



**local**techwire

**AMPLIFYING THE VOICE OF THE  
TECHNOLOGY INDUSTRY**

**Reach a focused audience**

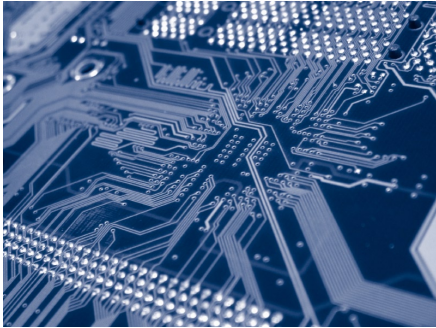
**Create brand awareness**

**Expand your client base through the power of new media.**

TWO-TIME WINNER OF THE NORTH CAROLINA TECHNOLOGY ASSOCIATION  
MEDIA COMPANY OF THE YEAR AWARD

## ABOUT LOCAL TECH WIRE

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Local Tech Wire (LTW) is Capitol Broadcasting Company's on-line journal that is your source for B2B technology news. Established in December 2001, LTW covers economic growth, employment, forecasts, emerging companies, mergers and acquisitions to give every professional a competitive edge.

With a mission statement,

***“Amplifying the voice of the technology industry”***,

LTW provides in-depth reporting on global technology issues and relates it to North Carolina's technology community. First and foremost, we provide information that helps give your company a competitive edge. In addition, we offer comprehensive marketing solutions that help our partners generate more business opportunities, which we will explain later.

### ***Reporting Globally...Relating Locally***

Our coverage is directed by Editor Rick Smith, co-founder of Local Tech Wire and award-winning journalist. Twice LTW has been named Media Company of the Year by the North Carolina Technology Association (NCTA). In addition, LTW was a 2007 finalist in two categories (Communications Company of the Year and Media Leadership Award).

LTW also has a growing list of contributors and writers who deliver cutting-edge coverage and commentary on the gaming industry, entrepreneurship, tech law, angel financing, international business development and innovation.

## 2009 AUDIENCE

Local Tech Wire saw explosive growth in 2009. Since January 2007, we have seen over 200% growth in unique visitors and page views per month, which shows North Carolina’s technology community comes to Local Tech Wire to get its industry news. We are a niche news site that delivers a business professional audience.

### **2009 WEBSITE STATISTICS**

100,000 unique visitors per month/200,000 page views per month

### **EMAIL NEWSLETTER STATISTICS**

Over 3,000 opt-in subscribers receive First Edition every Monday – Friday  
 More than 500 Followers on Twitter for breaking news headlines

### **AUDIENCE DEMOGRAPHICS**

Profile of LocalTechWire.com Users

COUNTY	
Wake	55%
Durham	8%
Orange	4%
Johnston	4%
Mecklenburg	5%

INCOME LEVEL	
100k and up	24%
75k to 99K	10%
50k to 74k	12%
25k to 49k	13%
0 to 24k	10%
Unreported	31%

EDUCATION	
Graduate Degree	18%
Some Graduate Level Work	6%
Bachelors Degree	26%
Some College	17%
Unreported	26%

POSITION	
CEO/President	21%
Director	15%
Manager/Supervisor	15%
VP/SVP/EVP	7%
CTO/CIO	2%
Other	40%

INDUSTRY/PROFESSION	
BioTech	4%
Consulting	6%
Education	3%
Engineering	3%
Finance	3%
Hardware Technology	3%
Healthcare	3%
Information Technology	9%
Legal	3%
Network/Systems	2%
Publishing	3%
Software Tech	5%
Sales/Marketing/PR	10%
Other	43%

## **EVENT ATTENDANCE DEMOGRAPHICS**

Local Tech Wire hosts the Executive Exchange, a business topic networking event every quarter in RTP and Charlotte. Each event includes a featured speaker and a panel series, Executive Edge. Each event gathers the right audience of business professionals that you want your company to meet. Our events draw up to 300 people with a heavy emphasis on C-level decision makers in technology, life science and finance companies.

Average of more than 100 C-level attendees per event  
28% C – Level • 33% Director Level • 15% Manager Level at their organization

## 2010 EVENTS

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Local Tech Wire is committed to tackling issues that impact the technology industry. The Executive Exchange is a forum for business leaders to gather and discuss challenges and solutions in this dynamic market.

We host a total of eight events in either RTP or Charlotte that gather that gathers an average of more than 100 C-level attendees. Every event provides both quality networking and career development to the attendees that range from c-level to middle management in technology, business development, operational and marketing positions.

Event sponsorship delivers all of the business development channels that help your sales force.

- Personal networking with decision makers
- Print visibility on event materials and signage
- Online visibility on event pages and email promotions
- Exhibit opportunities
- Verbal recognition during announcements
- Opportunity to make sponsor remarks

## FIRST QUARTER 2010 EVENTS

### **3D Revolutions , Catching the Next Big Wave (RTP)**

**American Tobacco Campus – Bay 7**

**Wednesday, February 24, 2010 11:30am - 2:30 p.m.**

Presented in partnership with the Triangle Game Initiative, the North Carolina Advanced Learning Technology Association and sponsored by Hosted Solutions, FeatureTel and MMI Public Relations, this event will feature:

- Behind-the-scenes movie clips from the smash hit Avatar
- A discussion about the emerging Immersive Internet from a Duke professor and author
- A panel discussion about the latest trends in the use of 3D from entertainment to simulation learning to product development and rapid prototyping.

Richard Boyd of Lockheed-Martin's 3Dsolve in Cary will discuss Avatar, which was made by his friend and professional colleague James Cameron. Boyd's relationship with Cameron dates back to Cameron's deep-sea science fiction hit "The Abyss."

Duke University Professor Tony O'Driscoll, one of the world's leading authorities on the Immersive Internet and 3D applications, will discuss his new book "Learning in 3D" and immersive learning environments.

Richard Kristoff, founder and chief executive officer of American Research Institute, will lead a panel discussion about emerging 3D trends in entertainment, videogames, software development and product development/prototyping.

Panelists include: Chad Dezern - Insomniac Games, Tom Kurke, CEO - Geomagic, Tony O'Driscoll, Richard Boyd

## **Social Media, You and Your Business (RTP)**

**American Tobacco Campus – Bay 7**

**Tuesday, March 9, 2010 – 3 p.m.**

How social media is transforming the way we do business.

Keynote speaker: Chuck Hester, author, marketing executive and LinkedIn Live Raleigh founder

Panel Discussion: How to meet the challenges and how to take advantages of social media from:  
Resource/IT needs (Hosted Solutions)

- Security
- Marketing/promotion (iContact)
- Telecommunications tools (FeatureTel)
- Emerging opportunities

Cost: \$25 (\$5 of which will go to LinkedIn Raleigh for donation to charity)

Admission covers attendance at event and attendance at LinkedIn Raleigh event.

**LinkedIn Raleigh Live event, 6-9pm** (\$5 admission fee if only attending the LinkedIn Live event)

Heavy hors d'oeuvres and Cash Bar

Sponsorship seating available for both events

## **Getting on the Cloud**

**(RTP): Wednesday, March 24 - 11:30 a.m. | American Tobacco Campus – Bay 7**

**(Charlotte): Thursday, March 25 - 11:30 a.m. | Byrons Southend**

Working with Hosted Solutions, Local Tech Wire will host “Getting on the Cloud” events on March 24 in the Triangle and March 25 in Charlotte.

Cloud computing and virtualization technologies are driving big business globally. In fact, in its latest quarterly earnings, Salesforce.com said demand for cloud computing provided a major boost to its profits.

How can your business get on the “cloud” and reap the benefits of lower costs, more services and on-demand networking power? Come network with us.

Cost: \$25

## SECOND QUARTER EVENTS

### **East meets West – (RTP)**

**American Tobacco Campus – Bay 7**  
**Thursday, April 15, 2010 – 12 p.m.**

\*\*Tentative

Speakers to be Announced

### **East meets West – (Charlotte)**

**Wednesday, April 21, 2010 - 12 p.m.**

\*\*Tentative

Speakers to be Announced

**Murdoch Research Facility – Bio Technology Today – Kannapolis DATE TO BE DETERMINED**

## THIRD QUARTER 2010 EVENTS

### **The Immersive Internet – (RTP)**

**American Tobacco Campus – Bay 7**  
**Thursday, August 26, 2010 – 12 p.m.**

\*\*Tentative

Speakers to be Announced  
Richard Kristof, American Research Institute

### **The Immersive Internet – (Charlotte)**

**Tuesday, August 24, 2010 – 12 p.m.**

\*\*Tentative

Speakers to be Announced  
Richard Kristof, American Research Institute

## FOURTH QUARTER 2010 EVENTS

### **Politics and Technology – (RTP)** **American Tobacco Campus – Bay 7** **October**

\*\*Tentative

Speakers to be Announced  
Chris Sinclair – Cornerstone Partners

### **Politics and Technology (Charlotte)** **October 20, 2010 – 12 p.m.**

\*\*Tentative

Speakers to be Announced  
Chris Sinclair – Cornerstone Partner

### **Technology and Education – (RTP)** **American Tobacco Campus – Bay 7**

\*\*Tentative

Speakers to be Announced

### **Technology and Education – (Charlotte)**

\*\*Tentative

Speakers to be Announced

# COMPREHENSIVE MARKETING SOLUTIONS

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Local Tech Wire provides three marketing elements that promise to generate leads, create brand awareness and build relationships that will lead to more business opportunities.

## EVENT SPONSORSHIP WEBSITE BRANDING OPPORTUNITIES DIRECT EMAIL MESSAGING

### EVENT SPONSORSHIP

Local Tech Wire hosts quarterly networking lunch & learns, called The Executive Exchange. Each event offers a unique opportunity to showcase your company's product or service offering. But, most importantly, it provides a forum for you to form and build key relationships with decision makers in the technology industry.

#### EXECUTIVE EXCHANGE CO-SPONSOR – \$18,000 ENTIRE SERIES

- Participation in events as panel member/event moderator
- Company listing as co-sponsor on event page and email promotions.
- Company logo as co-sponsor on all print collateral, event signage, table placards and program.
- Eight (8) tickets to event.
- Premium exhibit table.
- Receive event attendance report, including registrants' name, title, company and phone number for each event.
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#### GOLD SPONSOR – \$2,000/EVENT

- Recognition at podium as Gold Sponsor.
- Company listing as Gold Sponsor on event page and email promotions.
- Company logo as Gold Sponsor on all print collateral, event signage, table placards and program.
- Eight (8) tickets to event.
- Premium exhibit table.
- Receive event attendance report, including registrants' name, title, company and phone number for each event.

#### BRONZE SPONSOR – \$1,000/EVENT

- Recognition as Bronze Sponsor at podium.
- Company listing as Bronze Sponsor on event page and email promotions
- Company logo as Bronze Sponsor on all print collateral, event signage, table placards and program.
- Exhibit table
- Four (4) tickets to event.

## WEBSITE BRANDING

Local Tech Wire offers a unique web advertising package that allows you to grow as we grow. You pay a flat monthly fee, regardless of the number of impressions you receive. Dynamic creative ads in three different locations will give you the opportunity to communicate multiple messages or reinforce the same message, enhancing your company's brand awareness and/or driving traffic to your website.

Full Banner Ad	Display Ad	Leaderboard Ad
Headlines every site page Size: 468 x 60 pixels \$600/month	Ad in right column of page Size: 300 x 250 pixels \$500/month	Largest ad below the fold Size: 728 x 90 pixels \$400/month
* Packages are available for display ad packages. Contact us for more information		

**FULL BANNER AD**

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**DISPLAY AD 300X250**

**DISPLAY AD 300X600**

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## DIRECT EMAIL MESSAGING

Local Tech Wire also has a daily e-newsletter, First Edition. First Edition is delivered to the inbox over 3,000 opt-in subscribers Monday through Friday at 9 a.m. that are looking for the latest breaking news in the technology industry. So, you can deliver a consistent message to an attentive audience.

Full Banner Ad	Small Rectangle Ad	Square Button Ad
Headlines newsletter Size: 468 x 60 pixels \$500/month	Largest ad in newsletter column Size: 250 x 125 pixels \$750/month	Left column to advertise events Size: 125 x 125 pixels \$500/month
* Packages are available for display ad packages. Contact us for more information		

The screenshot shows the Local Tech Wire website interface. At the top left is the logo, a stylized flower icon next to the text "localtechwire". To the right are logos for "Premiere Partners" including the Council for Entrepreneurial Development and NCTA. Below the logo is a navigation bar with "HOME", "EVENTS", and "ADVERTISE".

The main content area features a news feed with the following items:

- 44 minutes ago**  
**New 'Things are changing quickly,' says Research Campus founder Murdock**  
As Monsanto announces it will build a lab in Kannapolis, the billionaire owner of Dole Food says the \$1.5 billion project is "very close" to other deals. 
- 24 minutes ago**  
**New PC rebound ignites 60% surge in Microsoft earnings**
- 34 minutes ago**  
**New Social media tools could be key to finding new job in tough climate**
- 40 minutes ago**  
**New British electronics firm to hire 155 for new plant in Durham**
- New Hot off the wire – Nintendo chef belittles iPad; Amazon profits skyrocket; Google digital books deal still under fire; Yelp raises \$25M after failed Google deal**

On the right side, there are several advertisements:

- WARD AND SMITH, P.A. ATTORNEYS AT LAW**  
Corporate Finance  
Organization  
Intellectual Property Protection  
Commercial Agreements
- FEB 10 - 2010**  
Sheraton - RTP
- No phone system equipment to lease or buy**  
CLICK HERE for a FREE quote! **FeatureTel** MANAGED TELECOMMUNICATIONS
- Hosted Solutions Philosophy**  
"KEEPING YOUR DATA SECURE 24/7 IS NOT JUST A PROMISE, IT'S OUR WAY OF LIFE."  
**Business Continuity**  
WANT TO KNOW MORE? CLICK HERE
- Hosted Solutions** Managed Hosting Made Simple.