Launching TechnologyGuide
TechTarget is launching TechnologyGuide.com (TG) for technology business professionals and consumer technology enthusiasts. TG will take a whole new approach to guiding users through the application and implication of every day technology. Pillared by our portfolio of 6 popular product reviews, news and evaluation websites that deliver millions of monthly visitors, TG will now help tech buyers and enthusiasts by providing useful and relevant information on the latest trends and products that complement their lifestyle and business productivity passions. We are building a key destination site for users to stay current in today’s ever evolving technology world and make the most of today’s latest innovative products.

What’s New?
With product test centers in Cincinnati and Boston, TG takes an upfront and personal approach to reviewing, testing and evaluating the products featured in our Lifestyle Section and Business Center, making it a deep resource for people searching for trusted purchase information. TG will expand upon our current scope and venture into new and exciting areas, including home technology, health and fitness, entertainment, and travel technologies. Combined with a sharp focus on business content, TG will have readers covered from work to home and back again, guiding purchase decisions and cutting through clutter to get at the heart of technology and why it matters to consumers and business users.
Business Center
The TechnologyGuide site portfolio delivers a robust audience of small and medium business professionals. The TG Business Center will delve into important topics such as networking, security, wireless, servers, and cloud computing. “Tech savvy consumers and IT professionals both influence decisions and purchase a large volume of laptops, smartphones and mobile computing devices,” said Greg Strakosch, CEO of TechTarget. “TechnologyGuide.com offers in-depth content that will help both professionals and consumer enthusiasts make the best purchase decisions. Many leading enterprise technology advertisers, like Dell™, HP and Microsoft®, that already advertise their enterprise technology products on other TechTarget sites, will now have a more targeted offering for their consumer-oriented products,” continued Strakosch.

Lifestyle Channel
Technology has really changed the way that we live. Consumers today are constantly faced with difficult purchase decisions ranging from which HD television delivers the best picture to what fitness application tracks performance the best. TG will cover everything from entertainment technology and electronics, to educational and health technology. A travel section will advise both consumers and business users on the best technology to bring on vacation or stay connected to the office. Nowadays we all have many products and often we can’t live without them, let TechnologyGuide be the roadmap for all your technology needs.
TechnologyGuide Categories

Each section will feature reviews, news and featured content for its product set. The reviews will include a product pros and cons lists, editorial ratings, summaries, tech specifications and shopping options.

Notebooks
Laptops, Ultrabooks, Netbooks

Desktops
Mainstreams, All-in-Ones, Gaming

Gaming
Consoles, Games, Applications

Tablet PC’s
eReaders, Tablets, Operating Systems

Printers
Inkjet / Laser Printers, Scanners

Digital Cameras
Point & Shoots, SLR’s, Lens’s

Smartphones
Smartphones and mobile apps

Software
Security, Educational, Financial
The TechnologyGuide portfolio routinely ranks near the top in search engine queries by interested and motivated product buyers. Our growing base of loyal users and repeat visitors help TechnologyGuide regularly generate over 8 million unique visitors and 22.5 million page views per month. It is the smart source for serious technology buyers.

**Examples of our current user base:**

- **Purchase information is a main focus for our visitors**
  - 81% come for reviews and comparisons
  - 60% come for help to make a purchase
  - 43% come to stay current on industry news

- **Our content attracts and resonates with a tech-savvy audience of buyers and influencers**

Source: TechnologyGuide Survey 2011
Core Values

**Users**
- A trusted, online destination site bolstered by a group of single product sites with in-depth, unbiased reviews
- A destination that provides reviews/discussions on every possible product
- Ability to stay current with industry news
- Buyers get expert/peer validation on the products they want to buy
- Provides buyers with a short path from search, to review and validation, to purchase
- Special reports and buyers guides focused on popular topics from 3D technology to cloud computing.

**Advertisers**
- Large reach to an audience interested in a specific product
  - Content targeted by technology product segment
  - Penetrates both consumer and business, buyers and influencers
- Access to the ready-to-buy researchers
  - Trusted, detailed information meets needs of buyers
  - Constant change of visitors (ready-to-buy audience)
- Ripe environment for companies to sell product
  - Alignment with objective, unbiased product reviews
  - Popular forum communities that engage buyers
- An e-commerce destination that converts both consumer and business shoppers to actual buyers
Producing Content that Attracts Quality Consumers

- TechnologyGuide’s unbiased and expert content effectively and efficiently attracts and resonates with a tech savvy audience of buyers and influencers.

- Collectively, the TechnologyGuide editors publish more than 300 new articles each month, covering a wide range of consumer and business products.

- All content is focused on technology product news and reviews, as well as on how to best apply and use technology. Products are tested and evaluated according to strict test criteria and under controlled conditions in our test centers. Additional information is also provided through user reviews and forum feedback.

- TechnologyGuide gives advertisers the opportunity to engage with buyers early in the decision process and maintain top-of-mind brand awareness throughout the entire buying cycle.

- Our editorial staff has over 110 years of editorial experience.
86% Male vs. 14% Female

Age Groups
- 3% Under 18
- 33% 18-29
- 21% 30-39
- 19% 40-49
- 15% 50-59
- 8% 60 or older

44% are married
35% have children in the household

70% are college graduates
58% own a home

44% have a household income of more than $75,000

What Drives Users to Our Sites

- 81% Reviews and Comparisons
- 60% Help Make a Purchase
- 43% Stay Current on Industry News
- 23% Participate in Forums
- 18% Latest Pricing Information
- 11% Coupons and Deals

Source: TechnologyGuide Survey 2011
TechnologyGuide’s target audience is comprised of technology business professionals, consumer technology enthusiasts, IT/MIS managers & professionals, tech-savvy consumers, and users who want to stay current in today’s ever evolving technology world.

Example of current user behavior:

- 74% consider themselves influencers at work
- 76% are involved with technology-related purchases at work
  - 25% Evaluate or specify products/services for purchase
  - 24% Determine the need to purchase
  - 16% Recommend products/brands
  - 15% Authorize or approve expenditures

TechnologyGuide reaches an advanced audience of consumers and a diverse range of organizations for our Advertisers.
In order to compete in today’s fast-paced business world, companies must stay up-to-date on all of latest technologies to help maximize efficiency and effectiveness in the marketplace.

**TechnologyGuide** attracts millions of unique visitors from all company sizes by providing them with information they need to make informed buying decisions related to their business needs.
Ad Specifications and Rates
Technology Guide:

Banner Advertising Specifications

Creative assets can be hosted by publisher’s ad server or an approved third-party ad server. All creatives must adhere to the specifications outlined below. Any submitted creative that does not conform to the specifications or received after standard turnaround times may result in a delayed launch date.

Contents:
♦ Standard IAB Units
♦ Custom Units
♦ Image Ads
♦ Flash Ads
♦ 3rd Party Tags
♦ Submission Guidelines
♦ clickTag Instructions
♦ Additional Information
Submission Guidelines:

<table>
<thead>
<tr>
<th>Images, Flash, &amp; 3rd Party Tags</th>
<th>2 business days</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rich Media [Expandable, Floating, Interactive units]</td>
<td>5 business days</td>
</tr>
</tbody>
</table>

Standard IAB Units:

<table>
<thead>
<tr>
<th>Ad Unit Name</th>
<th>Dimensions</th>
<th>File Size Limit [Images, Flash]</th>
<th>Accepted Media*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard</td>
<td>728x90</td>
<td>40 KB</td>
<td>Images, Flash, 3rd Party Tags</td>
</tr>
<tr>
<td>Wide Skyscraper</td>
<td>160x600</td>
<td>40 KB</td>
<td>Images, Flash, 3rd Party Tags</td>
</tr>
<tr>
<td>Messaging Unit</td>
<td>300x250</td>
<td>40 KB</td>
<td>Images, Flash, 3rd Party Tags</td>
</tr>
<tr>
<td>Half Page Ad</td>
<td>300x600</td>
<td>40 KB</td>
<td>Images, Flash, 3rd Party Tags</td>
</tr>
<tr>
<td>Skyscraper</td>
<td>120x600</td>
<td>40 KB</td>
<td>Images, Flash, 3rd Party Tags</td>
</tr>
<tr>
<td>Banner</td>
<td>468x60</td>
<td>40 KB</td>
<td>Images, Flash, 3rd Party Tags</td>
</tr>
<tr>
<td>Hot Topics Banner</td>
<td>300x30</td>
<td>40 KB</td>
<td>Image Only</td>
</tr>
<tr>
<td>Logo Box</td>
<td>100x30</td>
<td>20 KB</td>
<td>Image Only</td>
</tr>
</tbody>
</table>

*please see below for detailed accepted media specifications
## Ad Specifications

### Custom Units:

<table>
<thead>
<tr>
<th>Ad Unit Name</th>
<th>Dimensions</th>
<th>File Size Limit [Images, Flash]</th>
<th>Accepted Media*</th>
<th>Additional Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>Welcome Ad – Prestitial Front Page Overlay</td>
<td>640x480</td>
<td>70 KB</td>
<td>Images Flash 3rd Party Tags</td>
<td>8 – 15 seconds</td>
</tr>
<tr>
<td>Headline Sponsor Link</td>
<td>20 pixels high; 100 pixels wide</td>
<td>150 character limit</td>
<td>Text Copy only</td>
<td>2 Lines of text Above the Fold</td>
</tr>
<tr>
<td>Today’s Promotion Link</td>
<td>N/A</td>
<td>Title: 60 character limit</td>
<td>Text Copy only</td>
<td>Headline (link) 60 character limit</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Message: 120 character limit</td>
<td></td>
<td>Message 120 character limit</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Below the Fold</td>
</tr>
<tr>
<td>TechnologyGuide Newsletter</td>
<td>300x250</td>
<td>40 KB</td>
<td>Banner: Static Image only (.JPG/.GIF/.PNG)</td>
<td>N/A</td>
</tr>
<tr>
<td>Wall Paper Ad</td>
<td>1359 x 900</td>
<td>N/A</td>
<td>Image File Only</td>
<td>- 3 Design Options: see deliverables</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>- Can be custom built in house, please see your Campaign Manager</td>
</tr>
<tr>
<td>Video Pre-Roll</td>
<td>480x360</td>
<td>40 KB</td>
<td>.SWF .JPG .GIF .FLV*</td>
<td>15 - 30 Seconds</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>VAST VPAID</td>
</tr>
</tbody>
</table>

*please see below for detailed accepted media specifications*
# Ad Specifications

## Rich Media Ads:

<table>
<thead>
<tr>
<th>Ad Unit Name</th>
<th>Dimensions</th>
<th>Dimensions expand to (direction)</th>
<th>Initial File Size</th>
<th>Additional File Weight (Polite Download)</th>
<th>Accepted Media*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Expandable Leaderboard</td>
<td>728x90</td>
<td>728x500 (Down)</td>
<td>40 KB</td>
<td>80 KB</td>
<td>3rd Party Tags only</td>
</tr>
<tr>
<td>Expandable Messaging Unit</td>
<td>300x250</td>
<td>450x450 (Left &amp; Down)</td>
<td>40 KB</td>
<td>80 KB</td>
<td>3rd party tags only</td>
</tr>
<tr>
<td>Expandable Wide Skyscraper</td>
<td>160x600</td>
<td>300x600 (Right)</td>
<td>40 KB</td>
<td>80 KB</td>
<td>3rd party tags only</td>
</tr>
<tr>
<td>Brand Engage</td>
<td>300x600</td>
<td>600x600 (Left)</td>
<td>N/A (built in house)</td>
<td>N/A (built in house)</td>
<td>(Please see deliverables for more information)</td>
</tr>
</tbody>
</table>

*please see below for detailed accepted media specifications

## Submission Guidelines:

<table>
<thead>
<tr>
<th>Media Type</th>
<th>Response Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>Images, Flash, &amp; 3rd Party Tags</td>
<td>2 business days</td>
</tr>
<tr>
<td>Rich Media [Expandable, Floating, Interactive units]</td>
<td>5 business days</td>
</tr>
</tbody>
</table>
Image Ads:
Banner ads may be served using .GIF, .PNG or .JPG formats, animated functionality allowed. Ad can display images and text with a single click-thru URL to client’s desired landing page.

Flash Ads:
Flash ads can be served with versions up to Flash9 and ActionScript 2.0 with a maximum of 24 fps. Please send click-thru URLs separately and do not embed click-thru URL in file. All Flash creative must be submitted with a backup image file and must have the proper clickTag encoded for click tracking purposes.

All Flash creative submissions are required to have the following
- Back-up Image file
- Click-thru URL
- Encoded clickTag
3rd Party Ads:

TechnologyGuide accepts all Doubleclick approved 3rd party vendor tags for ad serving. Any tags provided not from a vendor listed below will be subject to testing, approval, and may result in delay of campaign launch. TechnologyGuide reserves the right to refuse any unapproved 3rd party creative.

✓ Doubleclick  ✓ Mediaplex
✓ DFA             ✓ Pointroll
✓ Atlas           ✓ Eyewonder
   (including     ✓ AdInterax
     ARM)          ✓ Doubleclick Rich Media
✓ MediaMind
**Flash clickTag Instructions:**

How to encode your Flash file with clickTag

*In order to track click performance within the TechTarget ad serving system, the .swf file must be coded using the clickTag variable, rather than an embedded URL. The following steps are based on the Flash CS3 interface:*

1. Add an extra layer to the top of the layer panel.
2. Select that layer with the Selection tool.
3. Choose the Rectangle tool and cover the creative throughout the entire timeline of the movie.
4. Convert the rectangle into a "Button" symbol.
5. Make the rectangle transparent: Effect panel > Alpha > 0%.
6. In the Object Actions panel, associate the following action to the transparent button*:
   
   ```
   on/release{
       getURL(_level0.clickTag,"_blank");
   }
   ```
7. Export to swf file.
Please Note:

- For publisher served creative, a maximum of 4 creatives can be served per placement.
- Ads can only cover content on the page if the action is user-initiated (on-click or on-mouseover).
- Ads can contain audio if the action is user-initiated via a click event only.
- Infinite looping is allowed.
- TechnologyGuide does not allow click through URLs that lead to “trap door” pages.
- Maximum animation length: 30 seconds
# Rate Card

## STANDARD RATES

<table>
<thead>
<tr>
<th></th>
<th>All TechGuide Sites</th>
<th>TechGuide Network</th>
</tr>
</thead>
<tbody>
<tr>
<td>Run of Site Banners</td>
<td></td>
<td></td>
</tr>
<tr>
<td>300x250 or 336x280 (Messing Unit)- Above the Fold</td>
<td>$55</td>
<td>10% discount off CPM</td>
</tr>
<tr>
<td>160x600 (Skyscraper)</td>
<td>$45</td>
<td>10% discount off CPM</td>
</tr>
<tr>
<td>300x250 or 336x280 (Messing Unit)- Below the Fold</td>
<td>$45</td>
<td>10% discount off CPM</td>
</tr>
<tr>
<td>728x90 (Leaderboard)</td>
<td>$35</td>
<td>10% discount off CPM</td>
</tr>
<tr>
<td>300x600 (Half Page)</td>
<td>$75</td>
<td>10% discount off CPM</td>
</tr>
<tr>
<td>Prestitials/Interstitials</td>
<td>$85</td>
<td>10% discount off CPM</td>
</tr>
<tr>
<td>Premiere Sponsor Links (top of page)</td>
<td>$8</td>
<td>$8</td>
</tr>
<tr>
<td>Today’s Promotions Links (bottom of page)</td>
<td>$5</td>
<td>$5</td>
</tr>
</tbody>
</table>

## RICH MEDIA

<table>
<thead>
<tr>
<th></th>
<th>All TechGuide Sites</th>
</tr>
</thead>
<tbody>
<tr>
<td>Expandable Leaderboard</td>
<td>$40</td>
</tr>
<tr>
<td>Polite Slider</td>
<td>$40</td>
</tr>
<tr>
<td>Page Pusher</td>
<td>$40</td>
</tr>
<tr>
<td>Page Peel</td>
<td>$55</td>
</tr>
<tr>
<td>Prestitial</td>
<td>$85</td>
</tr>
<tr>
<td>Floating Ad</td>
<td>$60</td>
</tr>
<tr>
<td>Super 728</td>
<td>$40</td>
</tr>
<tr>
<td>Page Push &amp; Video</td>
<td>$70</td>
</tr>
</tbody>
</table>

## PREMIUM TARGETING

<table>
<thead>
<tr>
<th></th>
<th>20% Premium</th>
</tr>
</thead>
<tbody>
<tr>
<td>Roadblock</td>
<td></td>
</tr>
<tr>
<td>Homepage Only</td>
<td></td>
</tr>
<tr>
<td>Target Sponsorship</td>
<td></td>
</tr>
</tbody>
</table>

## Other Products

<table>
<thead>
<tr>
<th></th>
<th>NotebookReview</th>
<th>Other Sites</th>
</tr>
</thead>
<tbody>
<tr>
<td>Resource Center</td>
<td>$25,000/month</td>
<td>$12,500/month</td>
</tr>
<tr>
<td>Buyers Guide</td>
<td>$10,000/month</td>
<td>$7,500/month</td>
</tr>
<tr>
<td>Stores</td>
<td>$15,000/month</td>
<td>$7,500/month</td>
</tr>
<tr>
<td>Video- Pre roll &amp; Messaging Unit &amp; Leaderboard</td>
<td>$85</td>
<td>$85</td>
</tr>
<tr>
<td>Video- In Banner</td>
<td>$35</td>
<td>$35</td>
</tr>
<tr>
<td>Video- creation of video</td>
<td>Check for pricing</td>
<td>Check for pricing</td>
</tr>
<tr>
<td>Dell Coupons eNewsletter (HTML)</td>
<td>$1,000</td>
<td>-</td>
</tr>
<tr>
<td>SMB Deals eNewsletter (HTML)</td>
<td>$1,000</td>
<td>-</td>
</tr>
<tr>
<td>Laptop Deals eNewsletter (HTML)</td>
<td>$1,000</td>
<td>-</td>
</tr>
<tr>
<td>Dell Coupons eNewsletter (text)</td>
<td>$500</td>
<td>-</td>
</tr>
<tr>
<td>SMB Deals eNewsletter (text)</td>
<td>$500</td>
<td>-</td>
</tr>
<tr>
<td>Laptop Deals eNewsletter (text)</td>
<td>$500</td>
<td>-</td>
</tr>
<tr>
<td>Forums- Sticky Thread (text)</td>
<td>$3,000/month</td>
<td>$3,000/month</td>
</tr>
<tr>
<td>Forums- Announcement</td>
<td>$3,000/month</td>
<td>$2,500/month</td>
</tr>
<tr>
<td>Forums- Partner Button</td>
<td>$3,000/month</td>
<td>$2,500/month</td>
</tr>
<tr>
<td>Forums- Polling Question(max 3 questions)</td>
<td>$1,500</td>
<td>$1,500</td>
</tr>
<tr>
<td>Forums- Custom Content Forum</td>
<td>$10,000/month</td>
<td>$7,500/month</td>
</tr>
</tbody>
</table>
• **Management**
  - Michael Carroll
    SVP/Group Publisher
  - Tim Scannell
    Editorial Director
  - Jamison Cush
    Editor-in-Chief
    TechnologyGuide.com
  - Julie Powers
    Interactive Design Manager

• **Editorial**
  - Jerry Jackson
    Managing Editor/Vertical Sites
    & Site Editor, NotebookReview.com
  - Ed Hardy
    Site Editor, Brighthand.com &
    TabletPCReview.com
  - Allison Johnson
    Site Editor, DigitalCameraReview.com
  - J.R. Nelson
    Site Editor, DesktopReview.com
  - Sarah Meyer
    Site Editor, PrinterComparison.com
  - Jacqueline Emigh
    Software Editor
  - Ed Green
    Copy Editor
  - Grant Hatchimonji
    Assistant Editor
  - Amber Rippa
    Assistant Editor
  - Chris Leonard
    Director of Community

• **Sales**
  - Mark Barreca
    Advertising Sales Director
  - Melissa Gruber
    West Coast Account Manager
  - Scott Creed
    East Coast Account Manager
  - Dan Castello
    Product Marketing Manager