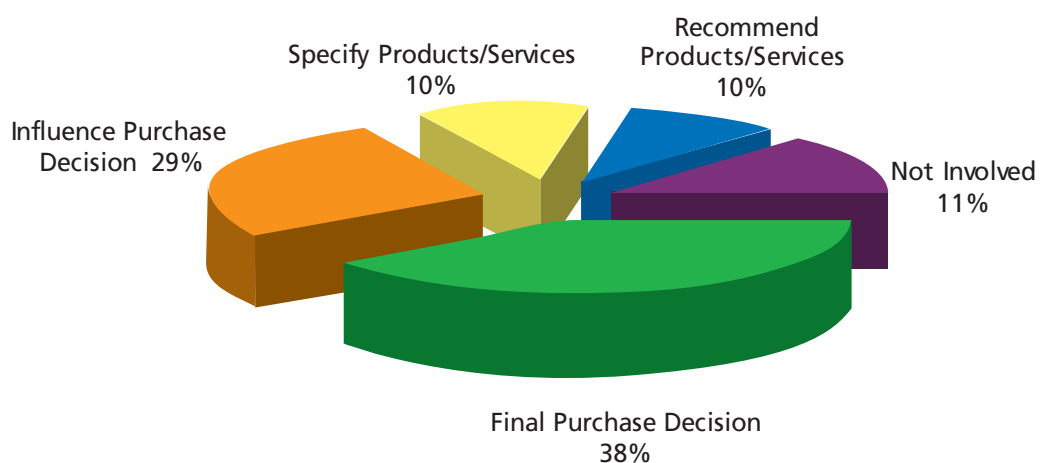
TMC

INTERNET TELEPHONY®

**ITmag.com visitors are
Decision Makers with
Purchasing Power**

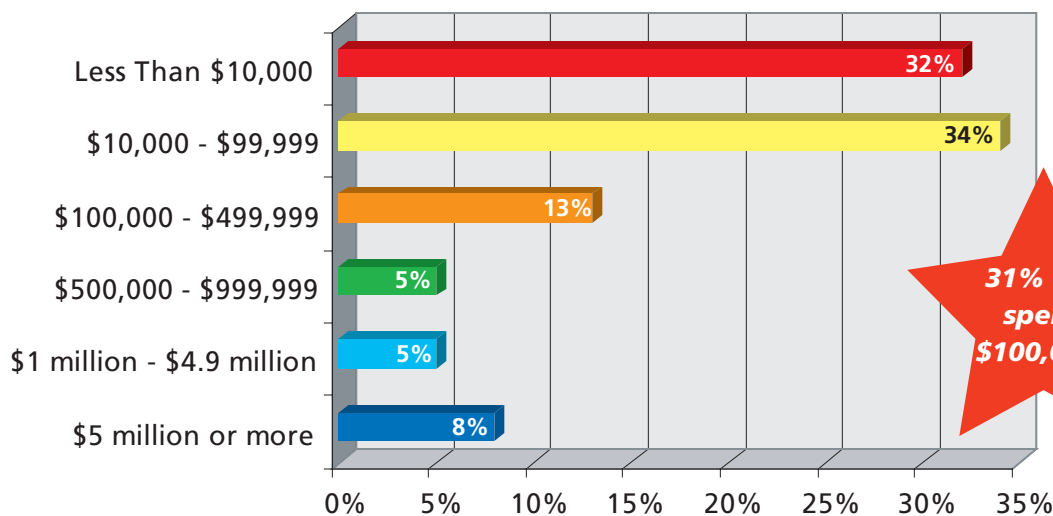
VoIP/IP Telephony Audience:

Decision Makers:¹



Purchasing Power:¹

Dollar amount spent by company on IP Telephony, VoIP, PBX or other related telecommunications products or services in the last 12 months.



**31% will
spend
\$100,000+**

Source: 1 2004 TMCnet Visitor Survey

ITmag.com Advertising Opportunities

INTERNET TELEPHONY

• A complete telephone solution
TalaPhone IP Phone eliminates all of your local and long distance charges.

[Publications](#)
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Advanced Search

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Free eNews
Free Magazines
Content Submission

CHANNELS

Web-Based Help Desk

VoIP

Call Center Software

CRM Solutions

Unified Contact Center Solutions

3rd Party Call Monitoring

Contact Center Recording & Quality Solutions

IP-PBX

IP Contact Center

Speech Recognition

Headsets

Business Relationship Software

BizWatch

Consumer Electronics

PR Resource

SIP

VoIP Contact Center

VoIP Developer

Wi-Fi Telephony

WHITEPAPERS

CRM

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SIP

VoIP

Wi-Fi

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VoIP News, Internet Telephony Magazine Online

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****VoIP Channel****
****New! SIP Channel****

Get all the latest news and articles in the VoIP and SIP spaces on TMCnet's new VoIP & SIP Channels.

The VoIP Authority since 1998!™

Advertise Today in the November 2004 Issue!

Featuring a Special Focus on IP Centrex

Also Featured in This Issue:

- Industrial Computing Platforms & IP Telephony
- VoIP Security Issues
- Power Protection & Management

Insertion Orders Due: September 23

Materials Due: September 30

Authorized By

Latest VoIP News

- [VoIP, Inc. Presented with Prestigious Award by INTERNET TELEPHONY Magazine for Their Presence as a Leading VoIP Service Provider in the Global Telecommunications Marketplace](#) 10/8/2004 10:08:59 AM
- [Mescalero Apache Telecom Selects MetaSwitch for LNP and VoIP over Fixed Wireless](#) 10/8/2004 9:53:44 AM
- [Auspice and Cox Sign Site License Agreement for Development of Broadband Service Operations Automation Solutions](#) 10/8/2004 9:40:59 AM
- [AirNet Communications Receives \\$1.4M Order for the National Guard; RapidCell Solution Improves Incident Site Command Capabilities](#) 10/8/2004 8:55:59 AM
- [I.S. ASSOCIATES, INC. ANNOUNCES PARTNERSHIP WITH MERA SYSTEMS](#) 10/7/2004 4:00:40 PM

[More News](#)

Highlights From September 2004

Publisher's Outlook:
[VoIP: Information Technology's Saving Grace?](#)
Related: [Consumer VoIP Growth to Approach 80%](#)

Mind Share 2.0:
[It's Time to Start Competing on Value, Not Price](#)

The VoIP Authority:
[Our 75th Issue](#)

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Smart Directories
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Side Skyscraper

Buttons



Editorial Focus

Based on, *INTERNET TELEPHONY*® magazine, the VoIP authority since 1998, *INTERNET TELEPHONY* eNewsletters deliver the latest telephony information directly, via e-mail, to the most influential people in the industry.

■ VoIP Reseller - Monthly

VARs, integrators, resellers—get the scoop on tools, standards, testing equipment, channel development, and marketing/sales strategies.

■ Internet Telephony eNews - Weekly

The next-gen network is here—find out what you need to reap the benefits and sell the services it makes possible.

■ Next-Gen Service Providers - Bi-Weekly

Convergence for convergence's sake? Yeah, right! The next-gen network offers service providers new revenue streams and new ways to attract and keep customers.

■ VoIP Developer - Monthly

In an industry evolving at Internet speed, VoIP developers need reliable information in a timely manner. We'll keep you up to speed on standards, platforms, APIs, app gens, and more.

■ WiFi Revolution eNews - Bi-Weekly

As WiFi (802.11a, b, g, i, etc.) makes its way into homes, businesses, and the world at large, it enables a host of applications and services. We will help you keep up with developments in the WiFi space.



The screenshot shows an eNewsletter header with the "eNews in your inbox" logo and the "TMC INTERNET TELEPHONY" logo. Below the header is a featured article titled "The move to VoIP doesn't have to feel like this. For IP phones, trust the voice of experience: Polycom." with a "Special offer available! Click here!" link. The date "December 16, 2004" is displayed. The main content area includes a sponsored section for Polycom with the headline "Considering a move to VoIP?" and a link to a whitepaper. The whitepaper is titled "Whitepaper of the week: Optimizing the VoIP-Enabled Contact Center" and discusses the benefits of VoIP in contact centers.

For Rates and Specifications see page 20



TMCnet Technology eNewsletters

Showcase Your Marketing Message In An Editorial Environment!

Product-Focused Editorial That Attracts Your Best Prospects.

Pinpoint your target audience with one of TMCnet's eNewsletter sponsorships. Readers depend on our objective editorial team to deliver timely and vital information on a daily basis. As a sponsor, your message will be featured prominently throughout the e-mail message.

Editorial Focus

■ Alternative Power - Monthly

We're exploring new technologies in battery power, solar, geothermal, wind, water power, fuel cell (hydrogen, zinc, etc.) and zero-emissions generation. Get up-to-date news, event listings, and original thoughts on the state of the alternative power environment.

■ BiometriTech - Monthly

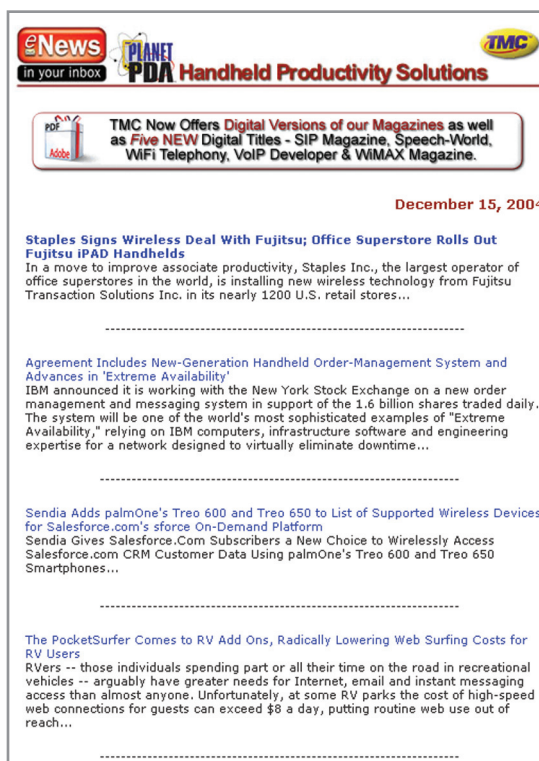
BiometriTech examines the emerging technology players in the biometrics space, as well as the systems integrators that will bring this exciting technology to the mainstream market.

■ Consumer Electronics - Bi-Weekly

Our latest newsletter covering a variety of consumer electronics topics.

■ Planet PDA - Monthly

Planet PDA concentrates on handheld computing solutions—everything corporate executives and MIS management need to make intelligent decisions about incorporating mobile devices into their computing infrastructure.





TMC Labs Advertising Opportunities

TMC Labs is the first, and most authoritative testing lab serving the converged world of telecom and datacom. Our experienced staff of engineers objectively installs, implements and evaluates the advantages and pitfalls of the latest hardware and software for VoIP and Contact Centers.

Editorial Focus

Since its inception in 1996, TMC Labs has conducted unbiased product reviews for the telecom/datacom industry while building a solid reputation and a loyal following of readers. These readers are passionate in their quest for finding and recommending the best products for their company. TMC Labs has built a solid reputation in the industry, and we pledge to continue providing the most complete, most objective, and most definitive product reviews in the trade.

TMC Labs Advertising Opportunities



The screenshot shows the TMC Labs website layout with several key areas highlighted for advertising:

- Top Banner:** Located at the top of the page, featuring the TMC LABS logo, the Quintum Technologies, Inc. logo, and a link to "click here for more information".
- Side Skyscraper:** A vertical advertisement on the right side of the page, titled "Spherical DELIVERS..." and "Sphere invites you to take a test drive." It lists various services like Robust PBX Features, Desktop Call Control, Smart Directories, HiFi Soft Phone, Text Messaging, Desktop Video, Voice Mail Presence, SIP Support, Conferencing, Soft Attendant, CRM Integration, Personal Routing, WiFi & Bluetooth!, Unified Messaging, and Windows Messenger.
- Need To Know Info:** A section on the right side of the page, containing links for "Apply For A Review", "Apply For A TMC Labs Innovation Award", "Learn About TMC Labs", "Find Out About The Review Process", and "Read Our Review Philosophy".
- TMC Labs Archive:** A section on the right side of the page, containing a search form for "Display TMC Lab Reviews for:" with dropdown menus for "this Magazine:", "in this year:", "and this month:", "for this company:", and "restrict search results to these keywords:".
- Recent Reviews:** A section in the center of the page, featuring a "TMC LABS" logo and a "Recent Reviews" header. It includes reviews for "Internet Telephony" (snom 100 & 200 from snom technology AG), "Quadro4X SIP Router from Epygi Technologies, Ltd.", "Innovation Awards 2004: Part I from TMC Labs", "Customer Inter@ction Solutions" (Maximizer Enterprise 8 from Maximizer Software), and "Iphinity from Aspect Communications Corp."
- Left Navigation Menu:** A vertical menu on the left side of the page, containing links for "HOME", "Search", "Advanced Search", "News Alerts/RSS Feeds", "Free eNews", "Free Magazines", "Content Submission", "CHANNELS", "Web-Based Help Desk", "VoIP", "Call Center Software", "CRM Solutions", "Unified Contact Center Solutions", "3rd Party Call Monitoring", "Contact Center Recording & Quality Solutions", "IP-PBX", "IP Contact Center", "Speech Recognition", "Headsets", "Business Relationship Software", "BizWatch", "Consumer Electronics", "PR Resource", "SIP", and "VoIP Contact Center".



Rates & Specifications



Type	Dimensions	Size	Rotation
Banner	468 x 60 pixels	15 Kb max	10
Button	125 x 125 pixels	12 Kb max	4
Skyscraper	125 x 600 pixels	25 Kb max	3
Article Ad Box	330 x 280 pixels	20 Kb max	3

Rates Per Banner, Button & Skyscraper Ad:

ROS Advertising

- Buttons can be sold as exclusive for \$25 CPM / 100,000 minimum impressions (rotates up to 2 buttons)
- Banner: \$35 CPM / 50,000 minimum impressions (rotates up to 10 banners)
- Skyscraper: \$40 CPM / 50,000 minimum impressions (rotates single banner)
- Article Ad Box: \$50 CPM / 50,000 minimum impressions (rotates single banner)



Rates & Specifications

What You Receive With Your eNews Sponsorship:

- Up to 60 words, maximum of 64 characters per line of ASCII text.
- A hyperlink to your company's site, and an e-mail address.
- HTML only—Placement of company logo within a text ad.
- HTML only—Option of a banner, button, or skyscraper ad.

Rates Per Newsletter: Top Inclusion

1x	2x	4X	6X
\$2,000	\$1,700	\$1,500	\$1,000

Classified Ads:

Classified ads appear at the end of our e-mail newsletters. Minimum schedule for classified ads is one month.

What You Receive With Your eNews Classified Ad:

- Up to 45 words, maximum of 64 characters per line of ASCII text.
- A hyperlink to your company's site, or an e-mail address.
- HTML ONLY - Placement of a company logo in a text-style ad.

Rates Per Newsletter:

1x	2x	4X	6X
\$800	\$700	\$600	\$500

Bronze Program...

\$3,000/month, 3-month contract minimum

(\$2,500/month for current TMC advertisers or exhibitors in good standing)

Bronze Program Benefits:

- Creation of technology-themed "channel" linked from TMCnet home page and navigation menu throughout TMCnet and related sites.
- Channel will offer daily news updates as well as the latest related articles, white papers and case studies from TMCnet.
- TMC will also create at least one original article per month related to vendor and/or technology.
- Vendor can contribute content and TMC will edit and post all such content.
- TMC will promote channel throughout Web site and online newsletters by creating house ads linking to main channel page.
- Sponsor will have exclusive rights to the top (just above channel header) for a banner.
- Channel will contain a box with links to vendor's products/services.
- Channel will display vendor-specific news more prominently than other industry news.
- Detailed reporting of Web traffic on at least a monthly basis, to include a list of visitor IP addresses and URLs of referrer Web sites (as available).
- Channel privacy policy will show that sponsor has full access to this visitor information.

Silver Program...

\$6,000/Month, 3-month contract minimum

(\$5,000/month for current TMC advertisers or exhibitors in good standing)

In Addition to all Bronze Program Benefits, the Silver Program Benefits Include:

- Creation of technology-themed "channel" linked from TMCnet home page and navigation menu throughout TMCnet and related sites.
- Channel will offer daily news updates as well as the latest related articles, white papers and case studies from TMCnet.
- News release announcing the partnership to run on TMCnet.
- TMC will also create at least one original article per month related to vendor and/or technology.
- Vendor can contribute content and TMC will edit and post all such content.
- TMC will sponsor a discussion forum on the channel. TMC will seed forum if needed to stimulate dialogue.
- Sponsor will have exclusive rights to the top (just above channel header) for a banner. We can include as many banners as the sponsor would like (you may sell banners to your partners and affiliates). Banner specs: 468 x 60 pixels.
- Two quarterly sponsorship of a TMCnet eNewsletter (a \$5,000 value).
- TMC will promote channel throughout Web site and online newsletters by creating house ads linking to main channel page.
- Channel will contain a box with links to vendor's products/services.
- Channel will promote vendor's participation in events.
- Channel will display vendor-specific news more prominently than other industry news.
- Detailed reporting of Web traffic on at least a monthly basis, to include a list of visitor IP addresses and URLs of referrer Web sites.
- Channel privacy policy will show that sponsor has full access to this visitor information.

Gold Program...

\$12,000/month, 3-month contract minimum (\$10,000/month for current TMC advertisers or exhibitors in good standing).

In Addition to all Bronze and Silver Program Benefits, the Gold Program Benefits Include:

- News release announcing the partnership to run on TMCnet.com.
- An additional quarterly sponsorship of a TMCnet eNewsletter.
- TMC will create quarterly case studies based on vendor's customers'. (This benefit does not necessarily need to mention customer by name.)
- TMC will create one white paper for vendor for every two quarters of program participation.
- Sponsor may customize look and feel of channel, keeping within TMCnet's general layout and design constraints.
- RFP submission form will be embedded in home page of channel. Vendor exclusively receives all RFPs.
- Quarterly RFP submission links in related TMC eNewsletter.
- Minimum of one editorial or advertising mention in related magazine per quarter. The channel will be promoted as well as the vendor's partnership with TMC in supporting the channel.
- TMC will produce a monthly "channel" newsletter. Vendor will be exclusive sponsor of all such newsletters, and will have full access to the e-mail address and other personal information of subscribers, as outlined in channel privacy policy.
- Annual "Quick Glance" Web review (if applicable) of one of vendor's products/services (based on annual commitment).

Added Value: TMC's Lead Generation Program™

All You Have To Do Is Sell!

Everyone talks about lead generation. With the new Lead Generation Program™, TMC delivers.

As you know, quality leads are the lifeblood of any business. Without a continuous stream of new, quality prospects, your business will never reach its full potential. However, finding these leads can be a daunting, extremely costly and time-consuming process that drastically cuts into the productivity of your sales staff. TMC has the answer.

Our new Lead Generation Program™ has revolutionized the lead generation process. This streamlined system will increase your productivity exponentially, delivering targeted prospects from elite companies while allowing you to concentrate on crafting and delivering your sales message. All you have to do is sell! What could be easier?

How To Take Part In TMC's Lead Generation Program™

As a qualified advertiser* on TMCnet.com, you're instantly eligible to take part in TMC's new Lead Generation Program™. Each month that your ad appears, you will receive lists of quality prospects who request information about your products and services.

With over 3.3 million page visits every month¹, TMCnet.com is the ideal vehicle for delivering your sales message to a captive audience. Our site visitors are hungry for new information and are always looking for new products and services like yours!



Ready to upgrade your corporate communications?
"Research Guide to Enterprise VoIP Training"
This and other Free Professional Resources are ready for download.

Global Knowledge

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The VoIP Authority Since 1999

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Back in Sunny Miami, Florida
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All Magazines

Date	Company
01/14/2005	The Ermann Organization
01/14/2005	Open Fusion
01/14/2005	Ades Solutions
01/14/2005	PT. SANGKAR BURUNG
01/14/2005	K/F Communications
01/14/2005	SW WiFiUserGroup, Ad
01/14/2005	mircom
01/14/2005	IVRL
01/14/2005	ISC
01/14/2005	Experience Management
01/14/2005	Telecom Media Consulting
01/14/2005	Cox Communications
01/14/2005	Manchester College
01/14/2005	CRIF
01/14/2005	TK
01/14/2005	Agrestic Communications, Inc.
01/14/2005	University of Ky
01/14/2005	Arrow Electronics
01/14/2005	Netbricks
01/14/2005	wired wireless world
01/14/2005	SOLUZIONA
01/14/2005	Central Maine Communications
01/14/2005	Speech & Phone
01/14/2005	Veritas Software India Pvt. Ltd
01/14/2005	T-Mobile NL BV
01/14/2005	Tanit Telecom
01/14/2005	Net2Millennium FZ LLC
01/14/2005	pro. Ltd
01/14/2005	alpha tech
01/14/2005	Samsung Networks
01/14/2005	Primus India
01/14/2005	TELETRON
01/14/2005	MOTOROLA
01/13/2005	dragtonassociates
01/13/2005	AVAYA Thailand
01/13/2005	Genevys Labs
01/13/2005	Mediabrio
01/13/2005	Paramount Petroleum
01/13/2005	LignUp Corp.
01/13/2005	Syscom
01/13/2005	AFTON GROUP
01/13/2005	AREVA T&D
01/13/2005	Appris
01/13/2005	Provis Communications Sdn Bhd
01/13/2005	Bronco Communications, Inc.
01/13/2005	SBC
01/13/2005	Sigpro
01/13/2005	Ipcelerate

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View TMC's current quality leads—updated daily on TMCnet.com
Follow this link:
<http://www.tmcnet.com/scripts/fii/leadlist.aspx?cat=allabove>

* A Minimum of \$2500 in Online Spending per Month

Source: 1 December 04 Webtrends